

## **Pilot Project Title: Sustainable Enterprises and Agricultural Development: Leveraging Communications Technology to Synergize Rural Development in the Dry Zone of Myanmar**

**UNDP** in partnership with **Ooredoo Myanmar** to launch pilot initiative to support farmers in Dry Zone of Myanmar.

The pilot initiative will address gaps and challenges preventing rural communities, with a particular focus on women farmers, from adopting mobile communications and information technologies. It will help leverage these technologies for easier and more efficient access to services such as credit, agricultural advisories and markets. It will strengthen agricultural extension services by building their capacities to leverage mobile communication technologies for outreach and dissemination. Linkages with relevant agro-industries and services will be built into extension programmes and the quality of these programmes improved through demonstrations and farmer field schools.

The project will bridge the growing gap in mobile applications and services designed for rural communities by identifying specific needs and finding innovative solutions to day to day problems such as access to financial services, transport, markets for agricultural produce and equipment and labour markets. Finally, the project will incubate small and medium rural enterprises by integrating technology, markets, renewable energy and credit for high-demand value chains.

Output 1: Improved, mobile ICT enabled extension services to farmers in the Dry Zone both in terms of facilities and training as well as in terms of tailored and responsive advisories;

Output 2: Entrepreneurs, especially women, facilitated in setting up micro and small enterprises through training and links to credit and markets; and

Output 3: Improved access of rural communities, especially farmers and casual labourers to markets, financial services, inputs, storage and rental of machinery and transport.

### **Pilot Project Location and Target Beneficiaries**

Region	Township	No. of Village Tracts	No. of Target Villages	No. of Households
<b>Mandalay</b>	<b>Myingyan</b>	<b>28</b>	<b>60</b>	<b>11,090</b>
	<b>Nyaung U</b>	<b>41</b>	<b>70</b>	<b>15,144</b>
<b>Total</b>		<b>69</b>	<b>130</b>	<b>25,234</b>