

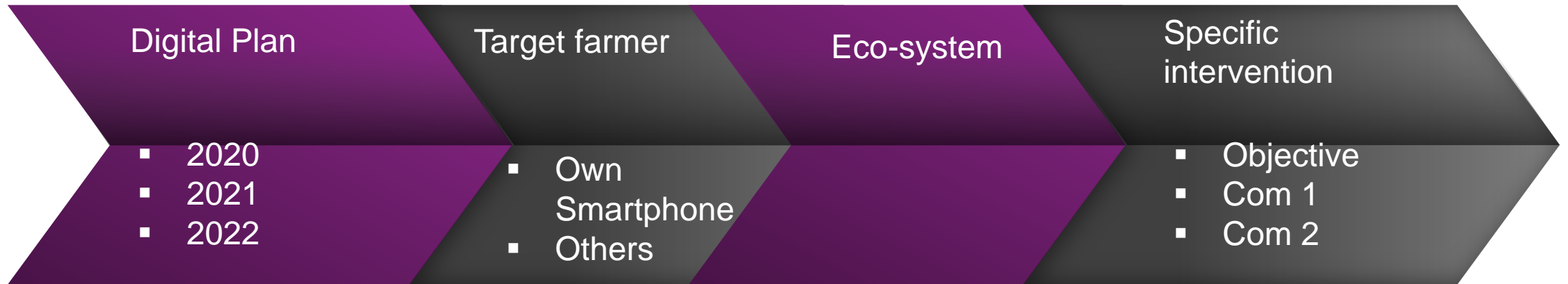
Digital adoption for small holder farmer

