

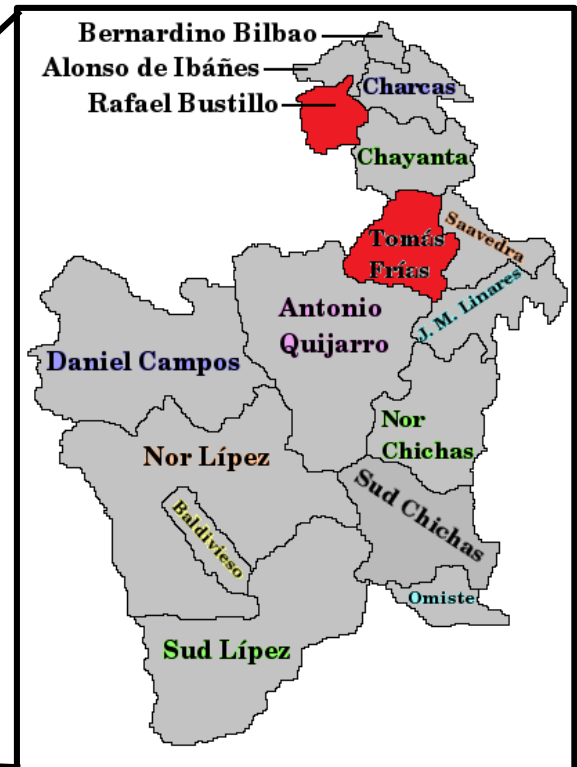


# Hand Held Wealth?

Mobile Money &  
Food Production in  
Rural Potosi

Isabel Balderrama &  
Oscar Rocabado

# Research Area



# Purpose of research

*What role does the adoption of the mobile money platform Tigo Money play in the productivity and implementation of new technologies for food production among the population that live in extreme poverty in Northern Potosí?*

# Methodology – Q2

- Quantitative

- 561 surveys in 2 municipalities with 25 questions each

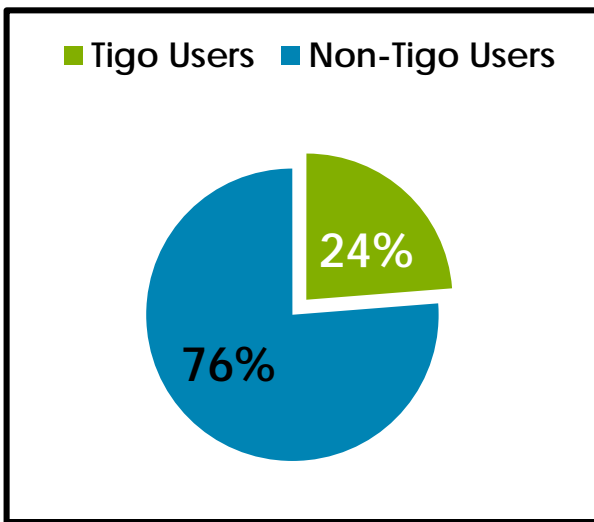
- Qualitative

- 68 Structured interviews with Tigo Money users
- Interviews with key informants
- Participatory observation

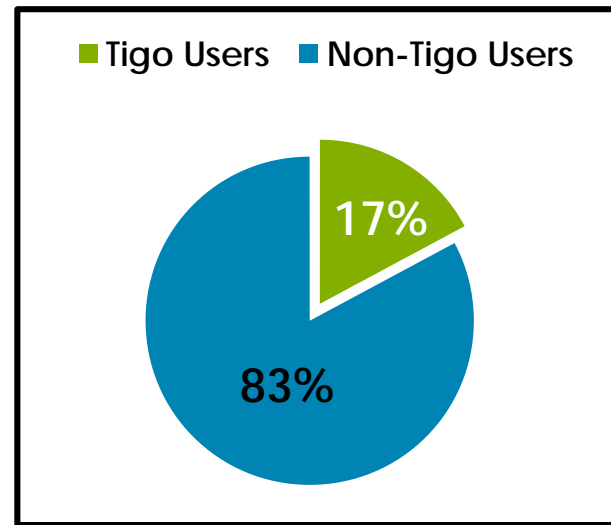
# Usage

20% of all respondents were Tigo Money Users

## Urmiri



## Chayanta





## How the introduction of a new mobile money platform transformed the spending, saving and investment habits of people in Urmiri and Chayanta

