



# Village Phone, Uganda

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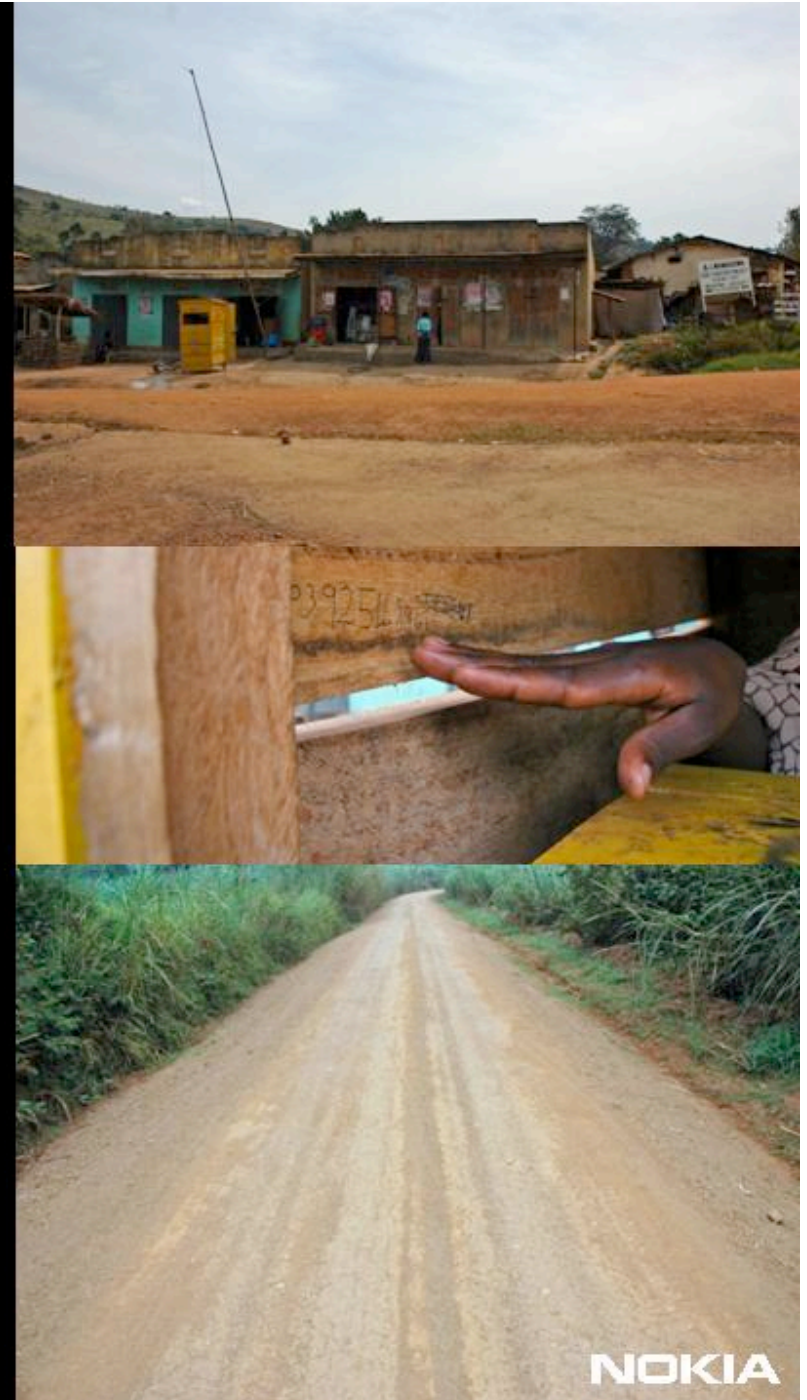
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# Introduction


Along with MTN, Grameen Foundation USA and local micro-finance organisations in Uganda and Rwanda Nokia is exploring how to extend cellular connectivity through the Village Phone initiative.

A micro-entrepreneur can borrow the money to buy a **village phone kit** consisting of an adapted Nokia 1100 phone, a 10 meter cable to connect to an external antenna, and a battery to keep it charged (mains electricity is not usually available). The kit, which costs 200 USD **extends regular cellular coverage from 15km to approximately 30km in many cases bringing cellular connectivity to areas for the first time.**

The following photos were taken as part of a study into shared phone use, a study that included interviews with the two village phone operators that appear here.



