

Hustling Day in Silicon Savannah

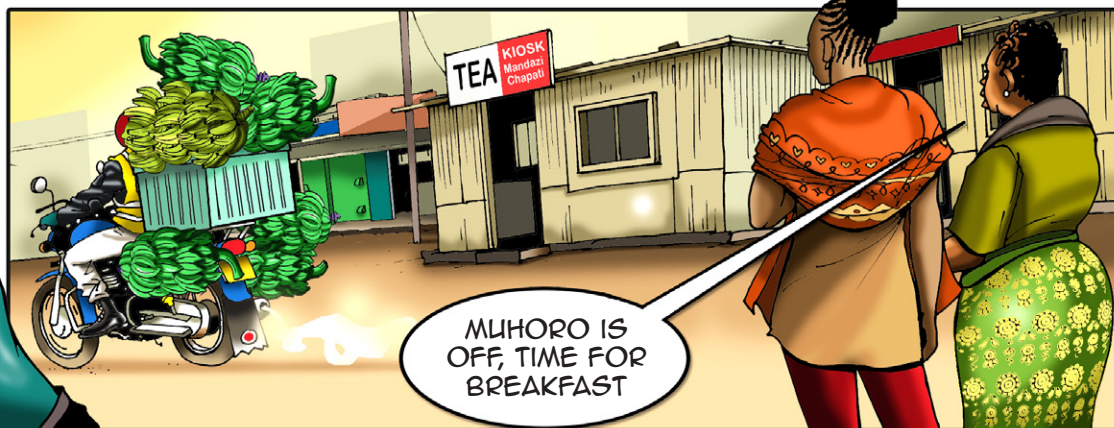
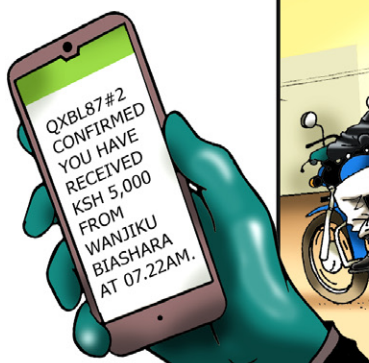
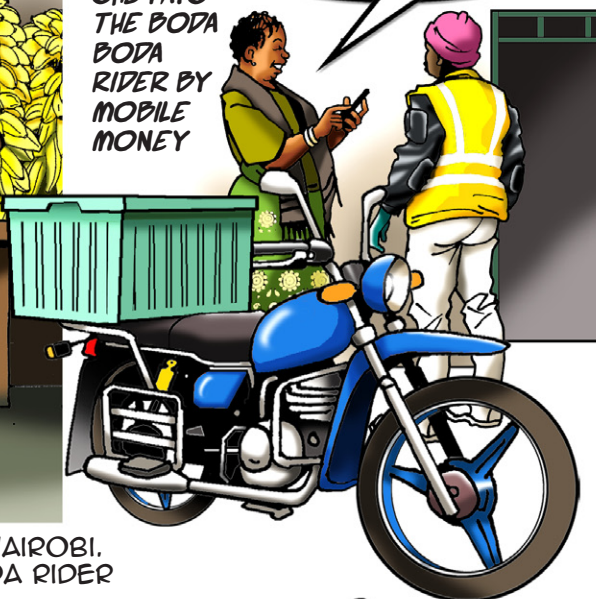
DAWN IN THIKA, A TOWN AN HOUR'S DRIVE NORTH OF NAIROBI CITY, KENYA...

