

Empowering Women through Information & Communication Technology Especially in Irrigated Agricultural Location



8villages

Provides a complete platform ecosystem that uses different services to empower small farmers



1. TA 9391 Implementation plan Goal and Strategy

Goal : Outreach 10.000 Farmers in Lomtim & Garut

Strategy : Farmer Digital Eco system (DES) building using Irrigation Digital eco system Apps (IDEAs)

Design Concept of Public Private Collaboration (PPC)

2. Owner

5. Government Agencies

Information Supplier:
GAP Advisory,
Weather



Bappenas
Project lead &
ADB ICT TA
Financer

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



ICT App provider /owner



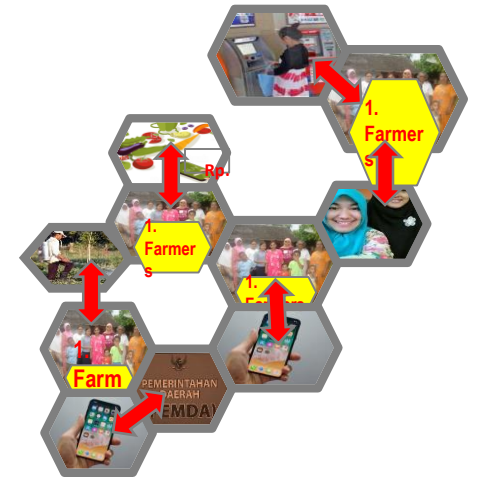
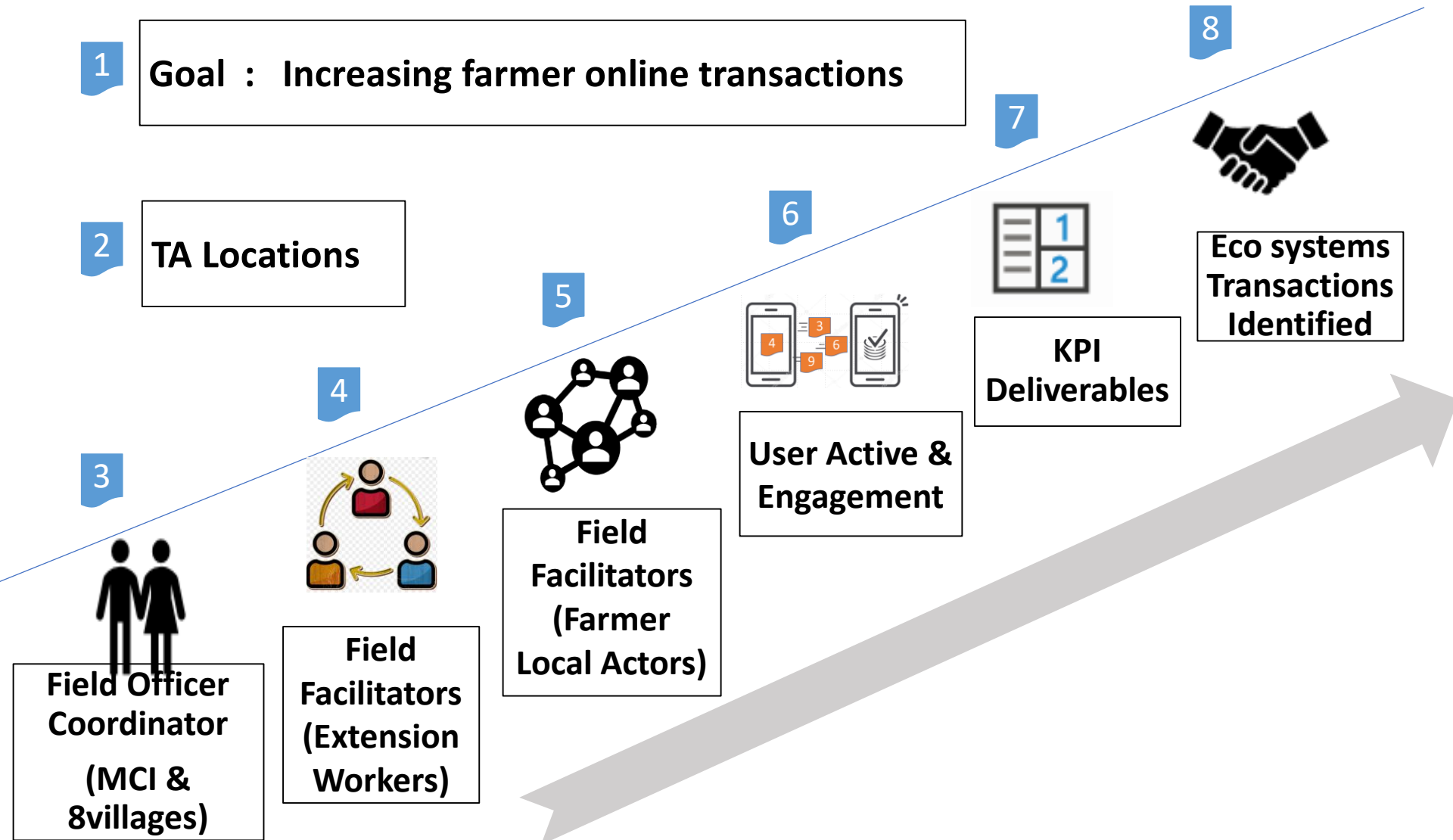
2. Intermediaries

