

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

Customer centricity in information remains unchanged

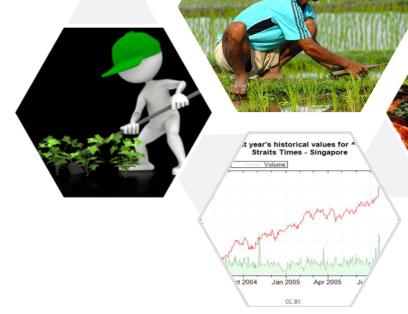
Water Management

Financial service provider



Input supplier

Agricultural Advisory / Weather Info

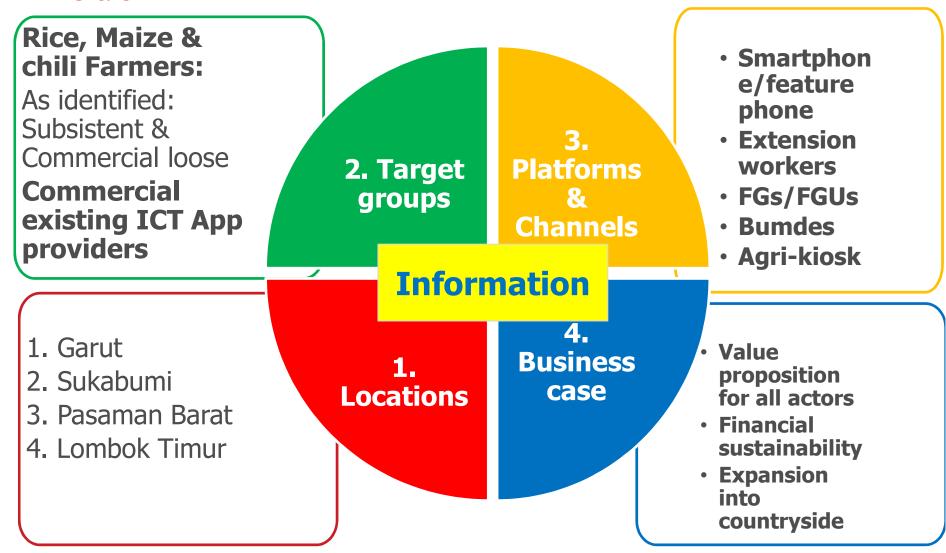


Buyers

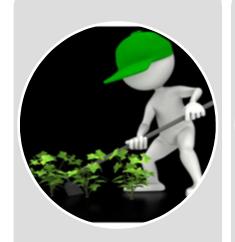
Market Information

Mercy Corps Indonesia

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

Information

Concept design Public Private Collaboration (PPC)

2. Bappenas Project lead & ADB ICT TA

5. Government
Agencies
Information
Supplier:
GAP Advisory,
Weather



ADB

3. Project financer

1. ICT
App
provider
/ owner



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

Mercy Corps Indonesia

Next steps 2019

Alignment with key project partners

 1 -1 meetings with potential of partners / ICT App providers

ToR / Select partners / ICT App providers

Letter of Intent / MoU

Contracting/ pilot definition

Pilot execution (planned in October 2019)

Thank You