



GrowAsia



Investing in rural people



Australian Government

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Webinar Series

[aprknowledge@ifad.org](mailto:aprknowledge@ifad.org)

# Digital Agriculture in Asia and the Pacific

## Strategies for Donor Impact

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**12.07.2021**

11.00 - 12.30 CEST | 17.00 - 18.30 SGT

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## Context




There are over 70 million smallholder farmers in Southeast Asia

IFAD's mission is to “transform rural economies and food systems by making them more inclusive, productive, resilient and sustainable”

A range of digital tools are emerging which seem aligned to this mission



# Context

Farmer Advisory	Digital Lending	Supply Chain Intelligence
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Digital Marketplaces	Mechanization and Hardware	

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## Farmer Mobile Communication

Farmers use SMS and chat to learn from each other, and transact with traders, retailers and lenders

## Agribusiness Platforms

Agribusiness use digital tools to manage their supply chains

### Trading

Traders manage their business using digital tools

### Payments

Farmers send and receive funds digitally

### Lending

Farmers lend from digital platforms

### Advisory

Farmers use mobile apps to access weather information and advice

### Hardware

Farmers use IOT and automation technologies on their farms

## E Commerce

2021



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## Innovators

- Build the technologies

## Agribusiness

- Have driven the agribusiness platforms, and could drive some Third Wave Technologies

## Mobile Operators

- Deploy the necessary networks

## Governments

- Set policy on data costs and digital payments.

## Investors

- Fund the growth of most tools

## Accelerators and Competitions

- Connect early stage innovations to investors and agribusiness



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## Barrier One

Lack of funding for early stage innovations

- Support accelerators and competitions

## Barrier Two

Lack of Coordination and Momentum

- Brokering and Information Sharing

## Barrier Three

Government Policy Hampers Growth

- Policy Advocacy

## Barrier Four

Governments aren't adopting innovations

- Support governments to use the tools



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	Mobile Communication	Agribusiness Platforms	Trading	Payments	Lending	Advisory	Hardware
Does the technology have potential to grow?							
Does the technology deliver on IFAD’s mission?							
Can IFAD drive adoption?							



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Growth Potential?							
Mission Alignment?							
Donor Influence?							



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## Recommendations

	Policy Advocacy	Early Stage Funding	Partnership Building
1. Invest in Digital Lending			
2. Promote Mobile Communication			
3. Support Digital Payments			





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