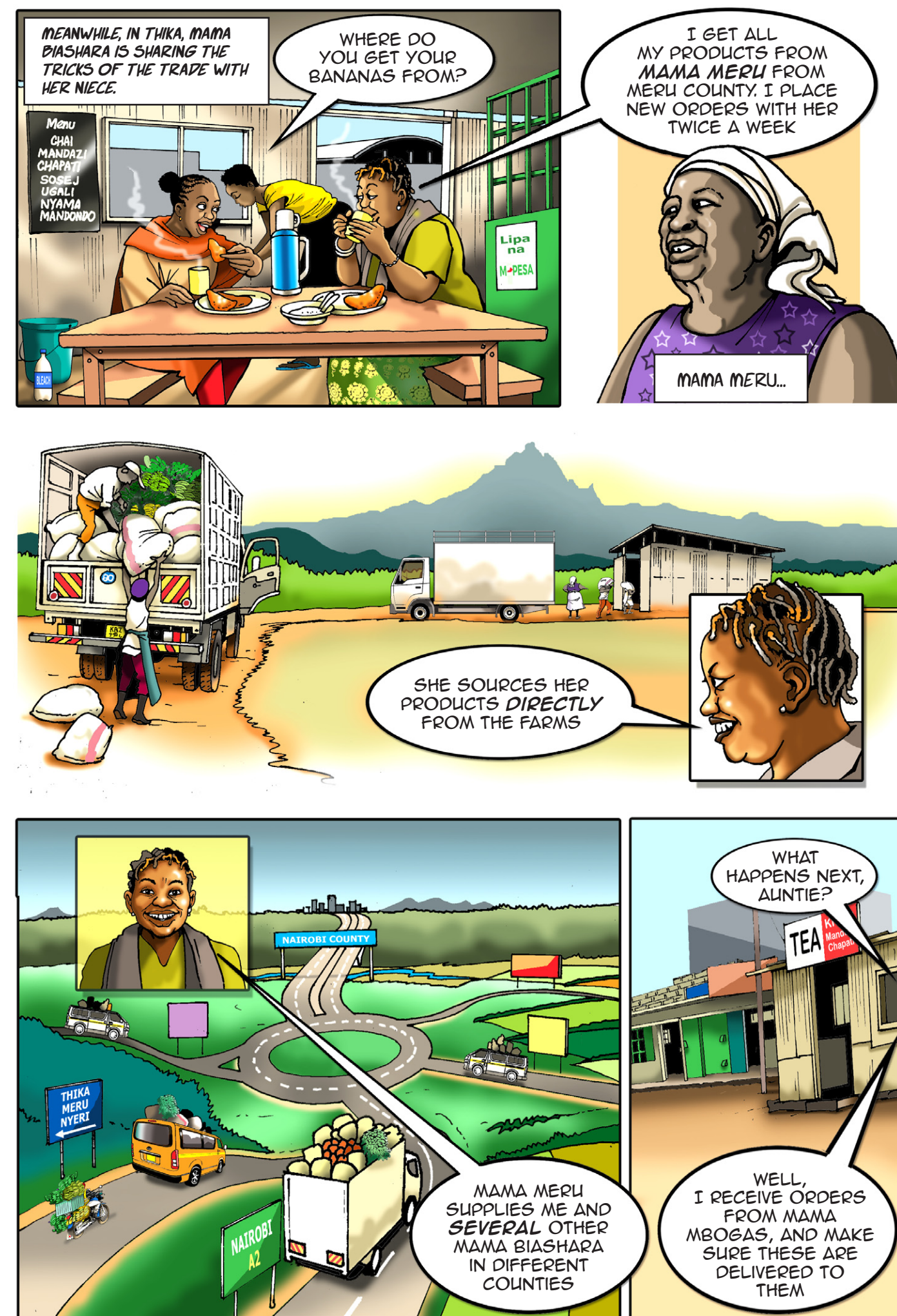
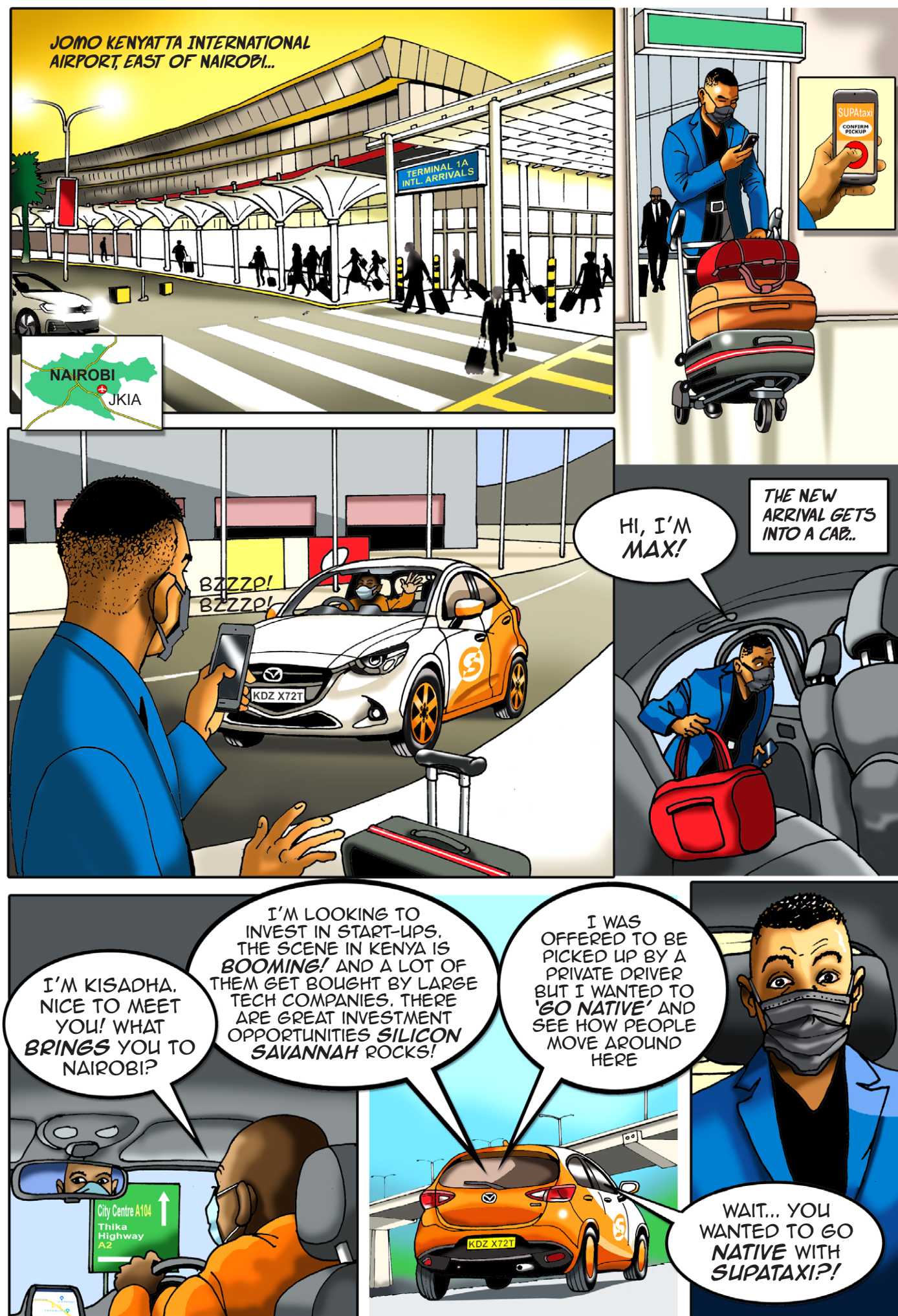


MAMA BIASHARA SELLS FRUITS AND VEGETABLES TO MARKET SELLER WOMEN (CALLED MAMA MBOGAS*) IN NAIROBI AND THIKA. *mboga means vegetables in Kiswahili.

