



# **ICT Applications and Networking for Agro-chemicals and Fertilizers in Asia: Lessons from the FADINAP Experience**

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# Outline

1. Introduction
2. FADINAP, regional information network
3. Sustainability – a real challenge
4. ICT to the rescue
5. Virtual FADINAP ICT model
6. ICT-enabled partners
7. Successes
8. Challenges
9. Taking FADINAP model to Africa
10. Lessons learned





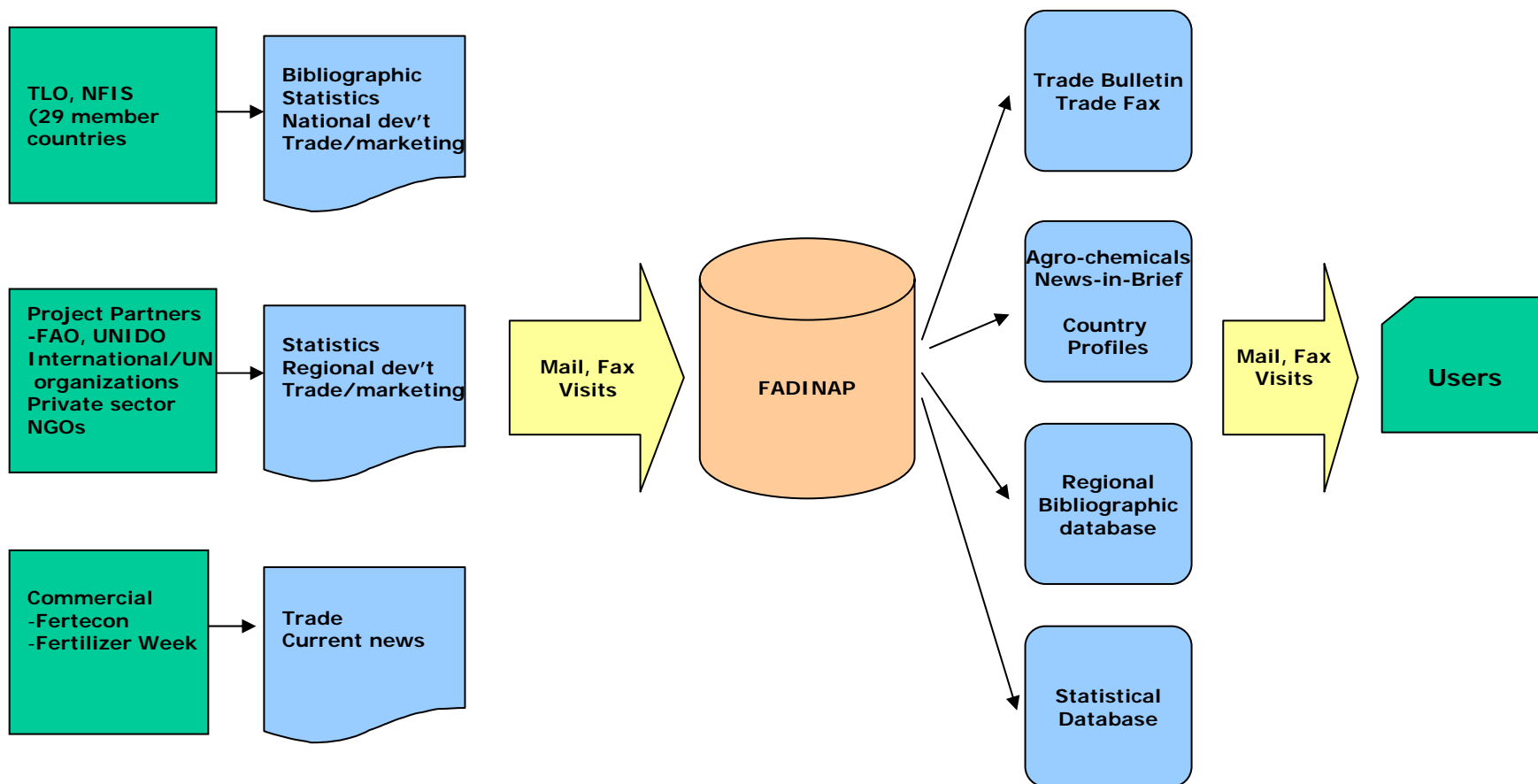
# FADINAP: regional information network

- ❖ Fertilizer Advisory, Development and Information Network for Asia and the Pacific (FADINAP)
- ❖ Established in 1978, 29 member countries
- ❖ Green revolution, high-yield crop varieties
- ❖ Focal point for regional information exchange





