

ICT Application for Agriculture

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Greater Mekong Subregion: New Plan of Action

Adopted on 31 March 2008

- Accelerating the construction and improvement of the remaining sections of GMS transport corridors, including a rail link joining Singapore and Kunming;
- Devoting more resources to **rural communications** development;
- Implementing new biofuel and rural renewable energy development initiatives;
- Intensifying efforts to protect forests and reduce environmental risks;
- Strengthening the sustainable management of natural and cultural tourism sites;
- Implementing a new strategic action plan for cooperation in education, health, and labor;
- Enhancing the prevention and control of communicable diseases in border areas; and Harmonizing trade procedures and facilitating border crossing formalities.

- Since 2000, Mobile phones have rapidly spread in Morocco. About 20% of people subscribed to mobile phones.
- The business environment of farmers was improved by mobile phone. They collected information and sold their products at better price.

Effect of Diffusion of Mobile Phone



The annual income of farmers was increased about 21%.

“e-Choupal” Project

- In India, farmers were forced to sell their products under unfavorable condition in the regional market.
- A trade company “*ITC*” (*Imperial Tobacco Company*) provided 4 million farmers with PC and the Internet access via satellite at affordable price from 1990s.
- The farmers got direct access to the international market information including the Chicago Grain Market in USA.
- They sell their products at market price.

Achievement of the “e-Choupal” Project

- Profit of farmers increased about 20%.
- Transaction costs were reduced from 8% to 2%.
- ITC Website:
<http://www.itcportal.com/rural-evelopment/echoupal.htm>



Case in India (3)



ABHISHEK JAIN

Soya Farmer
& e-Choupal Sanchalak
Dahod Village,
Raisen District,
Madhya Pradesh



Before ITC introduced us to e-Choupal, we were restricted to selling our produce in the local mandi. We had to go through middlemen and prices were low. ITC trained me to manage the Internet kiosk and I became the e-Choupal Sanchalak in my village. Today we are a community of e-farmers with access to daily prices of a variety of crops in India and abroad – this helps us to get the best price. We can also find out about many other important things – weather forecasts, the latest farming techniques, crop insurance, etc. e-Choupal has not only changed the quality of our lives, but our entire outlook.

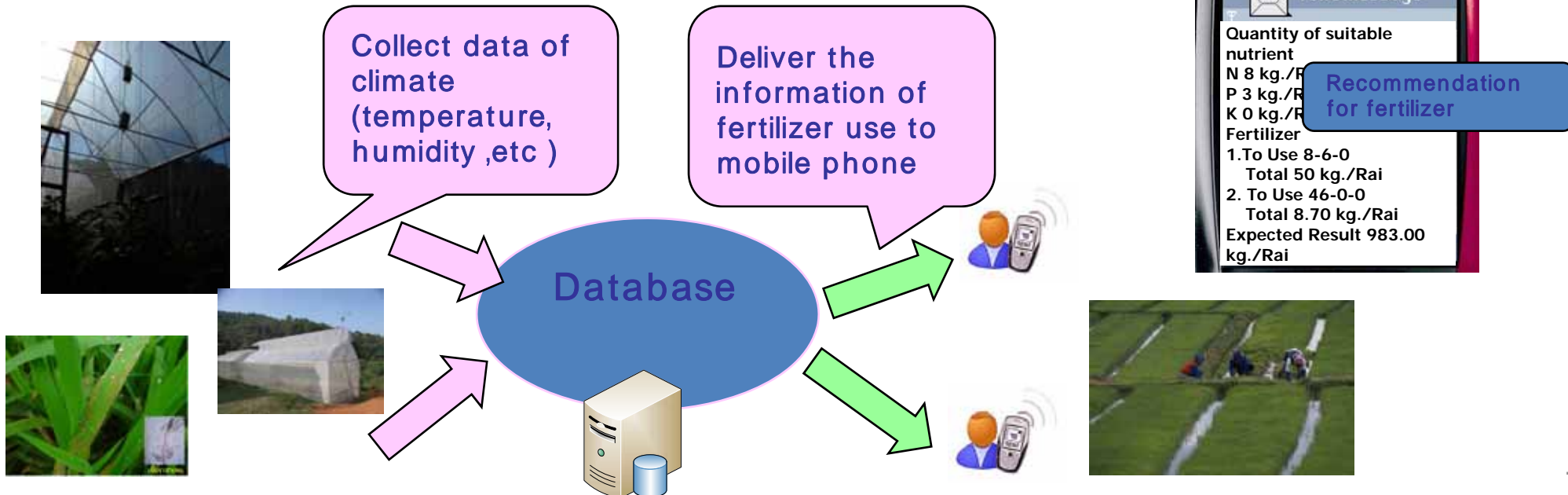


e-Choupal	Now	Next 5 Years
States covered	10	15
Villages covered	40,000	100,000
No. of e-Choupals	6,500	20,000
Farmers e-empowered	4 million	10 million

Case in Thailand (1)

- Various sensor systems collect data of climate including temperature and humidity.
- The database works out the most effective use of fertilizer based on the collected data, and deliver the information to farmers' mobile phones.

Various sensor system



Achievement of the project

- Farmers use fertilizer more effectively in accordance with the information obtained through mobile phone.



The total amount of crop was doubled.