**“I can now better feed my family”**

**Female, 57, Chayanta**

**“I invest in my crops and in food for my livestock”**

**Male, 63, Chayanta**

**“I can spend in studies for my children thanks to the money I receive”**

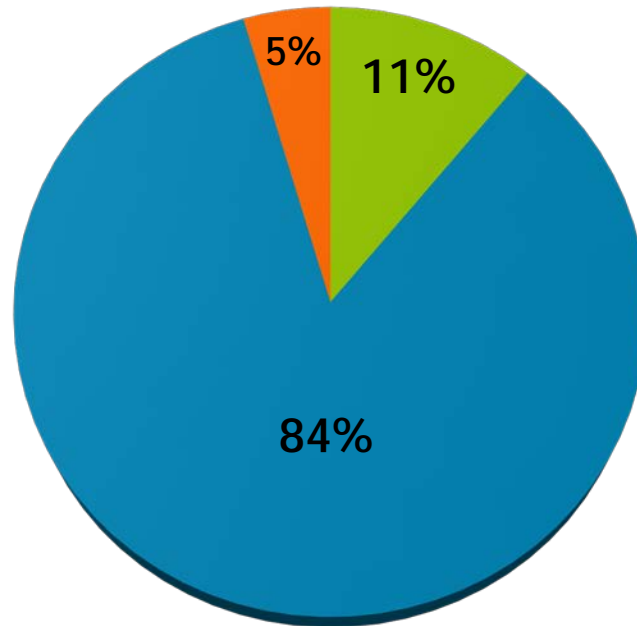
**Male, 35, Urmiri**

**“I am saving to go to Argentina”**

**Female, 19, Urmiri**

# General directionality of the mobile money transfer flows in the research area

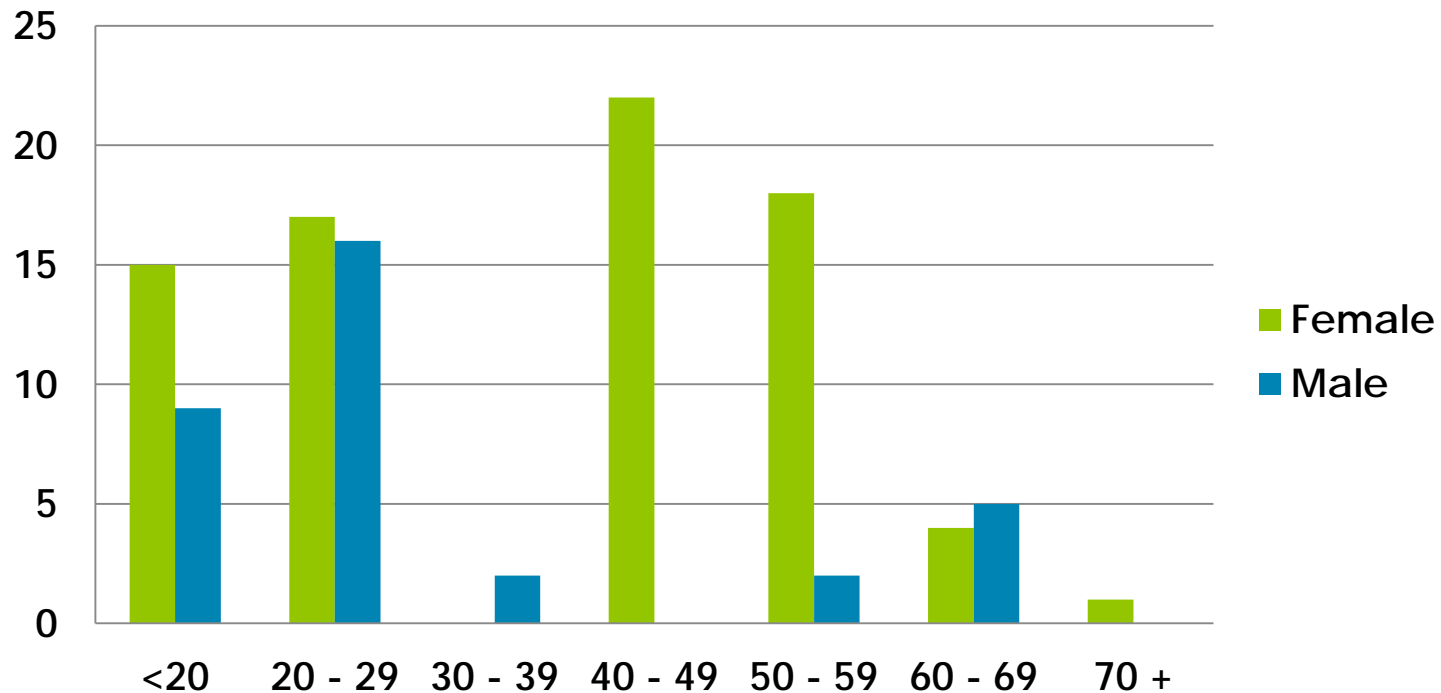
■ Rural - Rural   ■ Urban - Rural   ■ N/A