# Structure of FADINAP information network





# Sustainability – a real challenge

- After 25 years of support, partners and donors started to bid goodbye
- Survival of the network was at risk

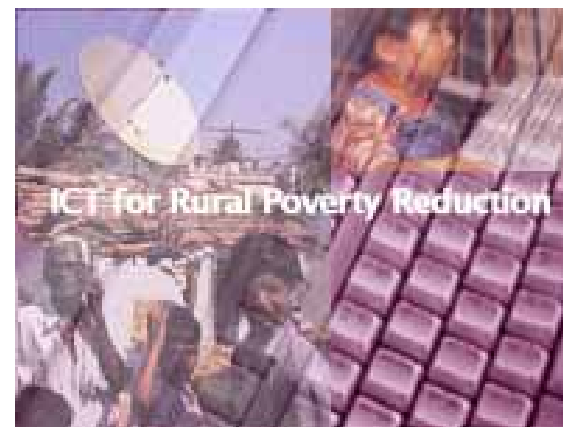




# ICT to the rescue

## Transform FADINAP into a virtual network

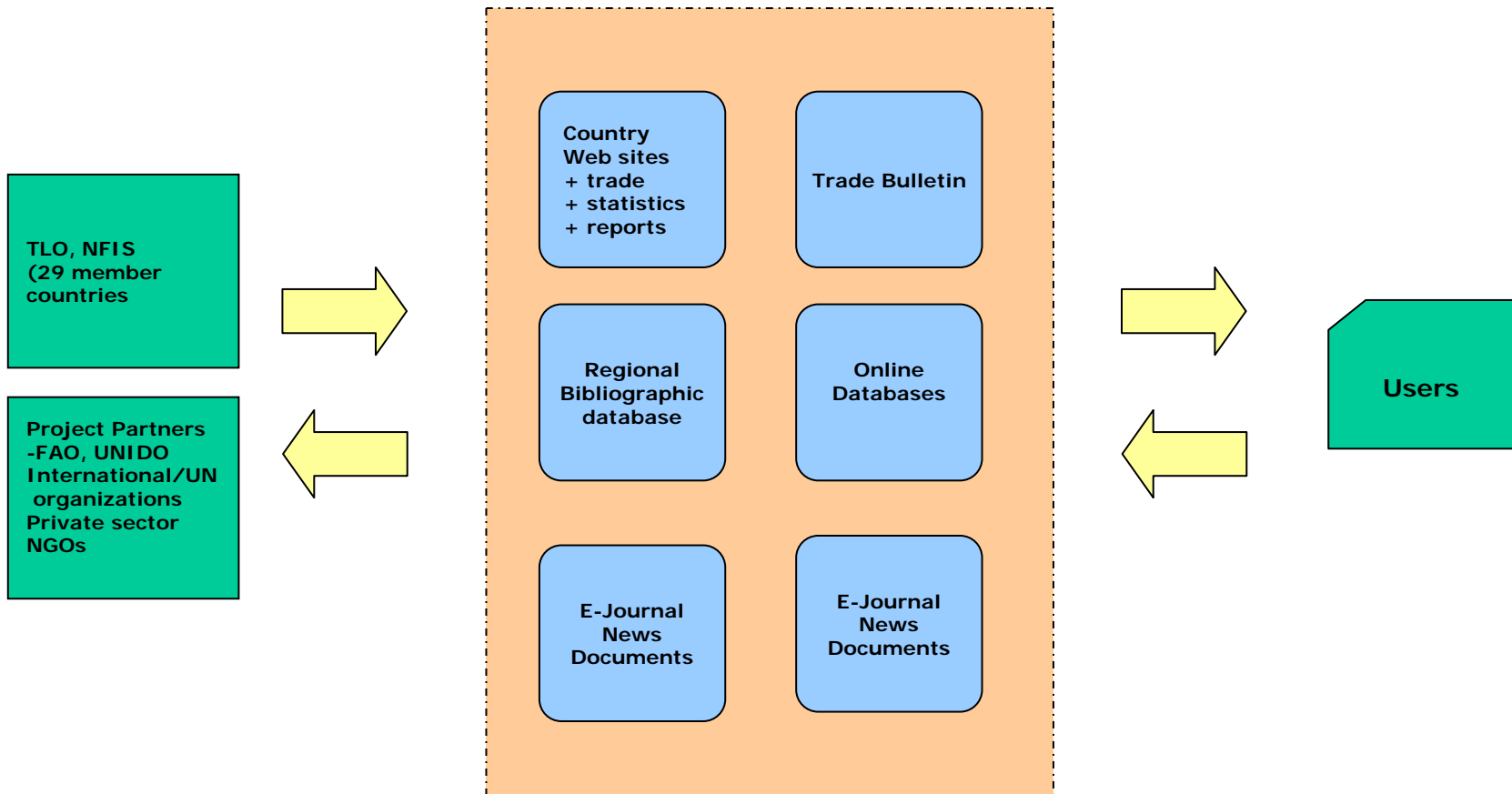
- Modernized its information services to become fully Internet-based
- Enable partners to use ICT to provide and access information





