

EXECUTIVE SUMMARY

TITLE	:	AGRO-FOOD (PNAF) PROJECT FOR 2020: BOOST AWARENESS AND ADOPTION OF TECHNOLOGICAL UPGRADES AND MODERN FARMING TECHNIQUES
PROPOSED DATE	:	February 2020 – December 2020
BUDGET/COST	:	RM 100,000 (SPN)
OBJECTIVES	:	To seek approval to utilise SPN budget for the implementation of Productivity Nexus Agro-food 2020 project.
EXPECTED OUTPUT	:	<ol style="list-style-type: none"> 1. Compendium of technology 2. No of technology provider 3. No of panel of expert
DEPARTMENT	:	DMO/ Agro-food Productivity Nexus (AFPN)
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/ SIGNATURE OF PCT MGR	:	

PAPER FOR BOARD OF MANAGEMENT APPROVAL

Title: Boost Awareness and Adoption of Technological Upgrades and Modern Farming Techniques

1.0 Purpose

The purpose of this paper is to seek approval to utilise SPN budget for the implementation of Productivity Nexus Agro-food 2020 project

2.0 Background

The model that is made up of 6 individual initiatives as identified in the Malaysia Productivity Blueprint (MPB), attempts to develop and provide the experts, tools, resources, mechanisms, systems and connectivity that the farmers and the stakeholders can utilise in improving the productivities of their value chain activities.

In the attempt to boost awareness and adoption of technology upgrades and modern farming techniques, Initiative A4 plans to develop an AgroFood Technology Exchange where effective technologies (i.e. modern and precise technologies) could be affordable and accessible by the Users.

Generally, Users would not know how to ask the right questions what resources that they wanted in modern technologies (diagnostics). Targeted training programs need to be developed to inculcate the Users with the new and unknown technologies that would effectively raise their production productivity that they would not have thought of on their own. New ideas of weather (trade intelligence) advance warning system (AWS), rain harvesting, remote sensing and geographical information systems, precision cultivation and intensive cultivation techniques would benefit the Users. Other concepts like urban farming, vertical farming or farm factories would draw young entrepreneurs into the farming activities.

This technology exchange would leverage with other agriculture related agencies to draw on their resource compilation. The exchange will also interact with the information exchange template of Initiative A1 (AgroFood Tool Box) to create a compendium that can support the whole range of modern technology resource needs of the farmers.

3.0 Objectives

The objectives of this project are:

- 1) Identification or customization of technologies that are suitable and cost effective for Malaysian SMEs
- 2) Higher appreciation for the benefits of technology / modern farming techniques, and adoption of productivity boosting technology among SMEs

4.0 Output

1. Compendium of technology
2. No of technology provider
3. No of panel of expert

5.0 Outcome

- Introduction and enhance the adoption of technology among farmers

6.0 Project Team

Program Advisor	:	Hj Suhaimi Hamad (DMO)
Program Manager	:	Zulaifah Omar (DMO)
Project Manager	:	Azlin Mohd Alias (DMO)
		Muhammad Hisham Nordin (DMO)
Project Members	:	Nurul Nadia Abdul Patah

7.0 Project Milestone

8.0 Costing

The estimated cost for 2020 Productivity Nexus Agro-food projects are as follows

No	Items Description	Breakdown	Price (RM)
1	Subject Matter Expert (SME) a) Consultant Fees b) Report	1 SME x 40,000	40,000.00
2	Administrative I. Workshop Package / Accommodation (RM 500 x 30 pax) II. Expert ➤ Facilitator / Consultant fee / moderator (RM 2000 x 2 session) ➤ Rapporteurs (RM 1000 x 1 session)	15,000 4,000 1,000	20,000.00
3	Develop Compendium of Technology Content I. Moderation System and Panel of Experts II. Database and Content Management III. Trial Run by Invitation IV. AI Chatbot + Feature Enhancement v. Soft Launch and User Feedbacks	8,000 8,000 8,000 8,000 8,000	40,000.00
	TOTAL		100,000.00

8.0 Conclusion

The approval of BOM is sought to approve the Budget of RM 100,000 for the implementation of Agro-food Productivity Nexus 2020 projects and initiatives.

Prepared by:

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Date: 5 February 2020

Checked by:

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Program Manager
Agro-food Productivity Nexus
Date: 5 February 2020

Approved by:

Suhaimi Hamad
Director
Delivery Management Office
Date: 5 February 2020