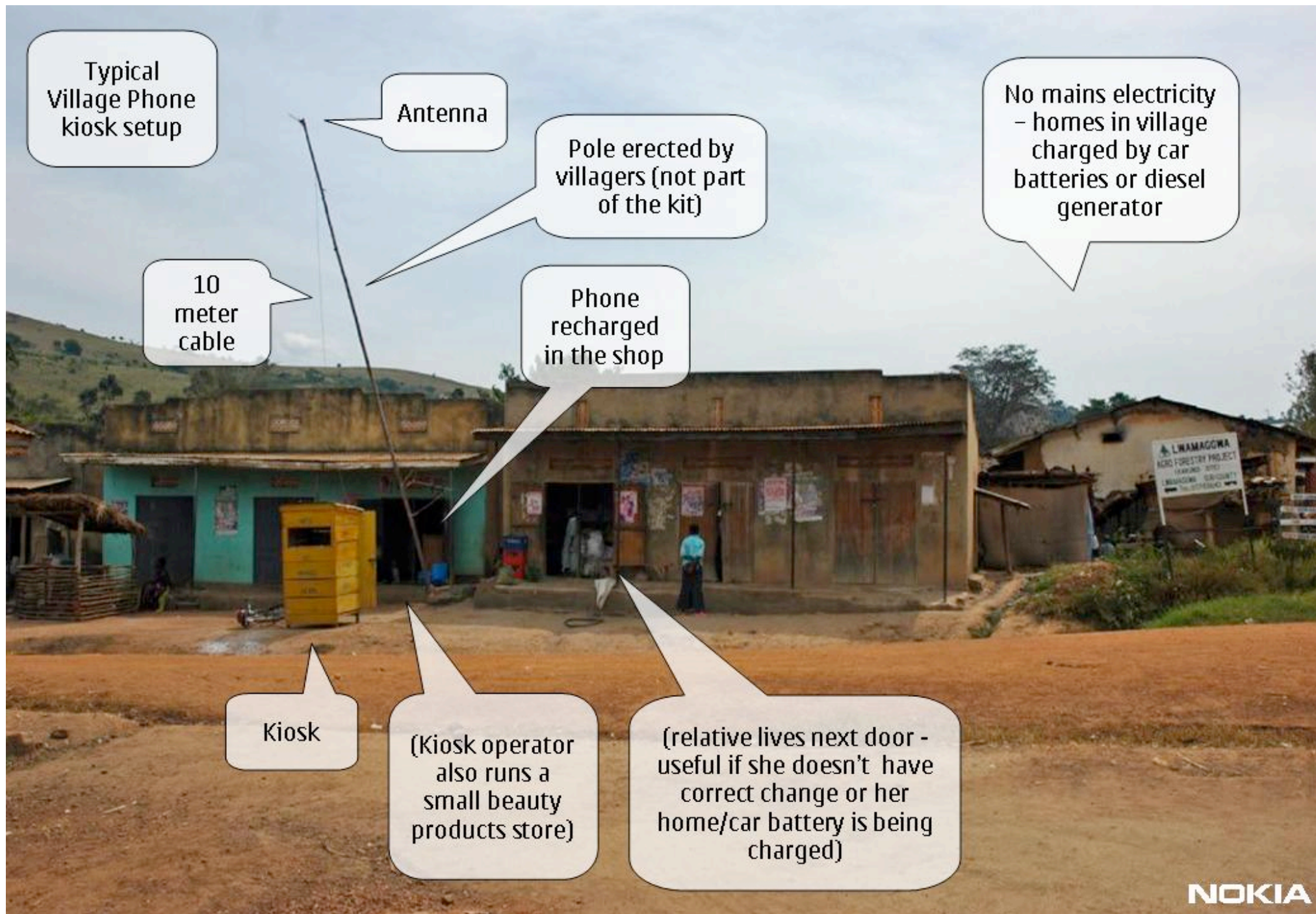


A photograph of a long, straight dirt road stretching into the distance. The road is light brown and has two faint, parallel yellow lines running down its center. On either side of the road, there is dense, tall green grass and some shrubs. The sky is not visible, and the overall scene suggests a rural or undeveloped area.

Village Phone is designed for villages that don't currently have cellular coverage. In these places the cost of making a call can involve a 10 or 20km journey