# Virtual FADINAP network

## Virtual FADINAP





## ICT-enabled partners

- Orientation session
- Intensive web development training
- Building national web sites
- Link with FADINAP web site







# FADINAP virtual network

[www.fadinap.org](http://www.fadinap.org)



The screenshot shows the FADINAP website homepage. At the top left is the United Nations logo. The main header features the title "Rural Poverty Alleviation through Plant Nutrition and Protection" with a background image of farmers in a field. Below this is the text: "Fertilizer Advisory, Development and Information Network for Asia and the Pacific (FADINAP) Rural Development Section/PRUDD, Economic and Social Commission for Asia and the Pacific (ESCAP)".

**FADINAP**  
[About Us](#)  
[Project Staff](#)  
[Member Countries](#)  
[Activities](#)  
[Publications](#)  
[Statistics](#)  
[Fertilizer Links](#)  
[RDS](#)

**Country Gateways**  
[Cambodia](#)  
[Lao PDR](#)  
[Bangladesh](#)  
[China](#)  
[India](#)  
[Indonesia](#)  
[Malaysia](#)  
Nepal  
- [Fertilizer Unit](#)  
- [Ag Inputs Co](#)  
[Philippines](#)  
[Pacific countries](#)  
[Pakistan](#)  
[Republic of Korea](#)  
[Sri Lanka](#)  
[Thailand](#)  
[Viet Nam](#)

**Agro-Chemicals Report**  
[Online version](#)  
**Online Agro-Chemicals Report**   
Agro-chemicals Report is now available only in electronic format. The Report provides information on the latest developments in the agro-chemicals sector. Formerly, FADINAP's Agro-chemicals News in Brief.

**Safety Guide Pesticide Use**  
Ideal for agro-pesticide dealers, retailers, extension workers, farmers and representatives of pesticide companies

**Online Fertilizer Directory**  
Over 2,000 addresses of organizations involved in the fertilizer sector. Add or update your record online

A printed version of the Directory is now available. It represents the content of the online database as of 30th October 2000

**IPNS Compendium**   
Compilation of best practices and recommendations on IPNS in Asia

**IPNS Training Manual (Sri Lanka)**  
Provides information on IPNS for different crops and cropping systems of Sri Lanka.