Meng Sakphouseth

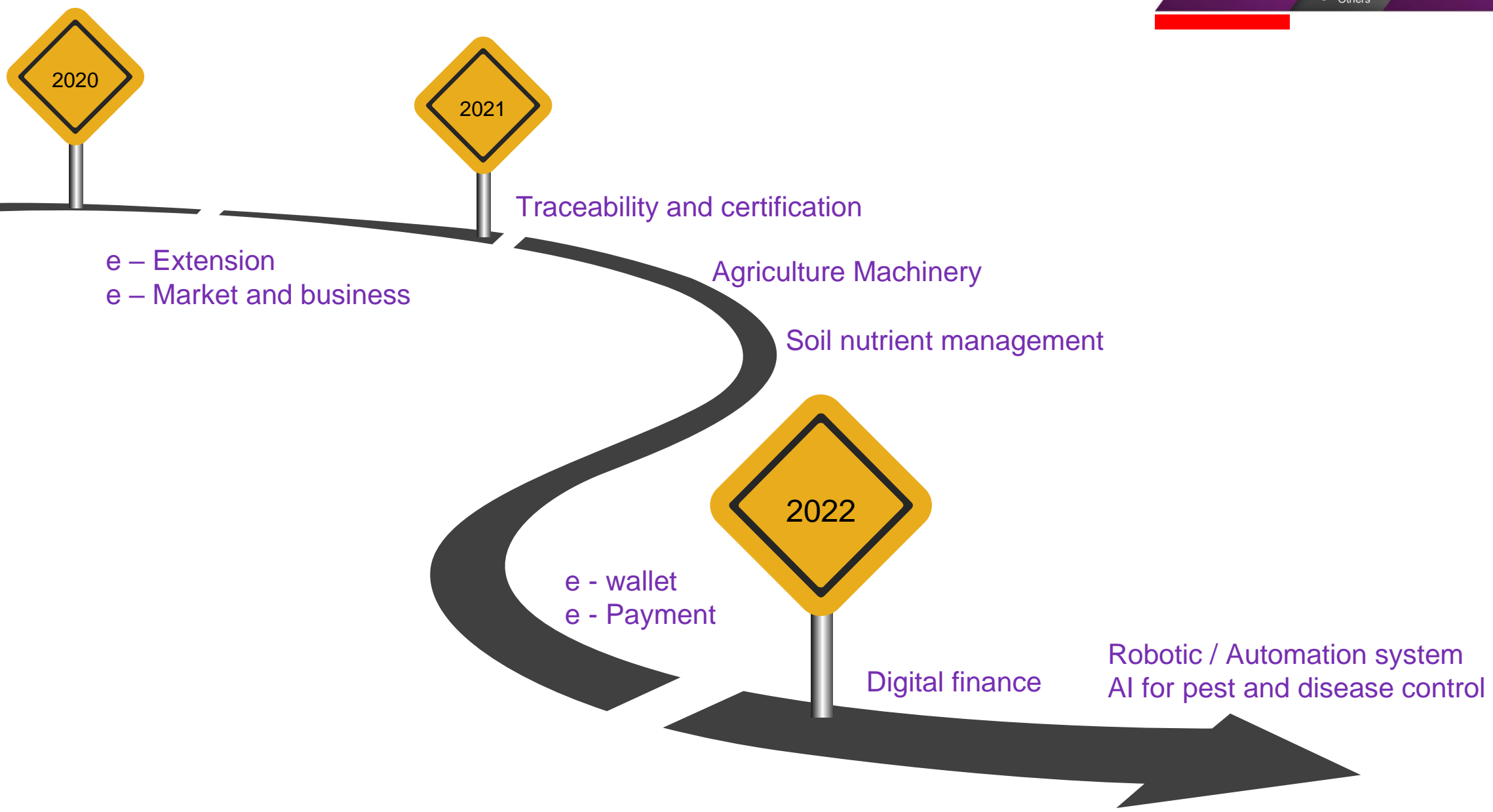
IFAD

Cambodia

Structure of the presentation



Digital adoption plan for small holders: 3 years



Farmer Profile



45% farmer has smartphone



Target: <54 years old

98% below 54 years old

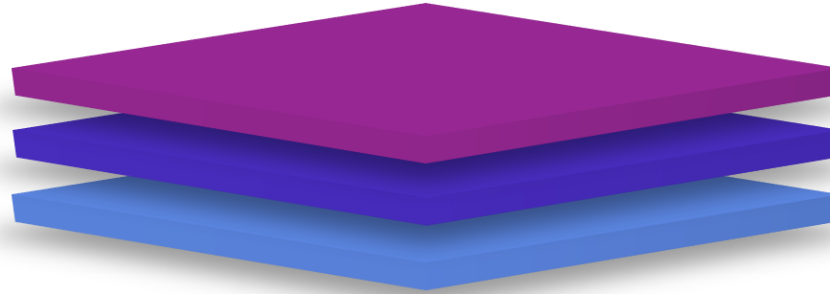


Familiar with data network, download App and registration procedure

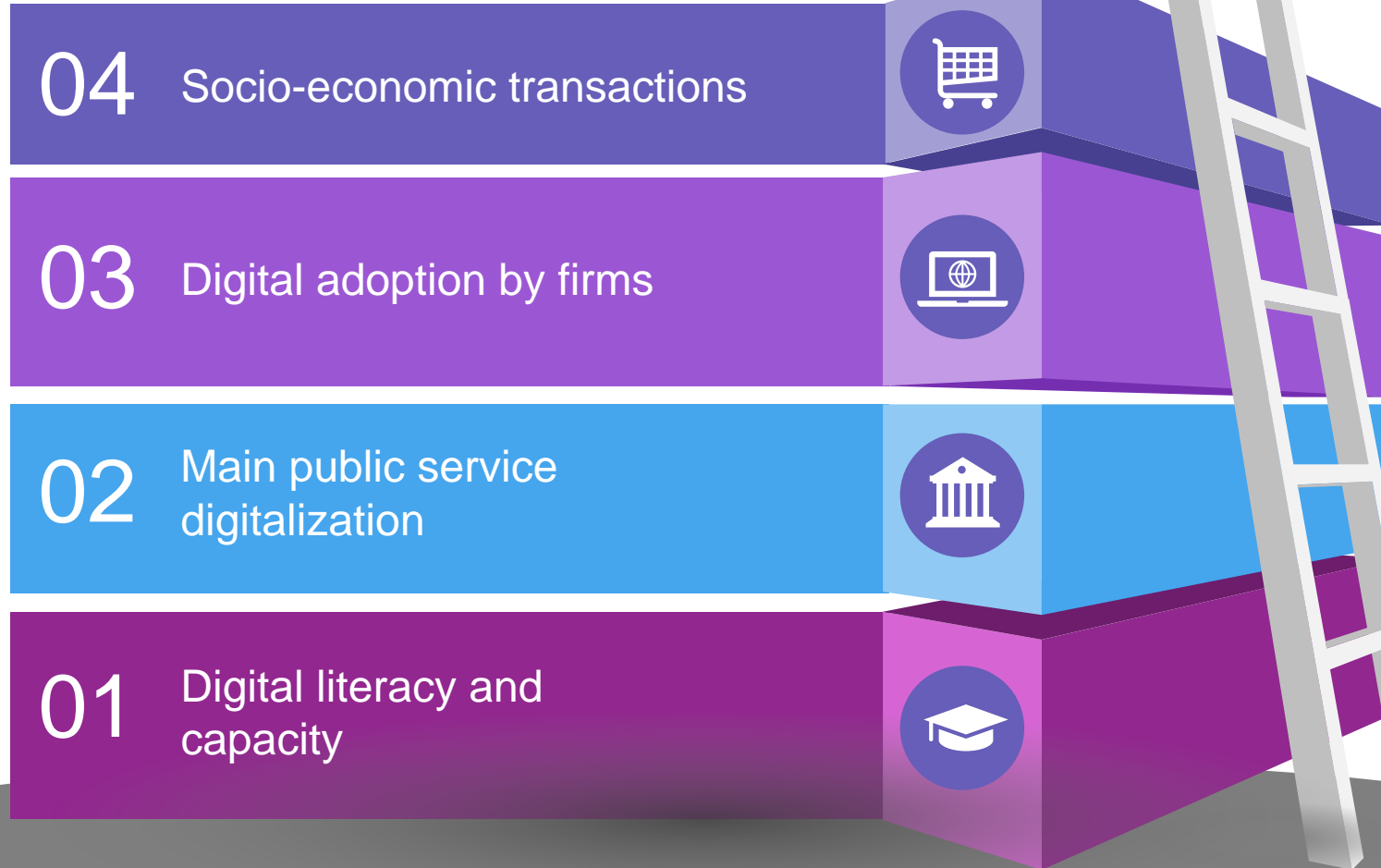
90% Facebook users



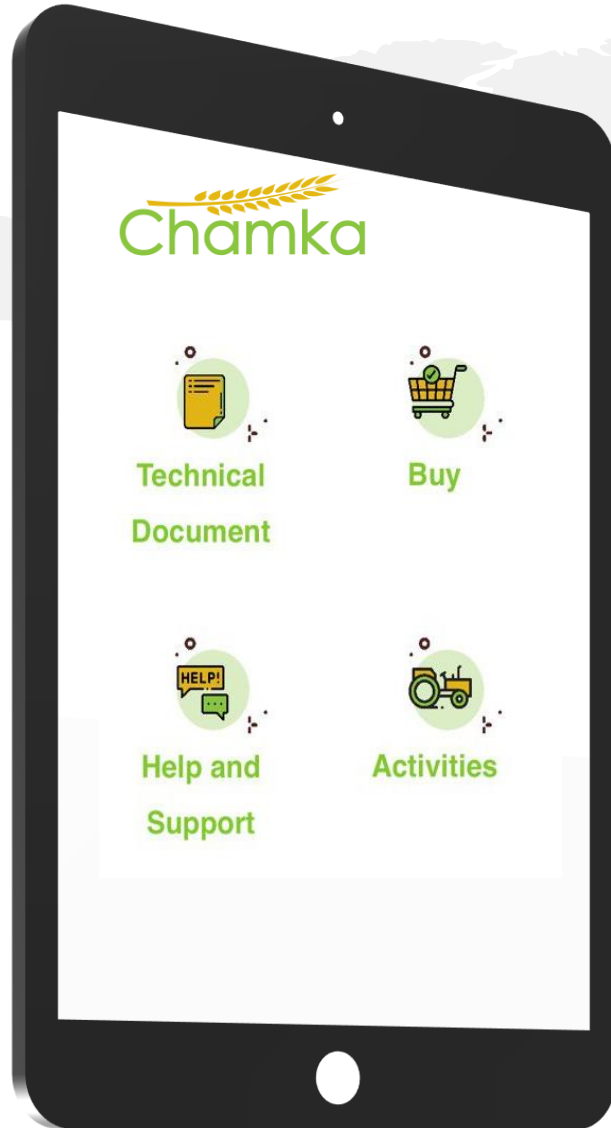
Familiar with chatting function, take picture, and call



Digital Adoption Eco-system (Gov Programme)



Specific intervention: 45% own smart phone (IFAD programme)



Opportunity / Goal: low adoption of the digital technology in agriculture sector



Obj: 10,000 farmers and other value chain actors to increase use of digital technology for economic purposes



Target: 110,000 HH who is a member of the business cluster of IFAD supported project