HERE'S 5,000, MUHORO, FOR ALL THE GREAT WORK YOU DO FOR ME

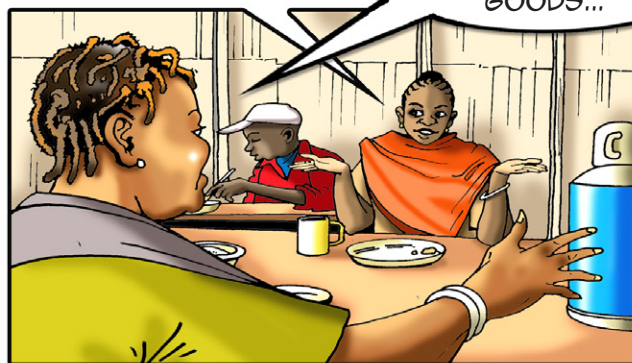
SHE PAYS THE BODA RIDER BY MOBILE MONEY



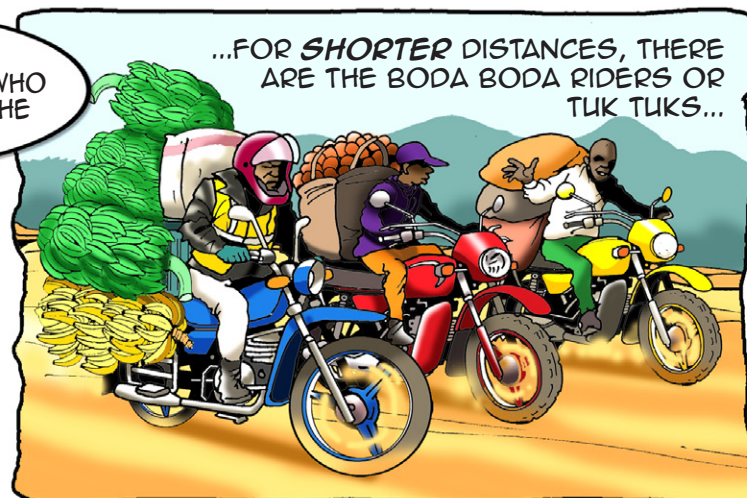


BUT **HOW** ARE ALL THESE ORDERS DELIVERED IN TIME, AND TO THE **RIGHT** PEOPLE?

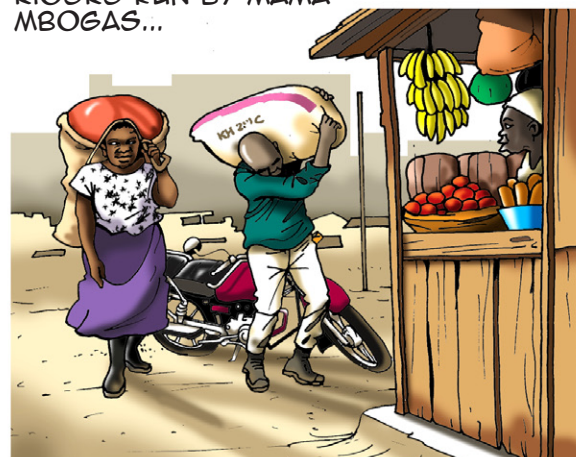
WE HAVE A **NET-
WORK** OF PEOPLE WHO
HELP US DELIVER THE
GOODS...



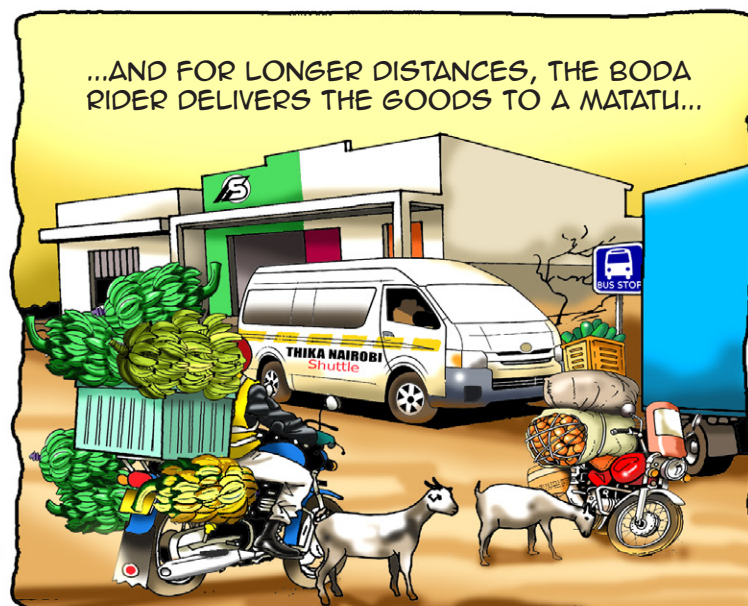
...FOR **SHORTER** DISTANCES, THERE
ARE THE BODA BODA RIDERS OR
TUK TUKS...



...THEY DELIVER THE GOODS TO THE
KIOSKS RUN BY MAMA
MBOGAS...



...AND FOR LONGER DISTANCES, THE BODA
RIDER DELIVERS THE GOODS TO A MATATU...



ANOTHER
BODA
BODA
OPER-
ATOR THEN
PICKS IT UP
AGAIN...



...AND DELIVERS
IT TO THE CLIENT!



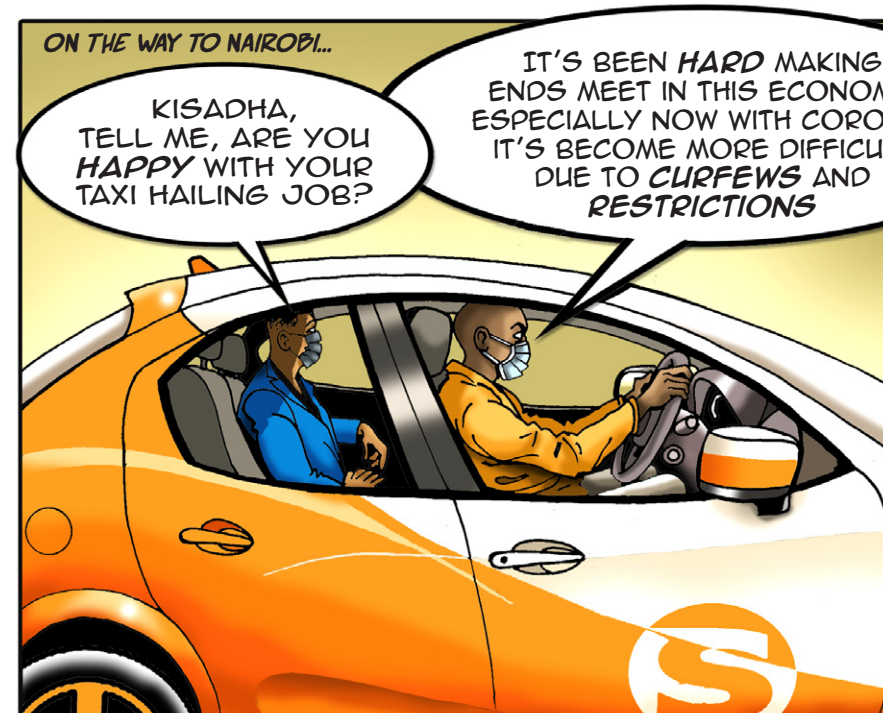
COME NOW,
WE HAVE **MORE**
WORK TO DO!



