

**Company:** PLDT and Smart, Makati City, Philippines  
**Company Description:** PLDT is the Philippines' largest fully integrated telco company. PLDT offers a wide range of telecommunications and digital services across the Philippines' most extensive fiber optic backbone, and fixed line and cellular networks. The company is listed in Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI).  
**Nomination Category:** Achievement Categories  
**Nomination Sub Category:** Achievement in Corporate Social Responsibility  
**Nomination Title:** Digital Farmers Program: Empowering Filipino Farmers through Digital Inclusion



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 194 words used.**

PLDT Inc. (PLDT) and Smart Communications Inc. (Smart) form the Philippines' largest fully integrated telecommunications group, serving approximately 113 million people. Together, they operate an extensive fixed and wireless network with over 74,000 cellular base stations and 4G/5G coverage reaching 97% of the population, including remote and underserved communities.

Their integrated 2G to 5G networks provide high-speed connectivity and digital services to over 57.8 million Filipinos as of end-2023, fueling the country's digital economy and advancing nationwide digital inclusion.

Amid ongoing macroeconomic challenges, the group generated PhP201.8 billion (US\$3.54 billion) in gross service revenues in 2023. Beyond strong financial performance, PLDT and Smart embrace a double bottom line—profit and purpose—by democratizing access to digital technologies, particularly in areas where more than 22% of Filipinos live below the poverty line.

Recognizing the importance of agriculture to national development, the group empowers farmers and fisherfolk with digital tools, training, and partnerships to help them thrive in a modern economy. These efforts—coupled with sustained infrastructure investments and long-standing public-private collaborations—demonstrate PLDT and Smart's continued leadership in inclusive innovation and their ambition to be the region's leading environmental, social, and governance (ESG)-focused telecommunications company.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 230 words used.**

In the Philippines, over 10 million people depend on agriculture, yet many remain digitally excluded—contributing to a 30% poverty rate in rural communities. To close this gap, PLDT and Smart launched the Digital Farmers Program (DFP), a pioneering initiative that empowers farmers and rural youth with digital skills, agri-tech access, and market connectivity.

DFP applies a three-part strategy:

- **FarmLearn** delivers structured training in mobile use, online selling, and smart farming practices.
- **FarmTech** equips farming communities with digital toolkits—including smartphones, projectors, and agriculture-specific content—to facilitate peer-led training.
- **FarmConnect** links farmers with agri-tech providers for access to precision agriculture tools and services.

With support from the Department of Agriculture—ATI, NGOs such as MEDA and PPSA, and over 50 other partners, DFP integrates digital literacy into agricultural education, supports women and youth in farming, and connects communities to future-ready tools. PLDT and Smart have also expanded LTE coverage in rural areas to ensure the necessary infrastructure for digital adoption.

As of 2025, the program has:

- Trained 17,912 farmers and 3,316 rural youth
- Deployed 44 FarmTech kits to cooperatives and learning sites
- Connected 718 farmers to six agri-tech service providers
- Reached 5,000 additional farmers through partnerships
- Earned four international awards, including the Asia-Pacific Stevie Awards

Following a Co>Create, Collaborate, and Co-Implement approach, DFP has become a replicable, scalable platform for inclusive, tech-enabled farming in Southeast Asia.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 228 words used.**

The Digital Farmers Program (DFP) is a landmark initiative that redefines how a telecommunications company can drive rural transformation. While many industry players focus on infrastructure and enterprise services, PLDT and Smart took a bold step in directly empowering smallholder farmers and rural youth—segments often overlooked in digital strategies.

Unlike typical CSR projects, DFP is not a short-term or donation-led activity. It is a multi-stakeholder platform designed for long-term, measurable impact. The program combines structured digital literacy (FarmLearn), accessible training technologies (FarmTech), and real-world agri-tech linkages (FarmConnect) to address both capability and access gaps in rural farming.

By 2025, the program had surpassed its original targets: over 17,900 farmers and 3,300 rural youth trained, 44 digital kits deployed, and 718 individuals connected with agri-tech providers. These achievements mark a major leap from the company's previous community initiatives and stand out even within the region's telco sector.

DFP's unique value lies in its integration of digital tools with grassroots delivery, co-ownership with farming communities, and alignment with national agricultural priorities. It also supports broader global goals such as food security, rural innovation, and inclusive economic growth.

Its recognition through international awards, including the Asia-Pacific Stevie and World Communication Awards, validates its global relevance and replicability. DFP is not just about connectivity—it is about empowering communities to harness digital tools for better livelihoods, sustainable practices, and long-term resilience.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 225 words used.**

This nomination is supported by a detailed work sample (PDF) that documents the full scope and impact of the Digital Farmers Program.

The attachment includes real-world evidence for each component of the program:

- **FarmLearn:** Training module slides (DFP 101 to 103), showcasing lessons in mobile usage, social media marketing, and smart agriculture. Photos and testimonials from farmers and trainers—particularly under the PPSA GrowHer project—demonstrate inclusive delivery, including support for women in agriculture.
- **FarmTech:** Visual documentation of 44 training kit turnovers across the country, including contents such as smartphones, pocket Wi-Fi devices, projectors, and printed manuals. These materials confirm how the program decentralizes digital learning through local cooperatives and schools.
- **FarmConnect:** Photos and activity logs from agri-tech demo sessions, including the use of drones and digital soil mapping, show how farmers are being introduced to real applications of precision agriculture. Six agri-tech partners have been engaged so far.

Additional materials include links to media coverage, online training events, and third-party partner collaborations with DA-ATI, MEDA, PPSA, and Gawad Kalinga. They further confirm reach, credibility, and sustained engagement.

The attachment also references four international awards won by the program, supporting its innovation and effectiveness on a global scale.

This supporting documentation reinforces that DFP is not a pilot—it is a proven, award-winning model of rural digital inclusion that is already transforming agriculture and livelihoods across the Philippines.

**Attachments/Videos/Links:**

[Digital Farmers Program: Empowering Filipino Farmers through Digital Inclusion](#)

[REDACTED FOR PUBLICATION]