Com 1: Market research



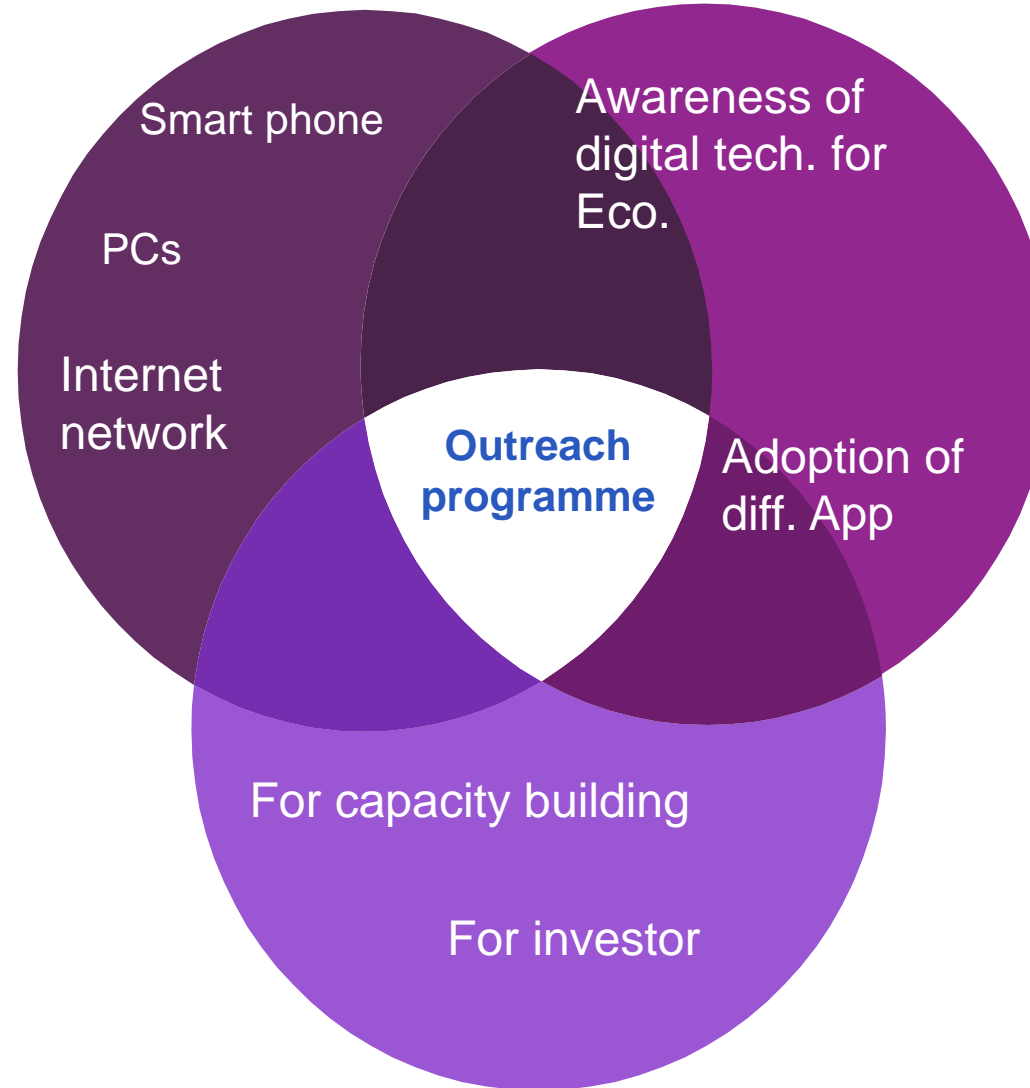
Com 2: Outreach Programme



Com 1: Market Research



Status of accessing digital technology



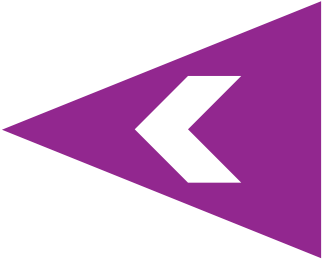
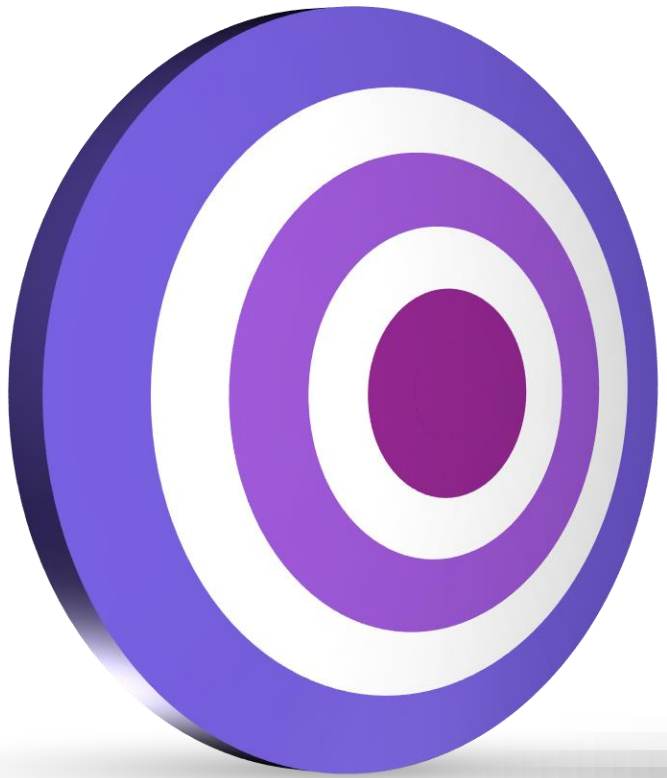
Status of digital adoption

Identify the potential digital tech.

Com 2: Outreach Programme (Awareness Programme + Sub-Project)

Awareness Programme

Mass Media: TV, Radio, Phone, Newspaper, and Social Media.



Digital technology and Internet access

