



## Impact Evaluation of Mobile Agriculture Information Services in Southern India: Implications for Uganda's Rice Farmers

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### Abstract

Mobile agriculture information services (MAIS) have been implemented in Southern India to improve farmers' knowledge and practices. A comparative analysis was conducted using existing data from Southern India's MAIS programme and hypothetical scenarios for Uganda's rice farmers. The findings suggest that targeted interventions could enhance MAIS effectiveness in improving crop yields for Ugandan rice farmers. Policy makers should consider targeting younger farmers and integrating technology into agricultural extension services.

**Keywords:** *Sub-Saharan, GIS, econometrics, livelihoods, adoption, precision agriculture, sustainability*

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