



LEVERAGING ICT FOR IRRIGATED AGRICULTURAL EXTENSION

Next Steps

11 February, 2019

Project Goal, Outcome and Outputs

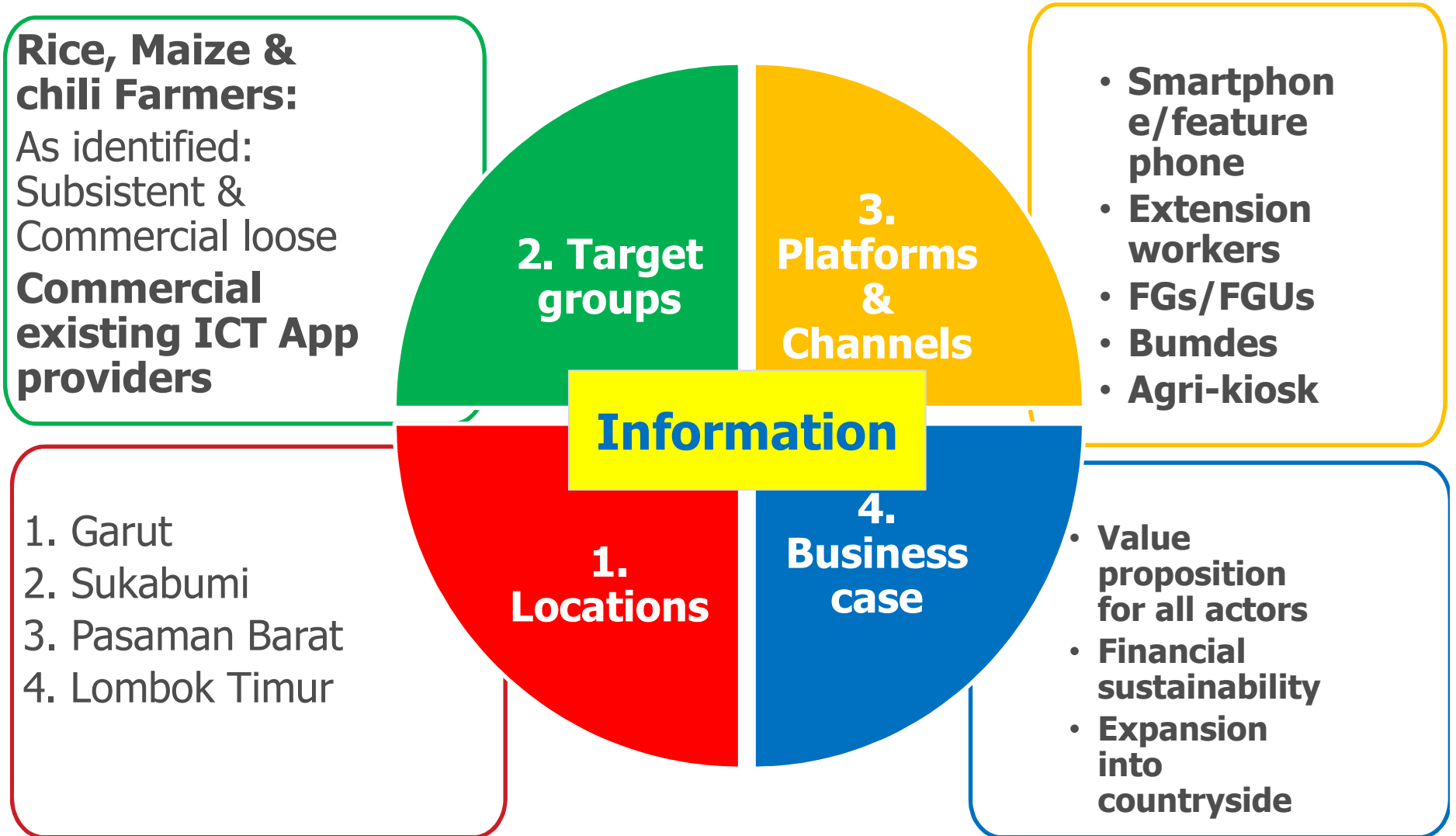
Goal: Improved rural incomes, enhanced food security and improved livelihoods of irrigated smallholder.