**Buy and Sale Bulletin Board**  
Post offers to purchase or sell fertilizer products/services free of charge.

**Fertilizer Statistics**  
A ready statistical reference on fertilizer indicators. *Updated* (18 October 2002)

**International Fertilizer Prices**

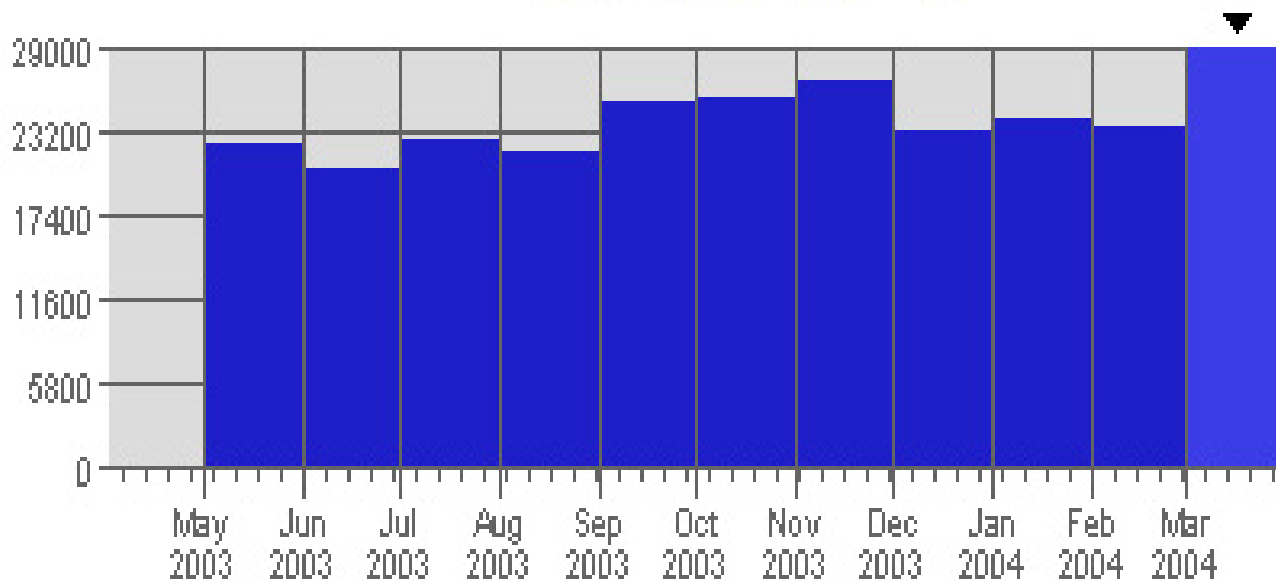
**INTEGRATED PLANT NUTRITION SYSTEMS (IPNS) COMPENDIUM**  
**INTEGRATED PLANT NUTRITION SYSTEMS (IPNS) TRAINING MANUAL**



# Successes

FADINAP web site became popular!

FADINAP Web site sessions per month





# Successes

## Key to success!

### 1. Interactive and dynamic contents

- Fertilizer directory
- Buy and sale bulletin board
- Fertilizer prices
- Database on pesticides and the environment

### 2. Visibility

- Top link in major search engines

### 3. Links

- Major portal for fertilizer and agro-chemicals worldwide

### 4. Partners

- Links to national data and sites



## China Daily – Today (5 April 2004)

### Need to improve e-government services

- 11,764 government web sites in China
- Only 5.2 per cent are frequently visited
- Nearly half are simply one-way mirror
- Only 14 per cent with English language

**More interaction is badly needed!**



# Visibility

## FADINAP top on the list using Yahoo search

Yahoo! Search Results for Fertilizer Asia - Microsoft Internet Explorer provided by United Nations (ESCAP)

File Edit View Favorites Tools Help

Address <http://search.yahoo.com/search?p=Fertilizer+Asia&ei=UTF-8&fr=fp-tab-web-t&cop=mss&tab=> Go