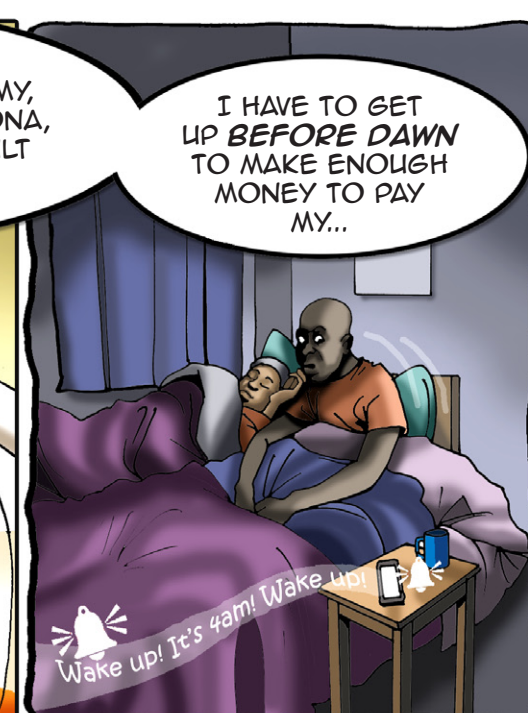
ON THE WAY TO NAIROBI...

KISADHA,
TELL ME, ARE YOU
HAPPY WITH YOUR
TAXI HAILING JOB?

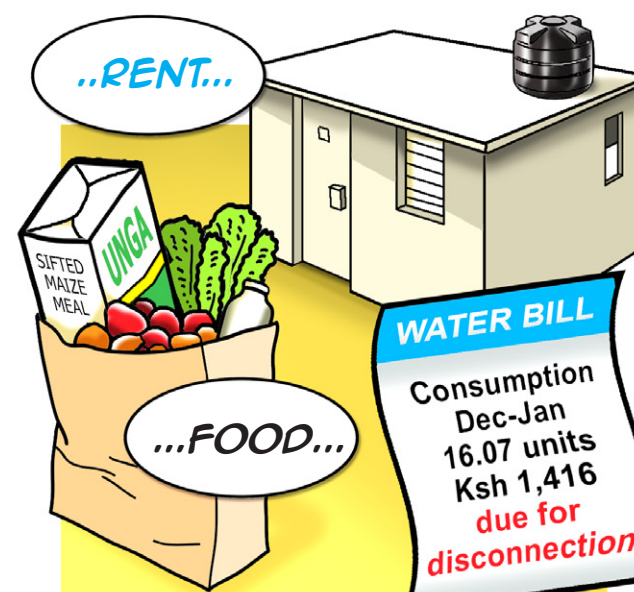
IT'S BEEN **HARD** MAKING
ENDS MEET IN THIS ECONOMY,
ESPECIALLY NOW WITH CORONA,
IT'S BECOME MORE DIFFICULT
DUE TO **CURFEWS** AND
RESTRICTIONS



I HAVE TO GET
UP **BEFORE DAWN**
TO MAKE ENOUGH
MONEY TO PAY
MY...



..RENT..



...FOOD...

WATER BILL
Consumption
Dec-Jan
16.07 units
Ksh 1,416
**due for
disconnection**

...LOANS...

...EXPENSES...



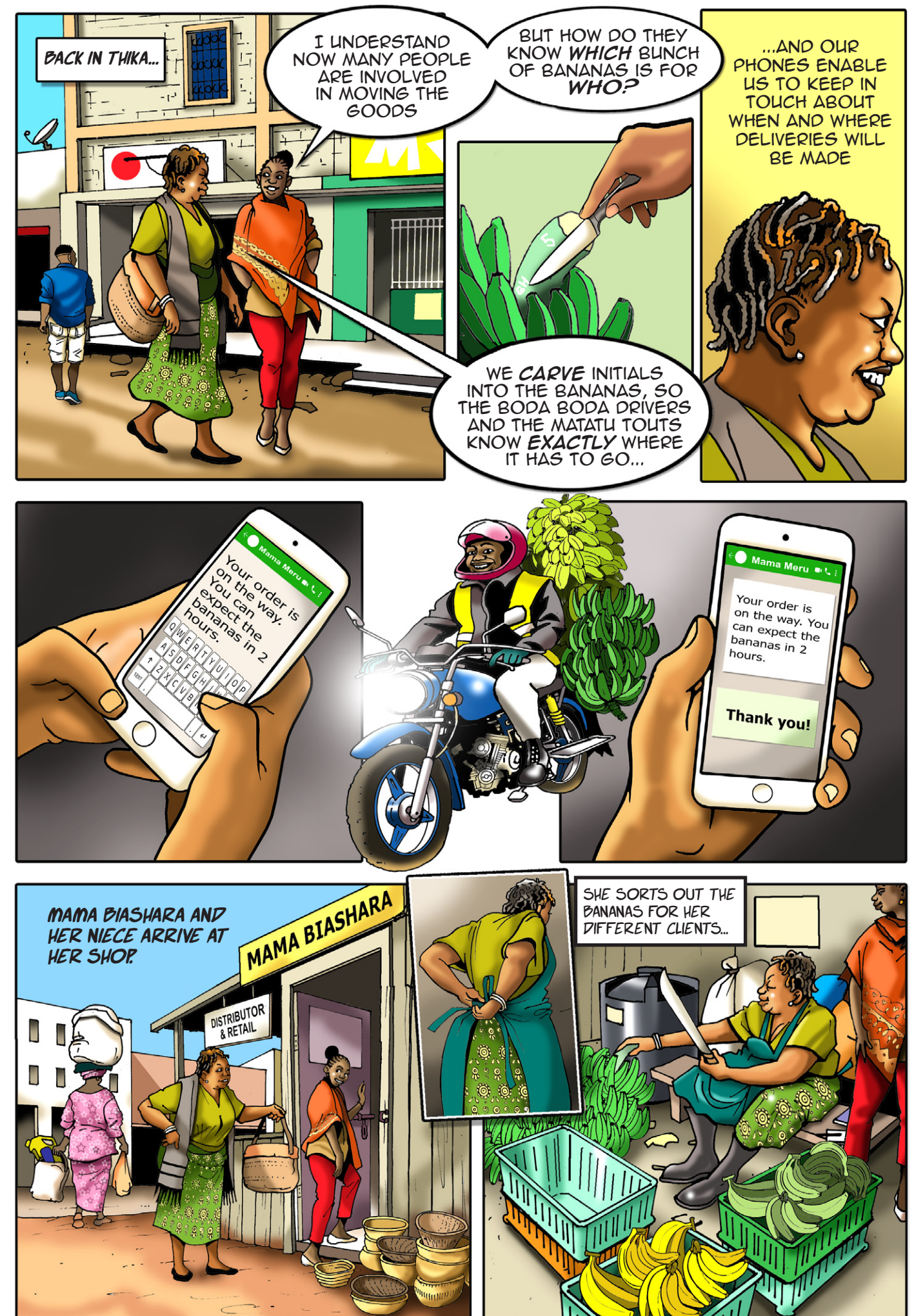
..AND 25%
COMMISSION TO
SUPATAXI!

