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The Mobile Phone SMS

SMS is text messages sent and received with mobile phones. KACE is harnessing this ICT technology to disseminate market information and intelligence. KACE has developed an SMS market information service branded as SMS Sokoni in partnership with the Safaricom Limited, a leading mobile phone service provider in Kenya.

A farmer anywhere in the country where the Safaricom network exists can in easy steps access market information like commodity prices in different markets, who is buying or selling what commodity, at what prices, where and when, as well as access extension messages using their mobile phones.

The user receives and pays for the SMS messages to the service provider. SMS is easy to use, reliable, convenient and low-cost. The information is updated everyday and hence is most current and timely to the user. KACE is in the process of developing a similar service with a second mobile phone service provider in the country.

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