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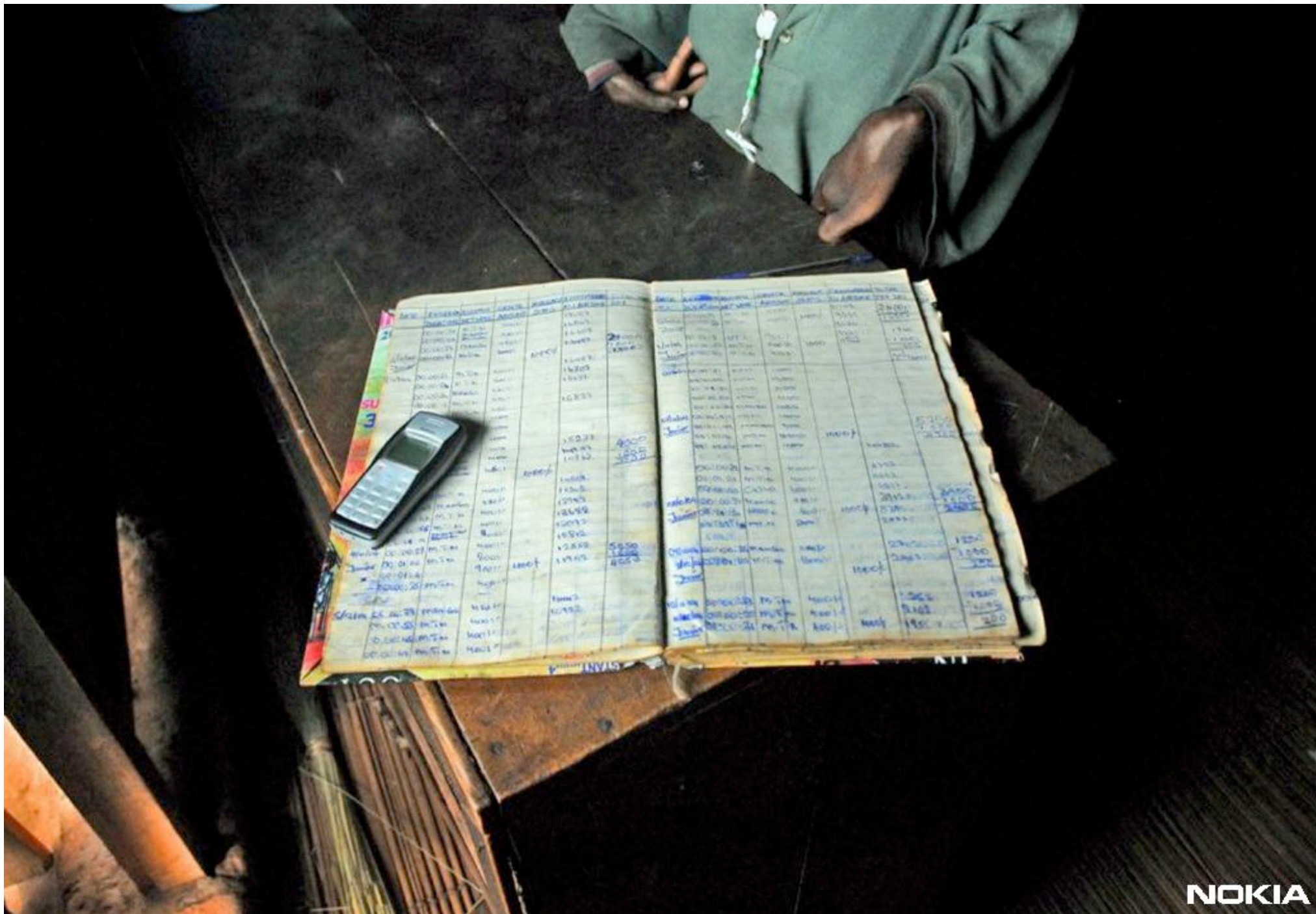
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The customer requests a number to call – and agrees the duration of the call with the operator in advance. The operator dials the number and the phone is handed to the customer.



28/9/04	00:00:51	MANGO	4501-	1000P	30007	1000	2500
28/9/04	00:00:56	MANGO	4501-		29702		
		MANGO	4501-				
	00:00:59	M.T.N	4001-		25987		
	00:00:32	MANGO	4501-				
	00:00:40	M.T.N	4001-				
	00:00:28	M.T.N	8001-		27642	3800	
	00:00:54	M.T.N	4001-			1000	
				1000P		2800	
	0:00:31	MANGO	4501-		27197		
	:00:39	M.T.N	4001-		26992		
	00:37	M.T.N	4001-		26787	12501	
				1000P		1000	
					26297	250	
	00:5				26147		
	00:58				25997		
	0:57				25847		
	0:12				25547		
	:49				25327	2650	
	18/MANGO	4501-		1000P			

The kiosk operator is encouraged to keep accounts of how many calls are made to which carriers to help better understand their customers



[illegible]



The account book also contains frequently called phone numbers

Radio call in shows are popular

Numbers found in other kiosks include: the nearest medical clinic, hospital, taxi, local VIPs, markets



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*villagePhone*

400/=

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Village Phone


MTN	400/Sh
UTL	450/Sh
MANGO	450/Sh
CELTEL	600/Sh
E.AFRICA	1200/Sh
INTERNATIONAL	3000/Sh

400 Ugandan  
Shilling = about  
0.15 Euro

Rates for calling  
options are widely  
advertised in Uganda.  
Phone owners are both  
highly aware of calling  
and messaging costs  
and base their  
communication  
practices on getting the  
most for their limited  
money

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A close-up photograph of a person's hand pointing to a phone number written on a wooden wall. The wall is made of vertical wooden planks. The phone number '0392548961' is written in dark ink. The hand is dark-skinned and is pointing with the index finger. The background is slightly blurred, showing more of the wooden wall and a yellow structure in the foreground.