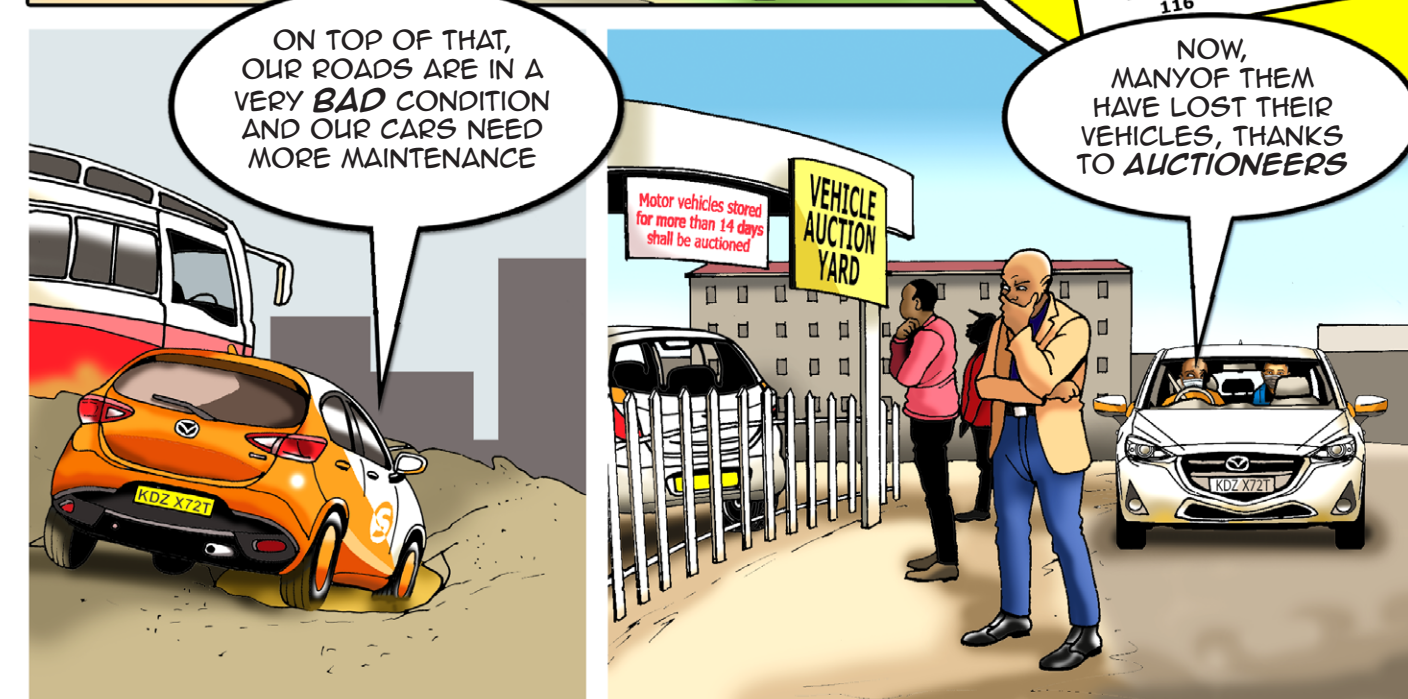
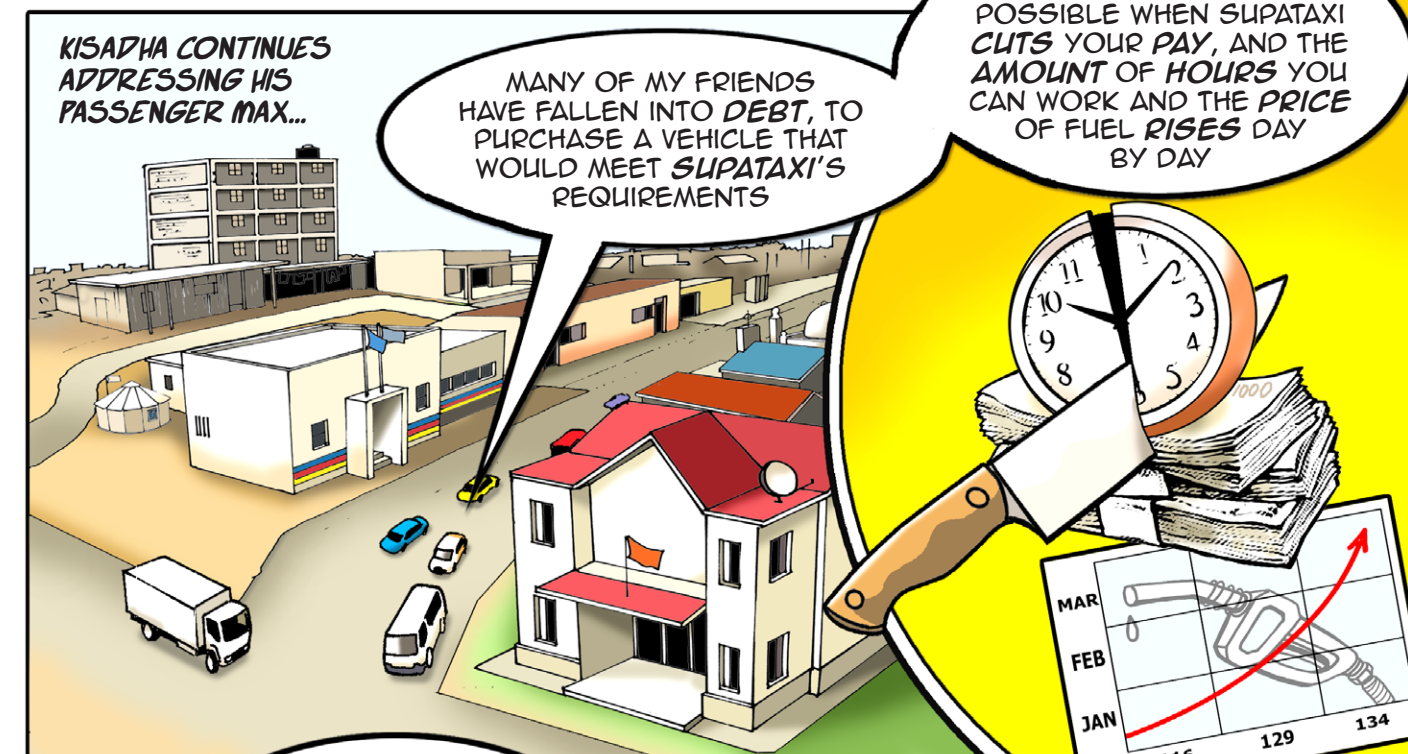
