

iCow — From Voice to SMS: Redesigning a Livestock Advisory Service Around Kenyan Farmers' Real Literacy and Phone Access

Digital Inclusion · Good practice · Kenya

Quality score: 96/100

Evidence strength: Strong

Summary

Kenyan entrepreneur Su Kahumbu launched iCow as a voice hotline for dairy farmers, then rebuilt it as SMS/USSD after learning what her low-literacy, feature-phone users could use; a post-launch survey found 42% of farmers reporting higher incomes.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-08

[Green Dreams Tech \(iCow\)](#) — accessed 2026-09-08

[VOA News — Kenyan Cattle Farmers Benefit from Mobile Service iCow](#) — accessed 2026-09-08

[iCow — Official History](#) — accessed 2026-09-08

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