3. Local Community Organisation & Groups



TA 9391 implémentation plan structure

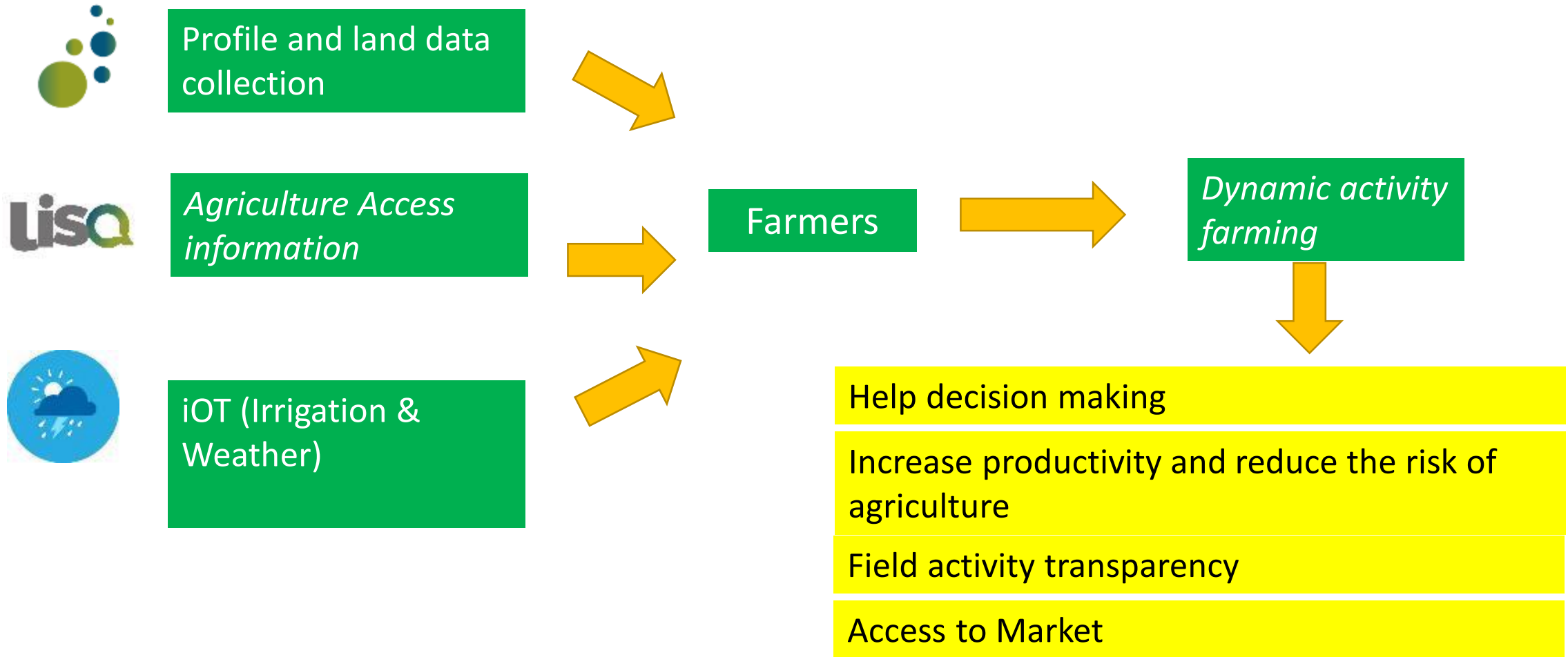
TA 9391 farmer
Digital ecosystems
(DES)