Types of use of digital technology by farmers and small businesses

Protecting privacy and guarding against Internet fraud

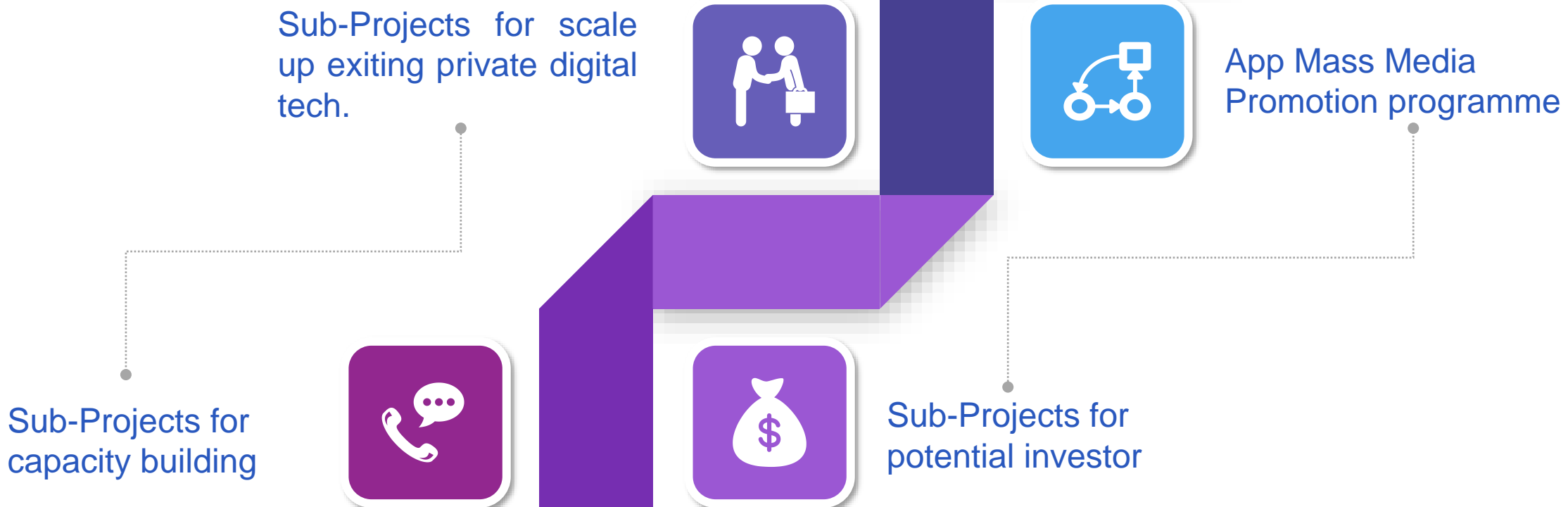
Digital Plan	Target farmer	Eco-system	Specific intervention
<ul style="list-style-type: none">202020212022	<ul style="list-style-type: none">Own SmartphoneOthers		<ul style="list-style-type: none">ObjectiveCom 1Com 2



Com 2: Outreach Programme

Sub-Project

Follow up and support from the IFAD supported project : Extension Worker





Thank you