Sauti East Africa — A USSD/SMS Trade-Information Service Designed for Low-Literacy Women Traders, Tested in a Randomised Trial at the Kenya–Uganda Border

Digital Inclusion · Good practice · Kenya

Quality score: 92/100

Evidence strength: Strong

Summary

Women-led Kenyan social enterprise giving small traders prices, exchange rates and border procedures on basic phones via a simple number menu (USSD/SMS). An RCT with 1,100 Busia traders found sales and profits 17–18% higher.

Key dimensions

Dimension	Score
Innovation level	3/5
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 2026-11-15

Sauti East Africa — accessed 2026-11-15

J-PAL — Impact of Mobile-Based Market Information on Informal Cross-Border Trading in Kenya and Uganda — accessed 2026-11-15

OCHA Centre for Humanitarian Data — How HDX and Sauti East Africa are putting data in people's hands — accessed 2026-11-15

MIT Solve — Sauti East Africa Limited — accessed 2026-11-15

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