Frequently called  
phone numbers written  
on the kiosk wall. The  
kiosk operator was  
semi-literate and was  
unable to use the  
phone book.

The kiosk wall is  
essentially the  
phone book for  
members of the  
local community.





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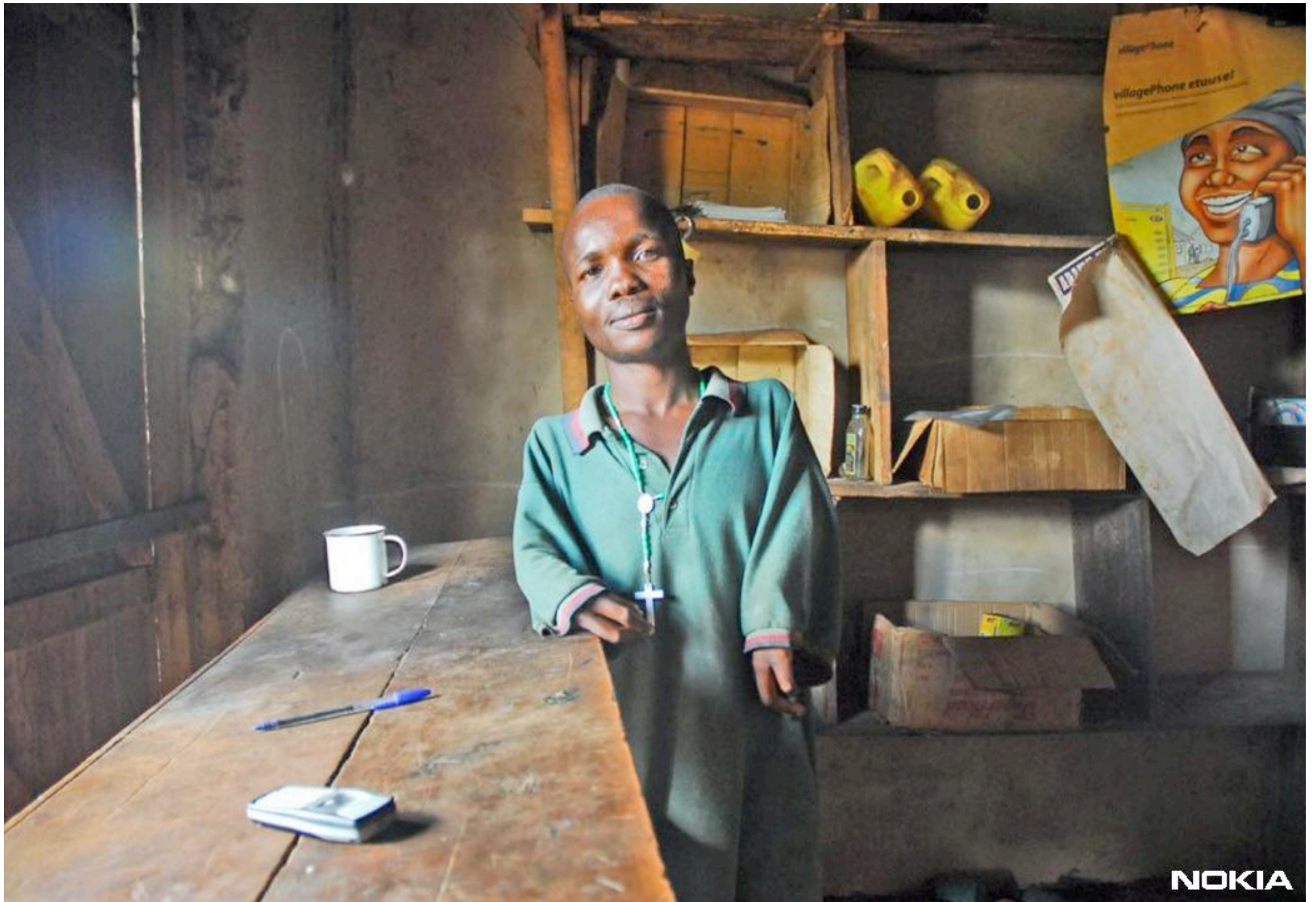
031 42167 KFA

011 60640

075 866 820 Sekt

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