8Villages Integrated Program



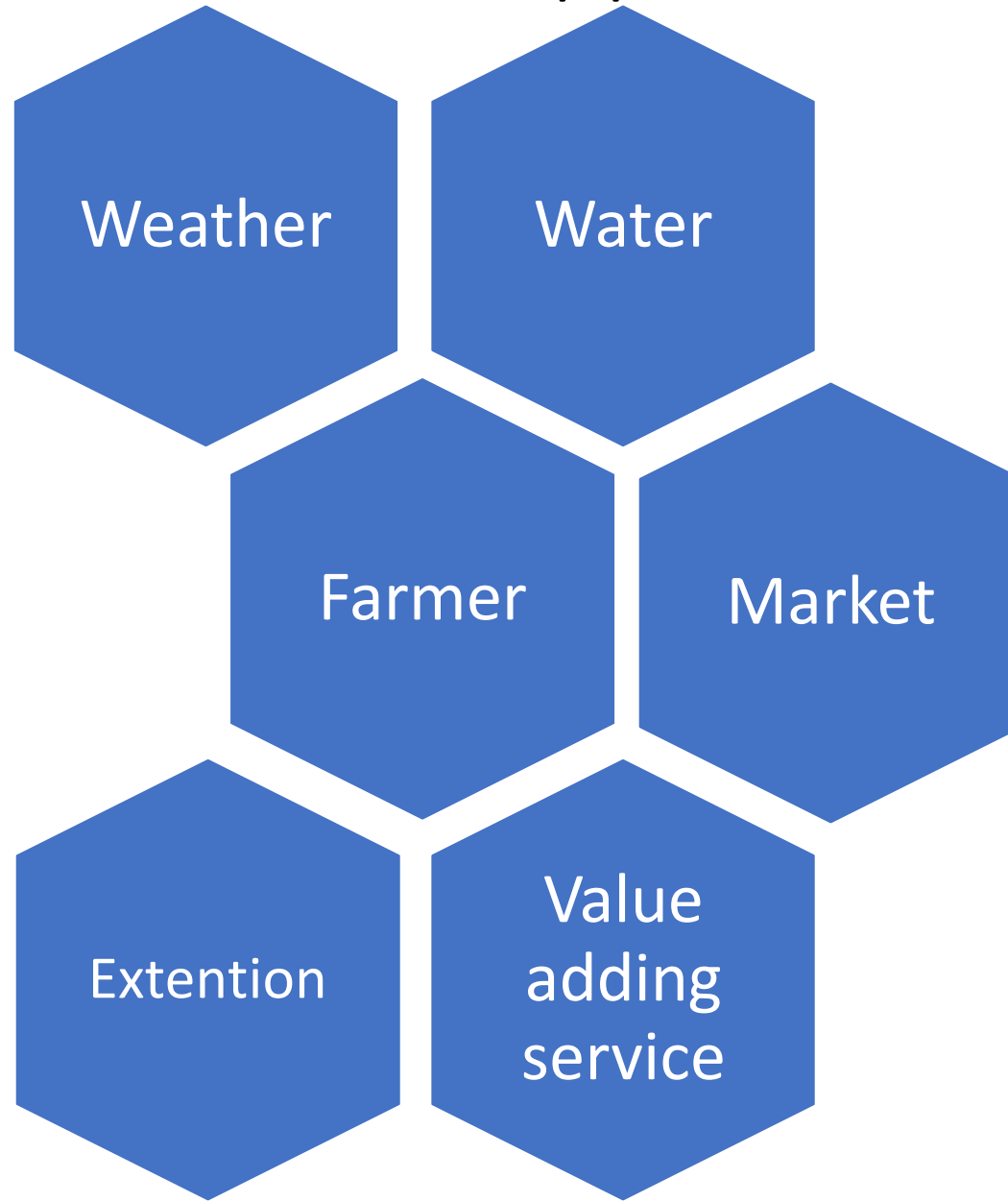
8villages products integration



Project locations in Lombok to more July 2019 to May 2021



Value proposition of the Apps to farmers I



Value proposition of the Apps to farmers II

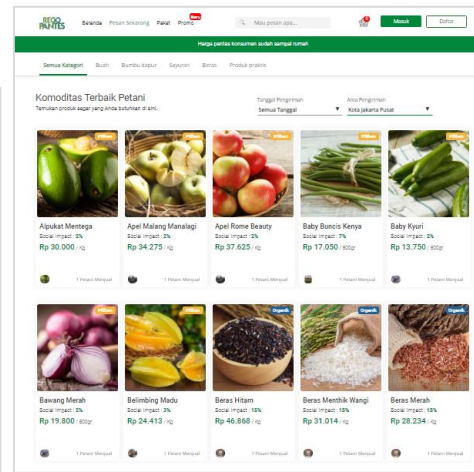
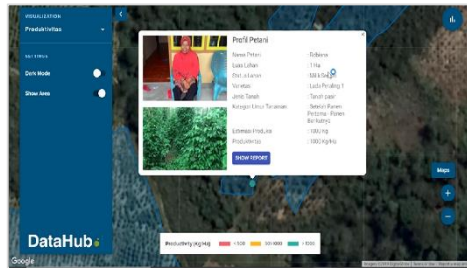
Parameter	proposition
Weather Forecast	Local and timely weather conditions and prediction via sensors
Water Management	Real time water debit information / irrigation management monitoring, disease forecasting
Market access	Direct access to buyers and transparency of corresponding prices, traceability of product, guaranteed purchase orders and payment terms. Women: processed food promotion & sales
Value adding services	Access to financial services, access to soil analysis information
Extension (workers) (see next slide)	GAP, directly accessible via the App, or via increased interaction with the extension workers, who will be better informed too

Value proposition of the Apps to extension

- Increased and timely interactions with the farmers
- Additionally, direct communication with the farmers and thus access to bottom up information
- Be the facilitator / improve interaction between all value chain actors
- Profile and monitor the farmers
- Be national Information intermediaries, play a role in the national market
- Have direct access to the latest GAP
- Input application advice authentication



Thank You



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