

Nomination: 21275

Digital Farmers Program: Empowering Filipino Farmers through Digital Inclusion

Page: General Information
Name of Organization / Company PLDT and Smart
Logo Download File (https://asiastevieawards.secure-platform.com/file/33832/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzgzMiwieWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmPLDT%20and%20Smart%20Logo.png)
Web Site Address https://main.pldt.com/about-us/corporate-citizenship (https://main.pldt.com/about-us/corporate-citizenship)
Page: Entry Information
Entry Title Digital Farmers Program: Empowering Filipino Farmers through Digital Inclusion
Category T01 - T11 - Achievement Categories > T01. Innovative Achievement in Corporate Social Responsibility
Submission Format An Essay of up to 625 Words

Essay

As the Philippines' largest telco, PLDT and Smart go beyond telecommunications to empower underserved communities, particularly in agriculture, a key driver of the economy. With about 25 million Filipinos struggling to meet basic needs, the group ensures mobile and digital tools work for those who need them most.

PLDT and Smart's Digital Farmers Program (DFP), in partnership with the Department of Agriculture's Agricultural Training Institute (DA-ATI), equips farmers and agri-MSMEs with digital tools, upskilling programs, and tailored resources. This initiative enhances productivity, expands market reach, and strengthens participation in the digital economy.

- DFP has three core components:
- FarmLearn: A structured digital literacy program teaching farmers and rural youth essential mobile, internet, e-commerce, and smart farming skills.
 - FarmTech: A tech-driven training kit enabling farmer groups to conduct digital literacy sessions using tools such as smartphones, projectors, and agri-specific learning materials.
 - FarmConnect: Links farmer organizations with precision agriculture technologies and agri-tech service providers.

Smallholder farmers in the Philippines face significant challenges, including a poverty incidence of 30%, limited access to education, and fluctuating productivity. DFP directly addresses these issues by providing them with digital skills and market access. The program also engages rural youth to foster a new generation of digitally adept farmers, ensuring sustainability in the sector.

- DFP collaborates with key stakeholders to scale its impact:
- Agricultural Officers and Extension Workers: Provide technical assistance and serve as trainers.
 - Farmer Organizations and Agri-Cooperatives: Facilitate training and access to resources.
 - Farm Field Schools and Learning Sites: Integrate digital literacy into agricultural education.

- Through DFP, PLDT and Smart aim to:
- Train at least 5,000 farmers and 2,500 rural youth through FarmLearn.
 - Deploy 20 FarmTech kits to farmer organizations.
 - Connect 500 farmers and youth with agri-tech providers through FarmConnect.
 - Establish 20 new partnerships to expand DFP's reach.
 - Achieve at least one international recognition for DFP's impact.

- Since its launch, DFP has evolved from a basic digital literacy initiative into a comprehensive digital inclusion program, following the 3Cs approach:
- Co-Create: Tailors solutions based on farmers' needs.
 - Collaborate: Scales efforts through partnerships.
 - Co-Implement: Shares execution responsibility with stakeholders.

- Key partnerships include:
- DA-ATI: Co-developed FarmLearn modules and FarmTech kits and facilitated agri-tech connections.
 - Mennonite Economic Development Associates (MEDA): Extended FarmLearn to Davao cacao farmers and supported sustainable agriculture training.
 - Philippine Partnerships for Sustainable Agriculture (PPSA): Integrated DFP into the GrowHer Program for women corn farmers.

- With 51 partners, PLDT and Smart's Digital Farmers program has achieved the following to date:
- Trained 17,912 farmers and 3,316 rural youth (exceeding targets).
 - Deployed 44 FarmTech kits (more than double the target).
 - Connected 718 farmers and youth with 6 agri-tech providers.
 - Forged 51 partnerships, expanding reach to 5,000 additional cacao and corn farmers.
 - Secured 4 international awards, including the World Communication Awards and Asia-Pacific Stevie Awards.

These achievements reinforce PLDT and Smart's leadership in digital transformation and corporate social responsibility, demonstrating their commitment to empowering communities through technology.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Stephanie Orlino
Kristine Magadia
Seliada Asilo

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Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)
200 MB Max per File

File 1



File 2

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File 3

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Do You Have Website URLs you would like to link to

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