

# Section A

## **Title of Project:**

Empowering local coffee growers (farmers) to access international coffee markets through Digital Literacy Training

## **Summary of Project:**

Consistent with the National ICT Policy in ensuring equitable access to Information and Communication Technology Services and considering the fact that ICT is seen as a necessary tool for economic growth and social development, this project aims to empower and or enhance local community based coffee farmers through a Digital Literacy Training Program. It is anticipated that this project will solve or address many problems encountered by local coffee farmers in Warakar Ban LLG, North Waghi electorate of Jiwaka Province. The two (2) major problems faced by local coffee farmers in North Waghi and part of Jimi electorate that will be effectively addressed by this ICT project include the issue of illiteracy and accessibility to international coffee markets.

It is hereby anticipated that when the problem of illiteracy is addressed through conducting digital literacy training program, it will definitely have a multiplier effect. That is, coffee farmers will be empowered and equipped with necessary ICT knowledge and skills so they can now effectively take advantage of ICT tools like internet to access premium world market prices for their coffee so the problem of low pricing (returns) from coffee poachers or middleman is now addressed. The digital literacy training project will see local coffee farmers taught basic ICT tools including firstly how to use touch screen phones plus laptop/desktop, open face book accounts, surfing the internet and sending e-mail among other uses to be on par with today' s competitive digital business environment (e-business/commerce).

The benefits this project will bring are seen to be long lasting and overwhelming. These benefits include improved standard of living, increased domestic cash flow, greater spin offs and employment opportunities. This project will prove to be a real breakthrough for struggling farmers in remote settings of the country such as this in North Waghi District of Jiwaka Province, Papua New Guinea. The beneficiaries here

include 520 + men, women and youth including school children (primary, secondary & tertiary) who are all coffee growers and registered members of an established group known as SIMKAR COFFEE GROWERS ASSOCIATION.

Not only will this milestone ICT project in this remote part of our country be humbly acknowledged and welcomed by local coffee growers. It shall also promote long-term economic and social development through increased and meaningful farmer participation in modern international coffee business environment thus consequently having a positive effect on farmer standard of living through higher returns for coffee. A major objective and outcome of this project include connecting the unconnected (connectivity) thus promoting equality and participation, integral human development and also alleviating poverty.

Ultimately, the GoPNG Vision 2050 objective of a healthy and wealthy population will have been realised and promoted when this ICT service is made available to an under-served and geographically ill-favoured area such as this.

## **Section B**

### **1.0 Objective and Outcome of Proposed Project**

The main objective of the conducting a Digital Literacy Training Program is to provide ICT service accessibility to local coffee farmers. The project is also aimed at teaching, imparting ICT knowledge and skills to local coffee farmers so they are empowered and become proficient in utilizing ICT tools at their disposal to access international coffee markets for their coffee produce. Furthermore, this project is aimed at promoting accessibility plus increased and meaningful coffee farmer participation in the international coffee market and hence obtaining premium price for coffee through effective utilization of ICT tools such as face book, internet and e-mail. This should see farmers bypass or avoid the common problem of *middleman* or *black market coffee buyers* who normally offer low prices to farmers which is always a pain in the arse for all coffee farmers. Moreover, in terms of national development goals and objectives from the perspective of ICTs, this proposed project will produce an outcome of equality, unity and active participation in economic activity, promote integral human development and poverty alleviation.

## **2.0 Benefits of Proposed Project**

The benefits of this ICT project is deemed to be long lasting and overwhelming. The direct beneficiaries of this project are 520 plus registered local coffee farmers who identify themselves as SIMKAR COFFEE GROWERS' ASSOCIATION; a group registered under Investment Promotion Authority (IPA). These farmers come from the seven (7) different council wards of the two (2) districts in Jiwaka Province including North Waghi & Jimi. Of the seven (7) council wards, five (5) are found in North Waghi electorate whilst two (2) are from Jimi. Of the 520 plus beneficiaries, 200 are men, 110 are women while 290 comprise of youth from the village including school students. The membership of Simkar Coffee Growers Association is growing which is to say that interested farmers are joining every day to pursue common farmer goal and interest. Specific social and economic benefits that will be brought about by this ICT project to the members of the association include promoting digital literacy, international coffee market accessibility, obtaining of premium price for coffee, greater spin offs, increased domestic cash flow, promote local business opportunities and of course improved standard of living.