Outcome: Agricultural extension information and financial services for 100,000 smallholders (40% women)

Output 1: Financially sustainable model for ICT for agricultural & financial information

Output 2: low-cost, timely, and actionable agricultural information and financial services

Considering the aspects of the strategic Model



Value proposition



Government Information suppliers:

- Fulfill mission statement
- On term info supply to all ICT Apps



Smallholder:

- Yield increase
- Income
- Info buyers & input suppliers



Commercial VC actors:

Product and service promotion via ICT app =>



ICT App provider:

- New App capabilities
- Expand into the 4 locations
- Project support



Concept design Public Private Collaboration (PPC)

2. Bappenas Project lead & ADB ICT TA

3. Project financier

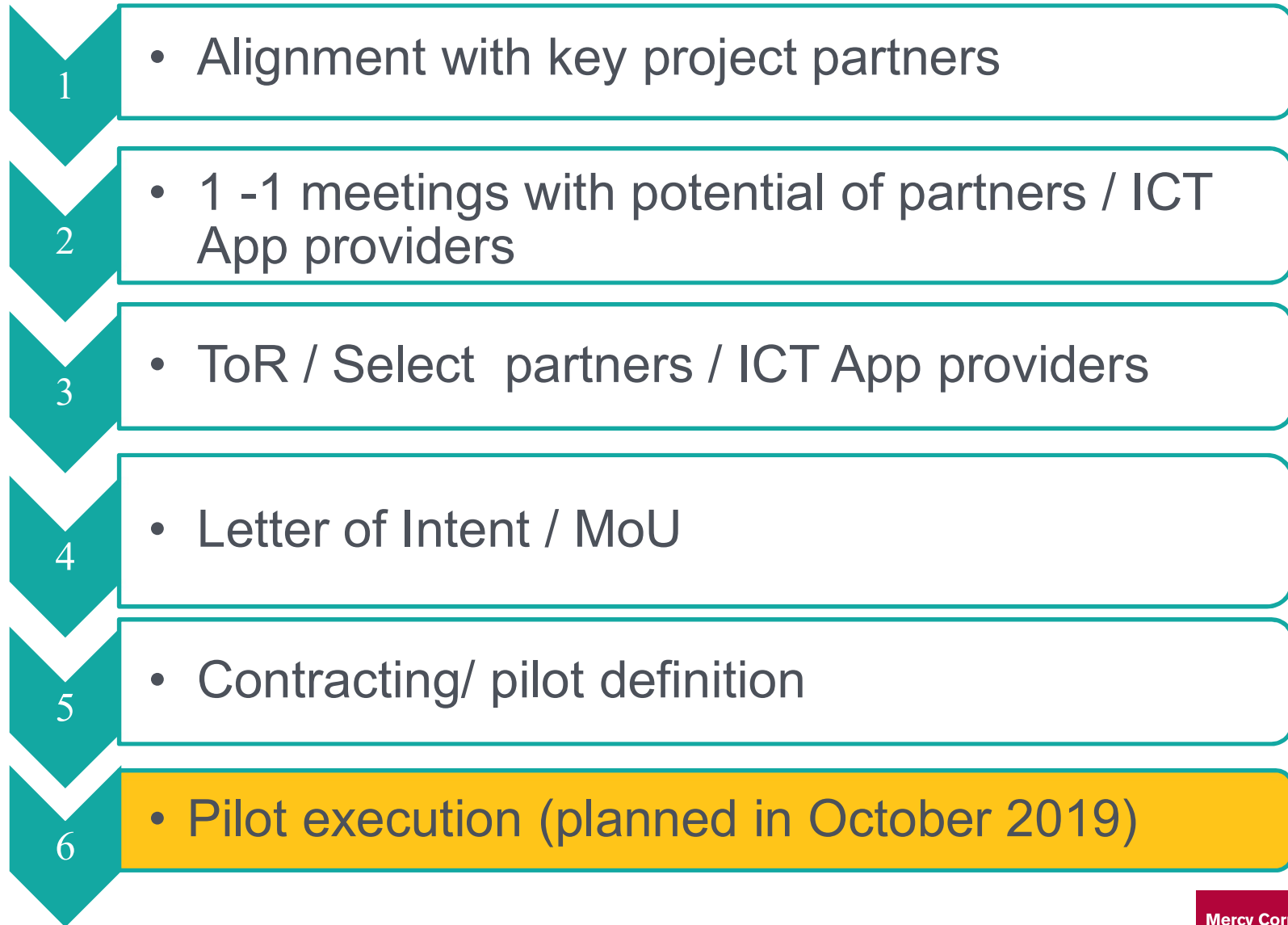
5. Government Agencies Information Supplier: GAP Advisory, Weather



1. ICT App provider / owner

4. VC actors that want to use the App for customer acquisition

Next steps 2019



Thank You