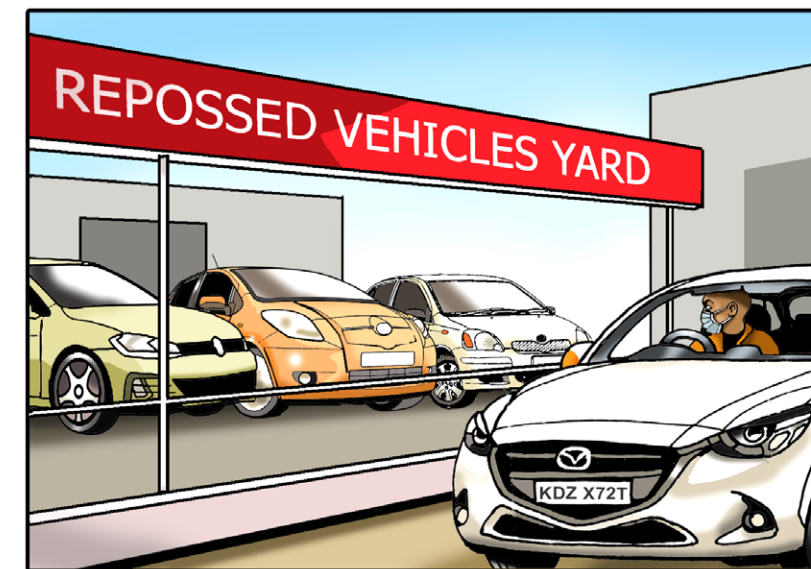
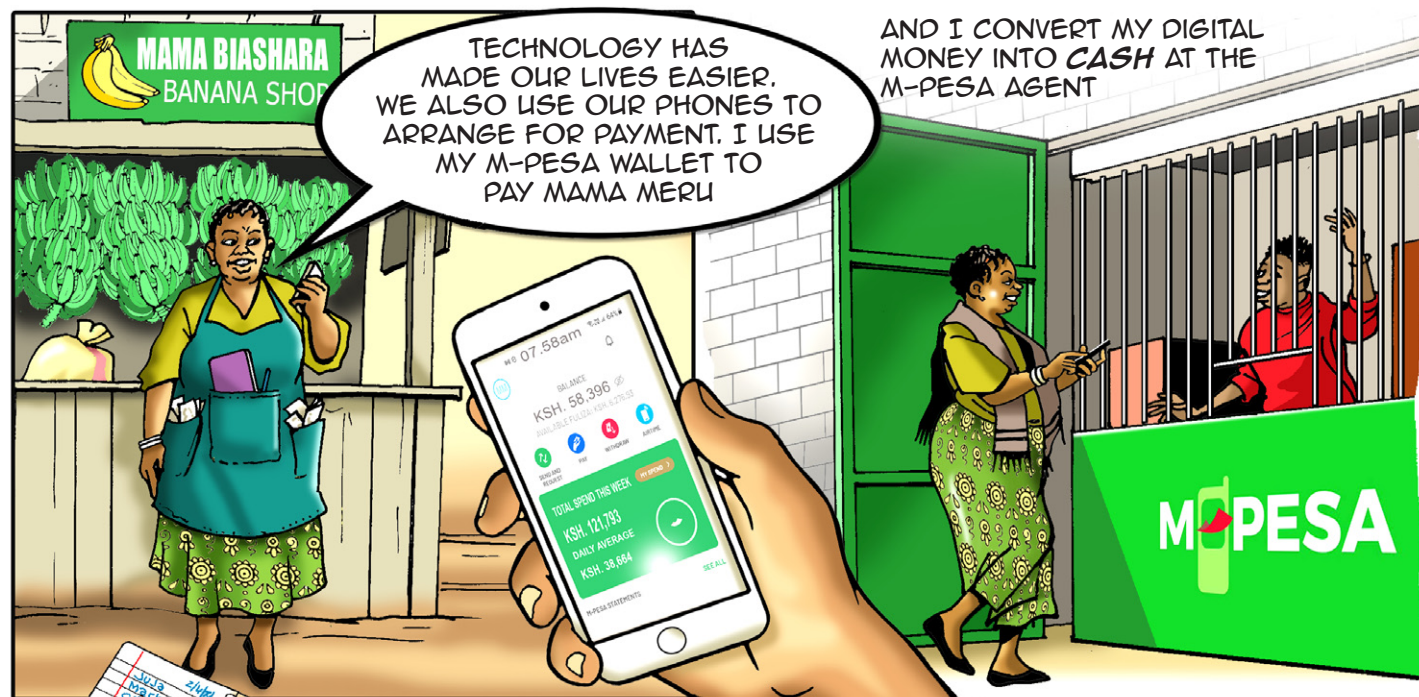
I GET HOME LATE AND TIRED...