Robib Village

- In year 2000, Robib Village got access to the Internet via satellite.
- The Internet brought about:
 - e-Commerce
 - Telemedicine
 - ICT literacy
- The website of the project: <http://www.villageleap.com/>



The Accomplishments of the Project in Robib

- e-Commerce: A transaction system for credit cards was installed with the assistance of Hotel Okura, Japan. The products are also available on the website. They came to be able to sell their hand-made products for all over the world.
- Telemedicine: The clinic in village is connected with the Harvard Medical School, in USA. Every month about 50 patients take medical treatment with telemedicine at the clinic.
- ICT literacy: About 400 students learn skill of the Internet and computers.

Telecommunication in Cambodia

Fixed-line Phone	Year	Subscribers	Diffusion Rate
	2005	41,100	0.26%
	2006	32,500	0.23%
Mobile Phone	Year	Subscribers	Diffusion Rate
	2005	1,062,000	7.55%
	2006	1,140,000	7.94%
Internet	Year	Subscribers	Subscribers of Broadband
	2005	41,000	1,000
	2006	-	-

Source: Statistics of ITU

1. Technical Assistance Project:

Reinforcement of National ICT Development Agency

2. Yen-Loan Project:

Optical Fiber Link between Sihnouk Ville & Kampong Cham

3. APT Pilot Project:

Wireless Link between Kandal Province & Phnom Penh

1. Technical Assistance Project:

Reinforcement of National ICT Development Agency

1. Capacity Development of the Governments' Staff
2. Information Security Infrastructure Development

On 16th October 2008, a Workshop was held in Phnom Penh to share skills on the introduction of ICT in the actual work. “ICT Tool Kit”

2. Yen-Loan Project:

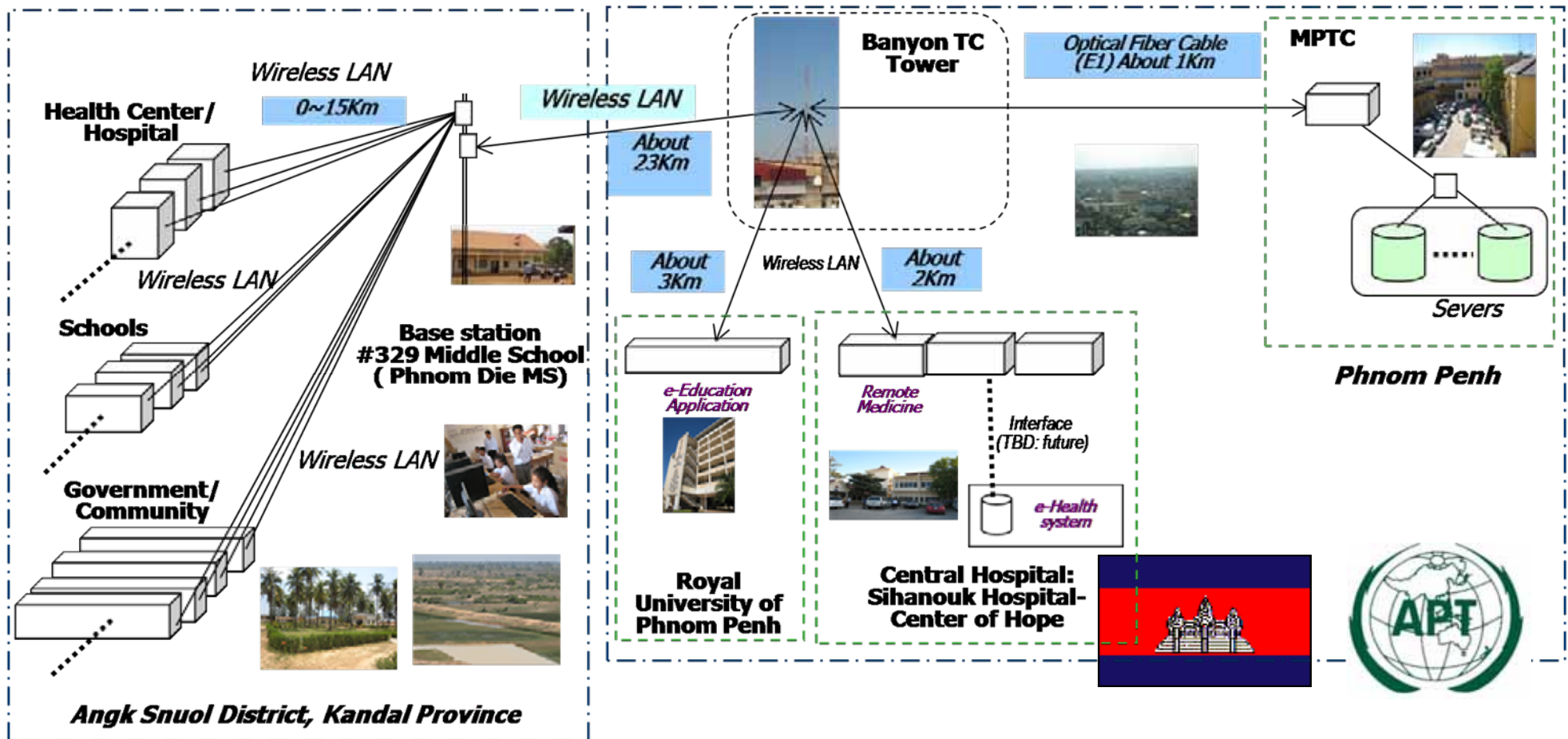
Optical Fiber Link between Sihnouk Ville & Kampong Cham



Optical Fiber Route
To be installed

3. APT Pilot Project:

Wireless Link between Kandal Province & Phnom Penh



Thank you

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