Hand Held Wealth?

Mobile Money & Food Production in Rural Potosí

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
20% of all respondents were Tigo Money Users

**Urmiri**

- Tigo Users: 76%
- Non-Tigo Users: 24%

**Chayanta**

- Tigo Users: 83%
- Non-Tigo Users: 17%
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: 5%
- Urban - Rural: 84%
- N/A: 11%
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

![Graph showing Tigo Money usage by gender and age group](image-url)
General attitude of the population toward the adoption of mobile money technologies?

Why do people use Tigo Money?

- Money arrives quickly: 48.84
- Reliable: 14.43
- The service is good: 3.33
- My children can pick up the money even though they are underage: 2.22
The role of Tigo Money in the productivity and implementation of new technologies for food production in Ummiri 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?