Links ESCAP ESCAP Web BirthDay Wed Anniv BioNET Cobuld Christian Google

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

**YAHOO!** search Fertilizer Asia Yahoo Search [Advanced Preferences](#)

Web Images Directory Yellow Pages News Products

**TOP 20 WEB RESULTS** out of about 194,000. Search took 0.16 seconds. ([What's this?](#))

- [Fertilizer Advisory, Development and Information Network for Asia and the Pacific](#)   
FADINAP, a United Nations inter-agency network, focuses on information services, training opportunities and advisory missions on **fertilizer** related subjects.  
Category: [Business Organizations > Thailand](#)  
[www.fadinap.org/](http://www.fadinap.org/) - 15k - [Cached](#) - [More pages from this site](#)
- [FERTILIZER TRADE IN ASIA](#) (PDF)   
... 1FERTECONLimited**FERTILIZER TRADE IN ASIAP**resented byTerry Phillips2**FERTECONLimitedASIA FERTILIZER** SUPPLY/DEMAND 1981-20000 ...  
[www.fertilizer.org/ifa/publicat/PDF/2001\\_hanoi\\_phillips\\_slides.pdf](http://www.fertilizer.org/ifa/publicat/PDF/2001_hanoi_phillips_slides.pdf) - 100k - [View as html](#) - [More pages from this site](#)
- [Fertilizer Business in Southeast Asia](#)   
**Fertilizer** Business in Southeast **Asia** To meet the growing demand of fertilizers domestically and regionally, the **fertilizer** industry in the region continues to expand, exploiting the rich natural ... SUMMARY TABLE: SOUTHEAST ASIA: DEMAND OF UREA FERTILIZER, THROUGH 2005 ... SUMMARY FIGURE: SOUTHEAST ASIA: DEMAND OF UREA FERTILIZER, 2000 AND 2005 ...  
[www.mindbranch.com/listing/product/R2-489.html](http://www.mindbranch.com/listing/product/R2-489.html) - 18k - [Cached](#) - [More pages from this site](#)
- [FADINAP Directory - Web Site Index](#)   
This is an official Website of FADINAP providing **fertilizer** related information concerning **Asia** and the Pacific. ... Singapore. HELM **Fertilizer Asia** Pte. Ltd. ... Singapore. South East **Asia Fertilizer** Pte. Ltd. ...  
[www.fadinap.org/fertilizer\\_links.htm](http://www.fadinap.org/fertilizer_links.htm) - 182k - [Cached](#) - [More pages from this site](#)
- [Fertilizer Business in Southeast Asia](#)   
Agriculture forms the major sector in the national economy of the majority of the countries in the Southeast Asian region. As these countries try to expand the sector, through diversification of ... SUMMARY TABLE: SOUTHEAST ASIA: DEMAND OF UREA FERTILIZER, THROUGH 2005 ... SUMMARY FIGURE: SOUTHEAST ASIA: DEMAND OF UREA FERTILIZER, 2000 AND 2005 ...

Done Internet



# Challenges

## Key challenges

- 1. Partners slow to adopt modern ICT**
  - Low priority
  - Lack of appreciation
- 2. FADINAP's inability to secure funds for web maintenance**



# FADINAP goes Africa



# AFAMIN

the African Agricultural Market Information Network

le Réseau Africain d'Information du Marché Agricole

Country Pages

AFAMIN Partners

Regional Agri-Market

Regional Information

Tools

Welcome :: Friday, April 2, 2004

Search on the web  Search on afamin.net

Search>>

## Welcome to the AFAMIN Website

AFAMIN proposes a structure capable of collecting, disseminating and sharing agricultural data and information, with a special emphasis on agricultural inputs (seeds, fertilizers and pesticides) in West Africa.

More about AFAMIN [concepts](#), [contents](#) & [launching](#)

**Updated!** Monthly agro input retail prices database

[West Africa](#) - [Togo](#) - [Burkina Faso](#) - [Mali](#) - [Ghana](#) |  
[Newsletters](#) : [Togo](#) - [Burkina Faso](#) - [Ghana](#) - [Nigeria](#) |

New MIS modules | [TOGO](#) | [GHANA](#) | [BURKINA FASO](#) |



**formation régional sur les Systèmes d'Informations de Marché Agricole à Lomé-Togo, 03-07 mai 2004.**

Regional Page



Page Régionale



Email us at [info@afamin.net](mailto:info@afamin.net)

Send page to friend

## What's new

Visit

[www.AISSA.org](http://www.AISSA.org)  
the Agricultural  
Intensification  
Network in Sub-  
Saharian Africa

Guestbook

click here



Socio-economic and Policy Environments for Soil Fertility Improvement (FASEPE)" project, coordinated by IFDC and funded

International Seminar on ICT Applications in Agriculture/Rural Industry, 5-7 April 2004 Beijing, China



## Lessons learned

- ❖ ICT proved to be a very effective in setting up a virtual information network
- ❖ ICT reduces significantly the cost of running the service.
- ❖ Interactive and dynamic contents are the key to success of web-based services
- ❖ Regular updating of content is important
- ❖ There is a high-demand for market information (prices, directory)







## Lessons learned

- ❖ **Active participation of partners is very important**
- ❖ **Partners appreciate the need for ICT but did not allocate sufficient resources**
- ❖ **Continuing training and education is crucial to keep up with the rapid development of the technology**
- ❖ **Main beneficiaries - developed countries, private sector and progressive companies and individuals**