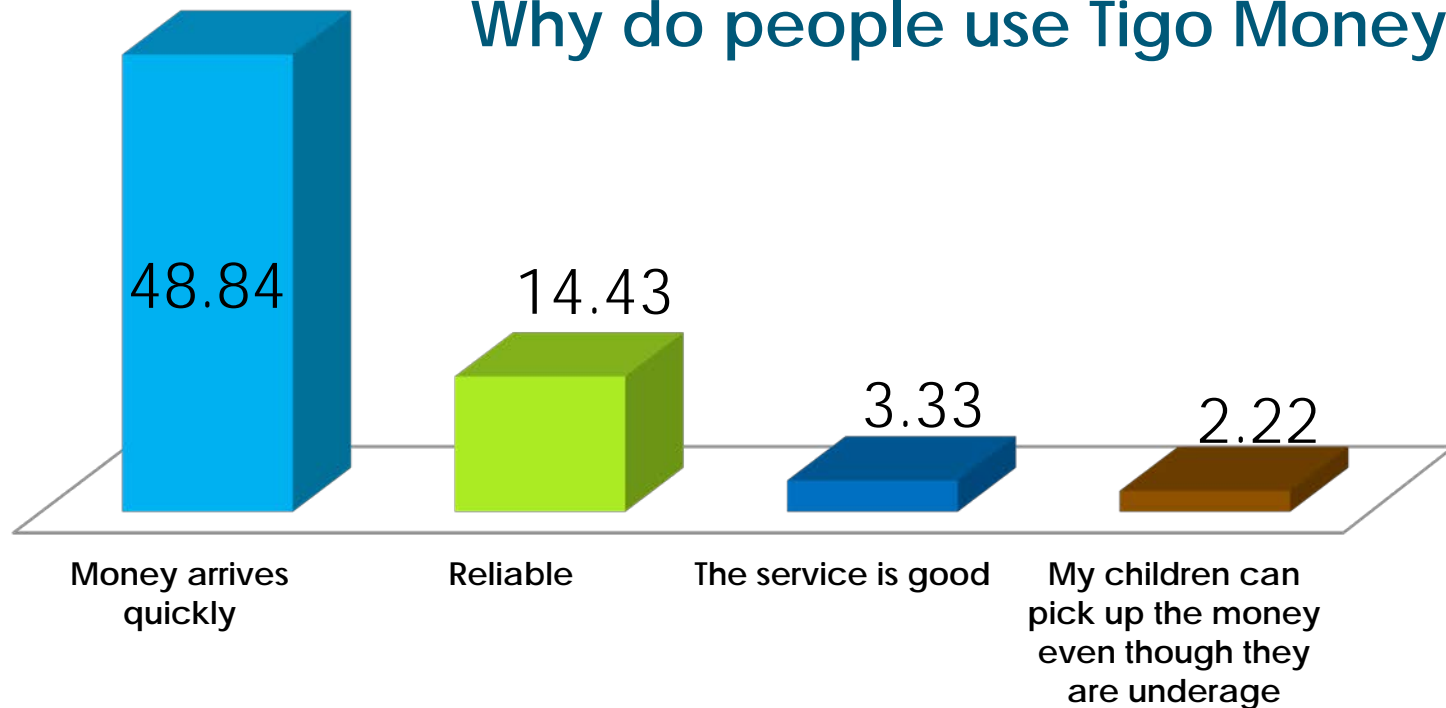
# Segment of the population within the research area is more likely to adopt mobile money

Tigo Money usage in both municipalities per gender and age group



# General attitude of the population toward the adoption of mobile money technologies?

## Why do people use Tigo Money?



*The role of Tigo Money in the productivity and implementation of new technologies for food production in Urmiri and Chayanta*



# OTHER FINDINGS

- Utilizing a different cell phone service provider in order to access Tigo Money
- Users themselves finding innovative ways to access Tigo Money
- Migration is tightly related to the usage of mobile banking technologies in this part of the country

# QUESTIONS?

