

# Qualcomm pilots mobile application vBay for Agri Entrepreneurs in Rural India

Source: <https://indiamicrofinance.com/qualcomm-pilots-mobile-application-vbay-for-agri-entrepreneurs-in-rural-india.html>

As part of its global wireless reach initiative, Qualcomm has engaged in a pilot project with the **Indian Society of Agribusiness Professionals (ISAP)** and United Villages Networks to develop and support vBay. vBay is a BREW-enabled mobile classifieds application for rural agri-entrepreneurs who are within reach of **United Villages'** existing hubs in the villages of Orissa and Rajasthan.

This project will provide rural communities, including under privileged and marginalized farmers, the ability to post and browse products and services across a network of BREW-enabled villages and improve productivity by providing daily commodity price updates.

**vBay is a mobile solution that delivers next generation services to consumers, rural and urban, and offers a compelling business opportunity for rural entrepreneurs. It will empower rural entrepreneurs to broaden their villages' access to markets, thereby increasing the affordability, accessibility and variety of products available to rural communities using BREW technology.**

As part of the project, Qualcomm's Wireless Reach initiative will support the purchase of the CDMA handsets and support ISAP's engagement with United Villages to develop, deploy, operate and market vBay. In addition, ISAP will train rural entrepreneurs on how to successfully manage and grow their businesses by taking advantage of United Villages' mobile-enabled rural services and assist in providing market linkages for the products and services listed in the vBay database.