



*2 - 4 April 2025 | Manthabiseng Convention Centre
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Assessment of the Modified Short Message Service Notification System for Farmers Supplying NAMBoard in Eswatini

Thabo Hlophe:
National Agricultural Marketing Board, Eswatini



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Introduction

Background

NAMBoard implemented a Short Message Service (SMS) notification system to enhance communication with farmers on produce quality and pricing.

Problem Statement

Farmers report issues with delays, missing notifications, lack of detail, and inconsistencies.

Objectives

- Assess performance of the modified SMS system.
- Identify issues faced by farmers.
- Gather farmer feedback on satisfaction.
- Recommend system improvements



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Methodology

- **Study Design:** Rapid assessment survey
- **Sample:** 100 farmers that have contracts with NAMBoard
- **Data Collection:** Structured questionnaire covering SMS receipt, content accuracy, and satisfaction.
- Also awareness of other NAMBoard farmer assistance services
- **Analysis:** Identified common trends and issues

Results – Receipt of SMS Notifications

- 85% received SMS notifications
- 15% reported delays or non-receipt
- **Implication:** Need to improve system reliability



Results – Content Accuracy

- **20%** of farmers noted a lack of detailed information
 - rejection reasons
 - exact amounts
- **Implication:** Enhancing message content is crucial

GRN:12227 1-Baby Corn

Delivered
Weight:72.44KG

Grade A:6.6KG

Grade B:4.5KG

Rejected:6.4KG

Wasted:54.94KG

Comment:mixed sizes,deformes

Results – Satisfaction Levels

- **70%** of farmers were satisfied with the SMS system.
- **30%** wanted improvements in timeliness and detail.
- **Implication:** Addressing key concerns will boost satisfaction

Hi Thabo. I wanted to show you kuts Namboard used to have good delivery sms last year.

06:24

Encabeni Produce Receipt Notice:

Name: [REDACTED]

Checked Date: November

GRN: 64471

Produce: Butternut

QTY Delivered: 50 bags

QTY Accepted/Packed: 50 bags

(E85.00)

Total Due: E4250.00

06:24

It used to have everything as you can see

Results – Awareness of Programs



60% AWARE OF THE REVOLVING FUND.



40% AWARE OF THE FARM INPUT SUBSIDY.



IMPLICATION: INCREASE FARMER AWARENESS OF RELATED NAMBOARD PROGRAMS

Discussion



SMS system is functional but has gaps in timeliness, detail, and reliability.



Farmers appreciate the system but desire improvements.



Improving communication enhances transparency and trust

Recommendations



Improve Timeliness: Send SMS promptly after quality checks.



Enhance Message Content: Include detailed information on rejection reasons, amounts, and additional details.



Regular System Audits: Identify and resolve technical issues causing delays.



Feedback Mechanism: Enable farmers to report issues and suggest improvements



System Integration: Link SMS system with other NAMBoard platforms for consistency.

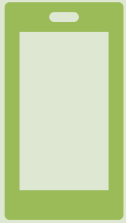


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Conclusion



SMS SYSTEM IS BENEFICIAL BUT NEEDS
ENHANCEMENTS.

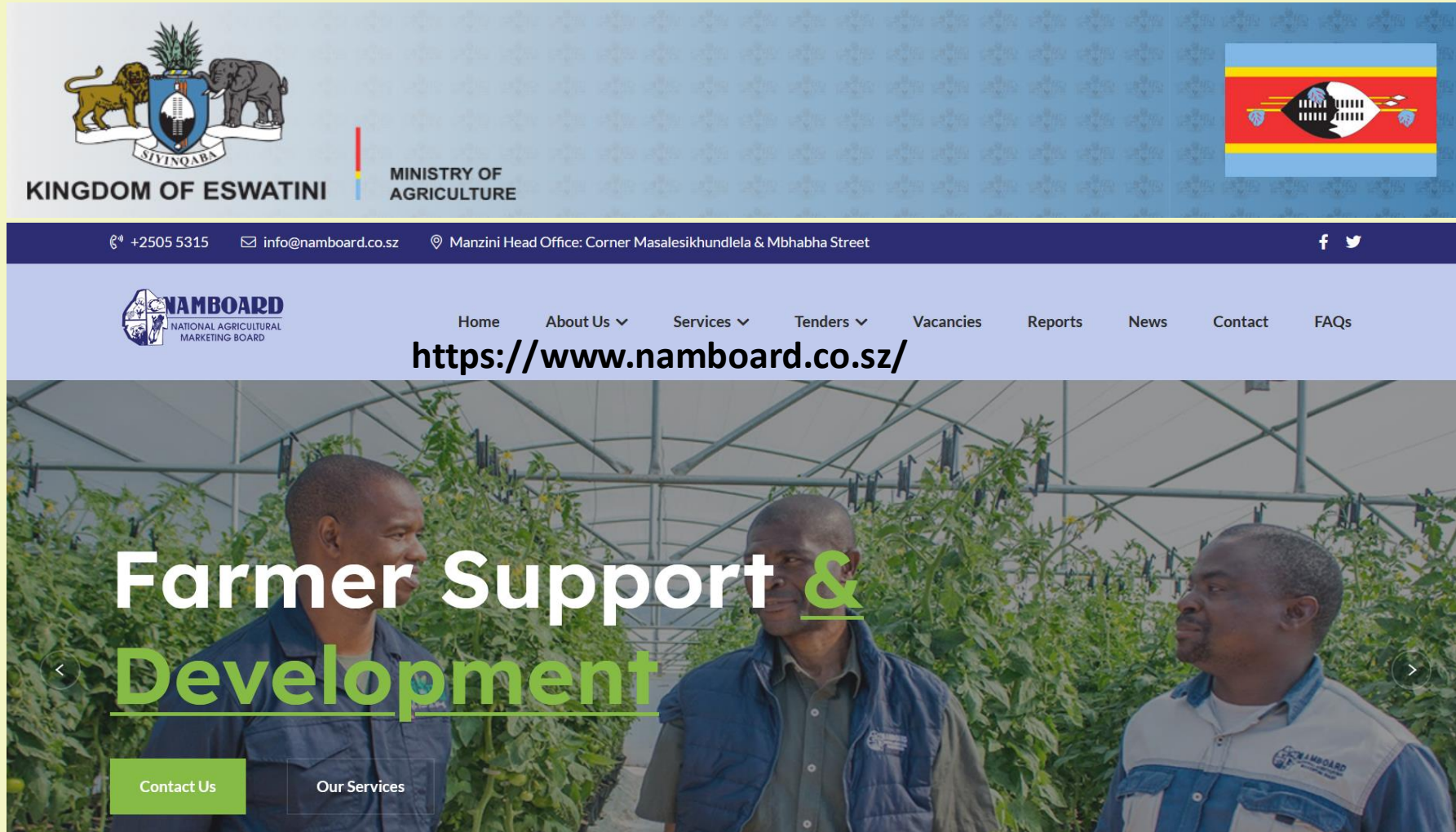


ADDRESSING TIMELINESS, CONTENT
ACCURACY, AND FARMER ENGAGEMENT
WILL IMPROVE EFFECTIVENESS.



STRENGTHENING COMMUNICATION
SUPPORTS BETTER AGRICULTURAL
DEVELOPMENT

Acknowledgments



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