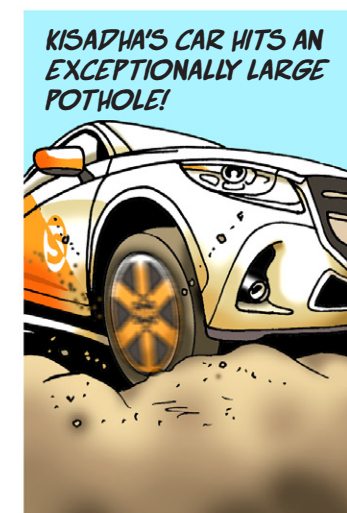
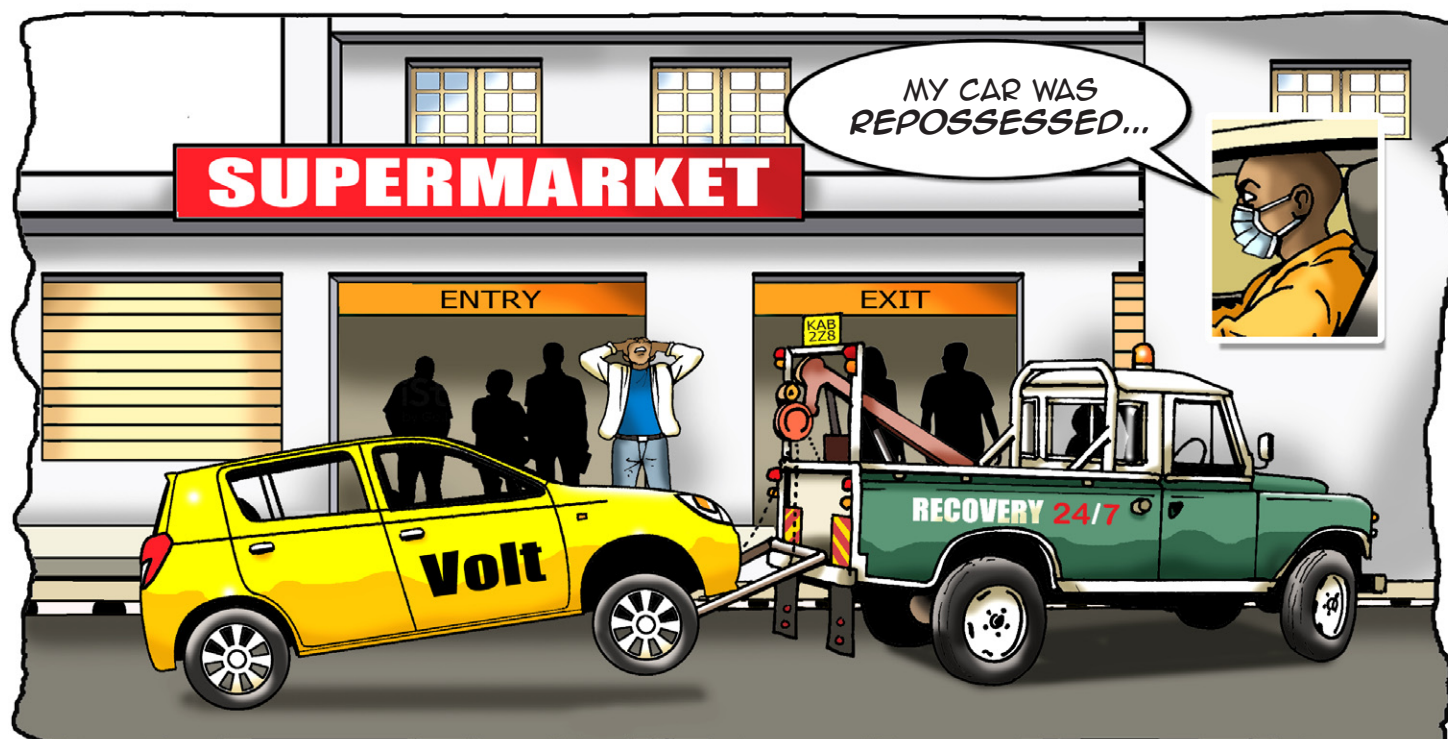
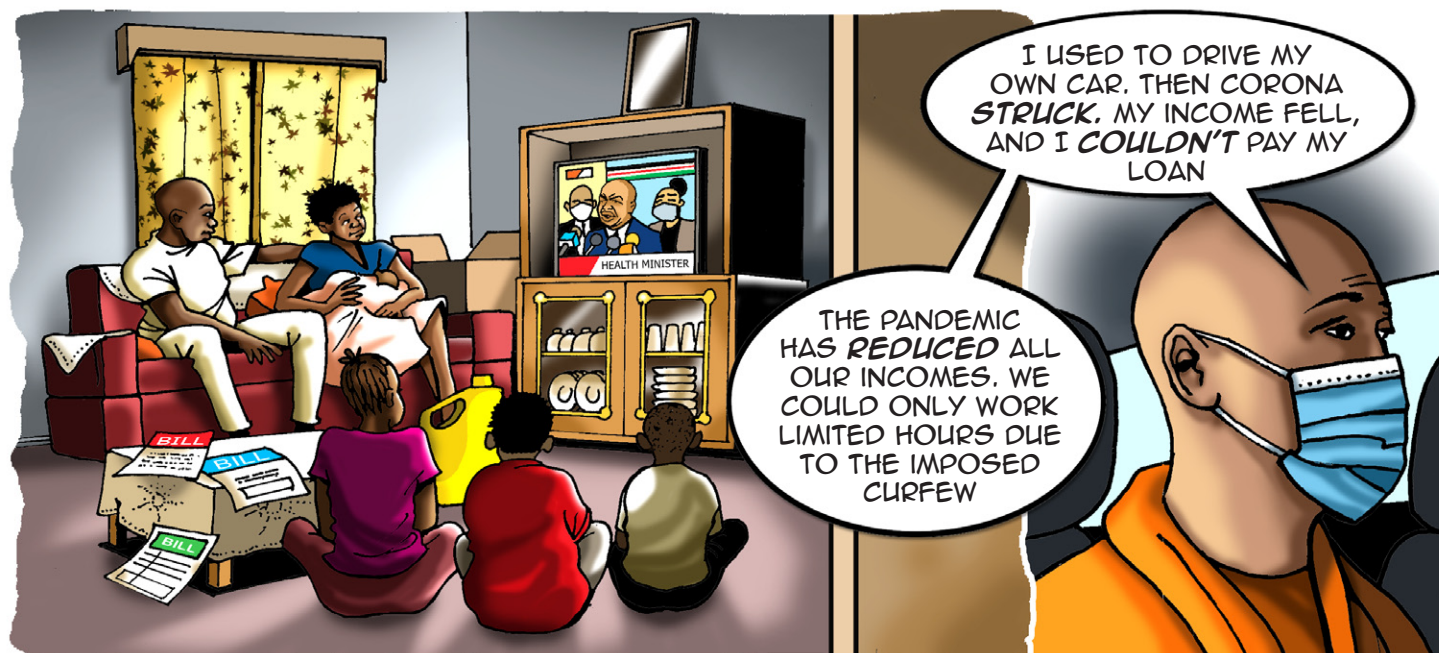