## **3.0 Technical Aspects**

The ongoing technical issue that will have to be addressed here is none other than network coverage problem. There are five (5) tribes inhabiting this part of the province which is about 6, 000 + population living along the border of North Waghi and beyond the mountains into Jimi but the network coverage for both B-mobile and Digicel is weak. That is to say that both the telephone and data signals are either low or weak hindering effective communication. Most of our organic coffee farmers (high quality coffee growers) hail from Jimi and at most times they face great difficulty in trying to connect with vehicle owners to get them to come and transport their coffee to local markets including Simbu, Goroka and Mount Hagen. The problem of poor network coverage forces coffee farmers to climb mountain tops and other spots where they can get a good coverage to communicate with vehicle owners and potential buyers. As a solution to this technical problem, it is suggested that a 30m tower be erected on the site marked **X** on the 4x photographs attached herein. This is the ideal location for a tower to stand which will provide full and strong 3G network coverage to coffee farmers both in North Waghi and Jimi for better and effective communication.

## 4.0 Cost

	Cost Item	Estimated Amount (K)	Comments/Justification
1	Tower (BTS) set up	K500, 000.00	
2	Hire of Training Venue	K5, 000.00	K500.00 per day x 10 days
3	Hire of Professional ICT Trainers	K9, 000.00	K300 per day x 10 days x 3 ICT officers
4	Food (Refreshment) for training participants	K5, 000.00	K500 per day 10 days
5	Solar set up or hire of back up genset to supply electricity for training	K3, 000.00	K300 per day x 10 days
6	Food & Accommodation for ICT Trainers	K18, 000.00	<u>Food:</u> K200 per day inclusive of breakfast, lunch and dinner x 10 nights x 3 officers  <u>Accommodation:</u> K400 per night x 10 nights x 3 officers
7	Hire of vehicle for ICT Trainers	K10, 000.00	K1, 000.00 per day x 10 days
		<b>TOTAL COST = K540, 000.00</b>	

## 5.0 Sustainability

Since this project is viewed as a high impact project that will transform the lives of ordinary people at the rural setting, it would be deemed foolish and ignorant for mandated leaders of the affected LLGs, electorates and province of Jiwaka not to consider the request for counter-funding before them for consideration and approval. The project will be sustained through either LLGSIP funds or grants from Jimi and North Waghi LLG Presidents, DSIP and District Support Grant (DSG) funds from Jimi & North Waghi Open MPs and of course PSIP and Provincial Support Grant (PSG) funds from office of Jiwaka Governor.

## 6.0 Cross-Cutting Issues

Some very sensitive and important issues that will be addressed by this ICT intervention project include not only promoting gender equality but also providing equal business opportunity for male and female coffee farmers to access world coffee markets. Also one other target group for this project is of course youth especially village boys and girls who remain idle in the village doing nothing to now seize the opportunity presented before them to enter into e-agriculture business. Moreover, orphans and widows will be empowered in this project aimed at imparting and enhancing ICT skills and knowledge. Furthermore, this digital literacy training program will help people living with HIV/AIDS in the community by way of enabling them to access vaccination information and others using ICT tools such as face book and internet.

## 7.0 Monitoring & Evaluation

After the ten (10) days of intensive digital training, coffee farmers will be monitored to see if they have grasped or become acquainted with basic ICT tools using their smart phones. That is, farmers will be invited to gather at the training centre at least for 2-3 days of every month to demonstrate or practice ICT skills imparted to them. It is also at such a gathering should farmers be encouraged to share ICT knowledge and skills with fellow farmers who may be slow to understand or pick up. At least these 2-3 days of every month of the year should include conducting revision or refresher training for farmers on a particular ICT application or tool which they may not be proficient in until they all flow well.

<b>Month</b>	<b>ICT application to be taught</b>	<b>Duration for refresher/revision</b>
<i>January</i>	Facebook	1-2 days
<i>February</i>	Messenger	1 day
<i>March</i>	Whattsup	1 day
<i>April</i>	Share it & C-share	1 day
<i>May</i>	Google search	1 day
<i>June</i>	Chrome	1 day
<i>July</i>	Internet	1 day

<i>August</i>	e-mail	1 day
<i>September</i>	How to operate smart phones	1-2 days
<i>October</i>	How to use tethering & wi-fi	1 day
<i>November</i>	How to download & save information on smart phones	1 day
<i>December</i>	Bluetooth	1 day