Mekong Inclusive Growth & Innovation Programme (MIGIP)

February 20, 2021
HOW TO BRING BETTER TECHNIQUES AND TECHNOLOGY TO SMALLHOLDER FARMERS?

PRODUCTIVITY CAN BE INCREASED WITH BETTER TECHNIQUES AND TECHNOLOGY

FARMERS NEED TO INCREASE PRODUCTIVITY
Smallholder farmers do not find it necessary to use technology/machinery because of their small land size and because they cannot afford the expensive technology/machinery, so they do not have access to new technology/machinery.

The target of the private sector on promoting new technology or machinery is limited to big farmers who can afford to buy it, so making it risky in introducing new technology/machinery.

Smallholders start to rent from other big farmers aka Service Providers.

But they only rent the traditional machinery and not the new technology/machinery.
All these create challenges for new agricultural technology/ machinery to penetrate the market.

Chicken and Egg Problem in the Market:

- Farmers are not aware of the new technology and keep on using the old technology making the service provider demands only for the old technology.

- Service providers do not see any market opportunity for the new technology, so reluctant and focus on renting out the old technology only.
ALL THESE CREATE CHALLENGES FOR NEW AGRICULTURAL TECHNOLOGY/MACHINERY TO PENETRATE THE MARKET

- Smallholder Farmers not aware of new technology
- Service Providers only provide services on old technology
- Smallholder Farmers only demand for old technology
- Service Providers only provide services on old technology
THE NEW MODEL TO SOLVE THE PROBLEM

PRIVATE SECTOR

New Machinery + Service Providing Opportunity

BIG/VIP FARMERS

Service Providing

SMALLHOLDER FARMERS
THE NEW MODEL TO SOLVE THE PROBLEM

- New Technology/Machinery enters the market through the incentives that VIP farmers can test and provide service to smallholder farmers.

- Private sector has the incentives to push for Service providing so they could capture a new market in smallholder farmers => Wider reach of new technology/machinery to smallholder farmers.
OUR 4S MODEL

SWISSCONTACT’S 4S TECHNOLOGY MARKET SEGMENTATION (4S MODEL) IS A GO-TO-MARKET STRATEGY DEVELOPED SPECIFICALLY FOR PRIVATE SECTORS TO INTRODUCE AND PROMOTE NEW AGRICULTURE TECHNOLOGY TO FARMERS.

A more structure and targeted marketing strategy

Recording System that enable map views and CRM

A model of service providing that leads to general demand for new agricultural technology/machinery
Data collection process to understand the characteristic of the market and the interest of farmers.

Series of meetings to introduce the new technology and to create the demand of potential buyers and end-users.

Pitching workshop with hand-on experience session to get buy-in and close sale with potential buyers, who will potentially be service providers.

Large scale demonstration event for all relevant stake-holders to know the new technology. It is a platform for service providers and farmers to meet and to see the technology in action.
**OUR PLATFORM**

- We use Bloo platform to record and view the data.

- First, we use Forms to record **Farmer Profile** (the information that we collect through interview or conversation.)
Second, Farmer Profile will appear as block by block with information inside them.

Farmer Profile can be labeled, moved according to the status and situation. This aim is to make it easy to monitor and follow up with the activities.
OUR PLATFORM

ALSO AVAILABLE IN KHMER LANGUAGE
A Kubota Distributor in Odarmeancheay

Angkor Green Investment and Development (AGID), a local company imports and distributes agricultural machineries all over the country.

Workshop in Phnom Penh and Import No-till planter
YEE CHHUN CONDUCTED S3 SERVICE WORKSHOP, FOLLOWING THE 4S MODEL BY MIGIP

YEE CHHUN CONDUCTED S4 SHOWCASE, FOLLOWING THE 4S MODEL BY MIGIP
TRACTORS AND IMPLEMENTS SOLD

A SHARP INCREASE IN SALE

- YEE CHHUN -
INTERESTED IN BECOMING OUR PARTNER?

TAKE YOUR PRODUCT TO THE MARKET USING THE 4S MODEL

What we give you:
- 4S Model Orientation and Training
- 4S Model System
- 4S Model Handbook—a detail guide
- 4S Model close Monitoring and Evaluation
- Resources for 4S Marketeer

What you need to have:
- Your commitment
- Your team resources

TAKE YOUR PRODUCT TO THE MARKET USING THE 4S MODEL

INTERESTED IN BECOMING OUR PARTNER?
INTERESTED IN ADAPTING 4S MODEL INTO YOUR PROJECT?

WHAT we could give you

- 4S Model Orientation and Training
- 4S Model System
- 4S Model Handbook – a detail guide
- 4S Model close Monitoring and Evaluation
- Resources for 4S Marketeer
We would love to tell you more about the 4S Model.

Let us discuss the details!