WE ALL HAVE
TO WORK **HARDER**
THAN EVER

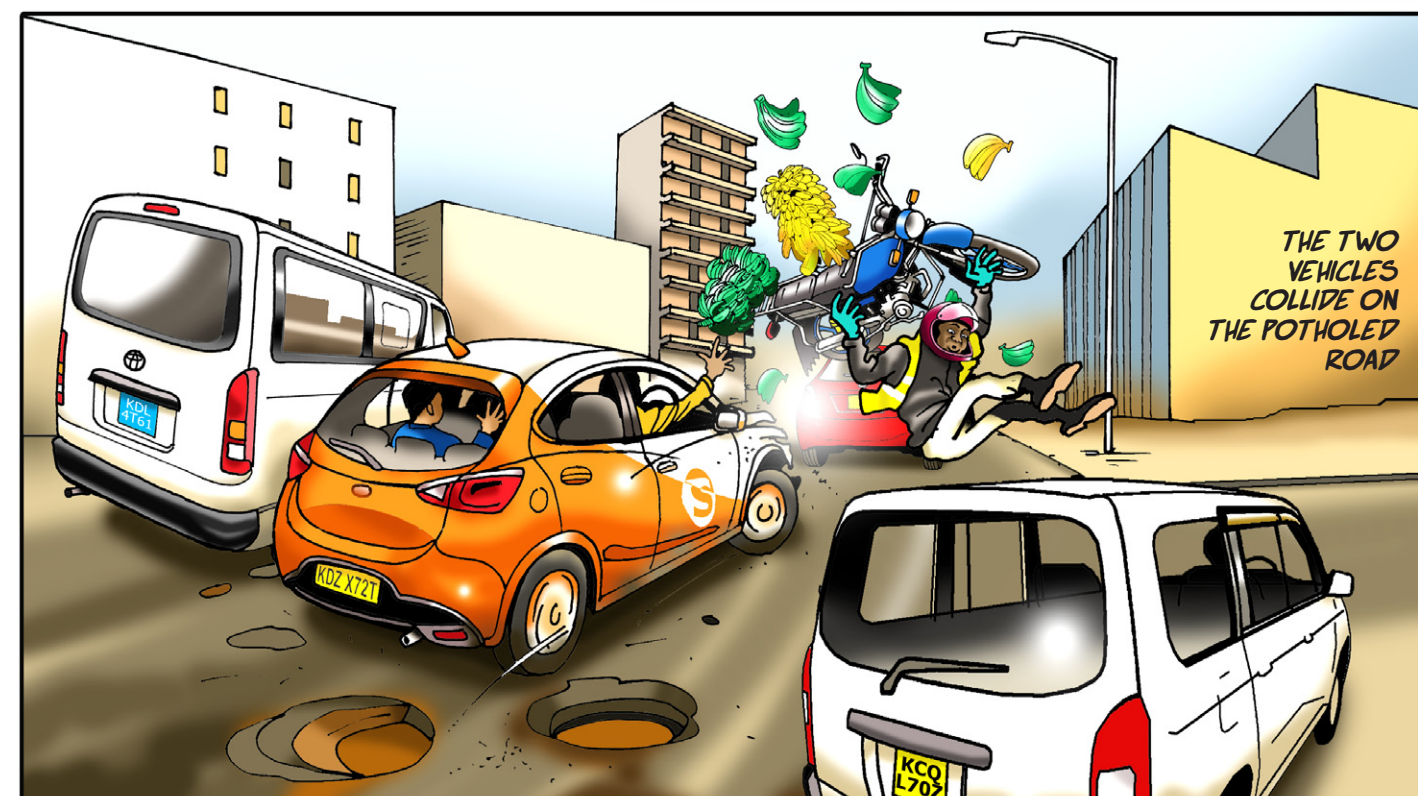








HE LOSES CONTROL...
...AND SWERVES RIGHT INTO THE PATH OF AN ONCOMING BODA BODA



“Silicon Valley rocks!”

says one of the characters in our story.
Well, not for everybody.

With over 56 fintech firms and around eight digital taxi platforms, Kenya’s digital ecosystem is breeding local entrepreneurs and luring foreign investors. Yet, the hype conceals a more nuanced picture. Some people have found a way to use digital technologies to their advantage; others feel betrayed by digital platforms that promised them better pay and more freedom.

You can check out other works where we’ve tried to render these nuances at

<http://eprints.lse.ac.uk/110950/>
<https://datarightsafrica.org/>
<https://kioneki.com/>

Story by **Gianluca Iazzolino** and **Michael Kimani**
Art by **Maddo – Cartoon Network**.

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Our project brought together in 2020/21 a wide range of researchers, civil society organisations and tech-sector representatives who are active in Ethiopian, Kenyan and Somali contexts in order to explore how digitisation and datafication are reshaping public communications and the informal economy. Our network examined how the ‘datafication’ of everyday experiences and economic activity affects the nature of digital rights for citizens, vis-à-vis states, the market and each other.

Our network project is hosted at the
Firoz Lalji Institute for Africa
and the
London School of Economics

<https://www.lse.ac.uk/africa>

Datafication and Digital Rights
<https://datarightsafrica.org/>



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