

PROJECT GOALS

Market testing of profitability of drip irrigation systems (DIS) sale at all levels (of participants) of the supply chain and efficiency of using drip irrigation technology at the farm are assessed.

1. Farmers provided with qualitative DIS with guarantee and at affordable prices.
2. Effective targeted promotion of DIS and awareness raising of farmers about DIS is done. (to boost the sales of DIS)
3. Building and strengthening capacity of supply chain actors by use of practical methods in drip irrigation technologies.
4. Close and mutually beneficial cooperation between the supply chain actors and SEP built up.

RATIONALE

First testing and demonstrations of drip irrigation kits in the households were done in 2009 within SEP and LMD projects of HELVETAS Kyrgyzstan. The drip irrigation kits on the demo-plots of SEP for demonstrative purposes gathered positive feedback from partners and farmers. Potential for technology of drip irrigation in the local context with lack of water and inequitable access to water was evident, though the market potential was an issue to explore. Decision to start a pilot component on drip under SEP project was taken in order to test and assess the local market for the low-cost drip irrigation systems.

BACKGROUND

Drip irrigation technology is known as one of the most advanced and efficient irrigation practices worldwide. Drip irrigation is largely practiced in countries like Israel, Japan, China and other countries where water is really scarce. In Kyrgyzstan first attempts to adopt drip irrigation technology were done during the Soviet times. Drip irrigation technology as such has an image of a sophisticated and expensive irrigation technology which is hardly affordable for local farmers. A first container with low-cost drip irrigation material from India was imported within SEP project under the component of drip irrigation in 2010 to break down the established stereotype of drip irrigation. Drip irrigation component of SEP project started in 2011 with funds available from the iDE (International Development Enterprises) under the global SDC funded project "Scaling up of productive water use".

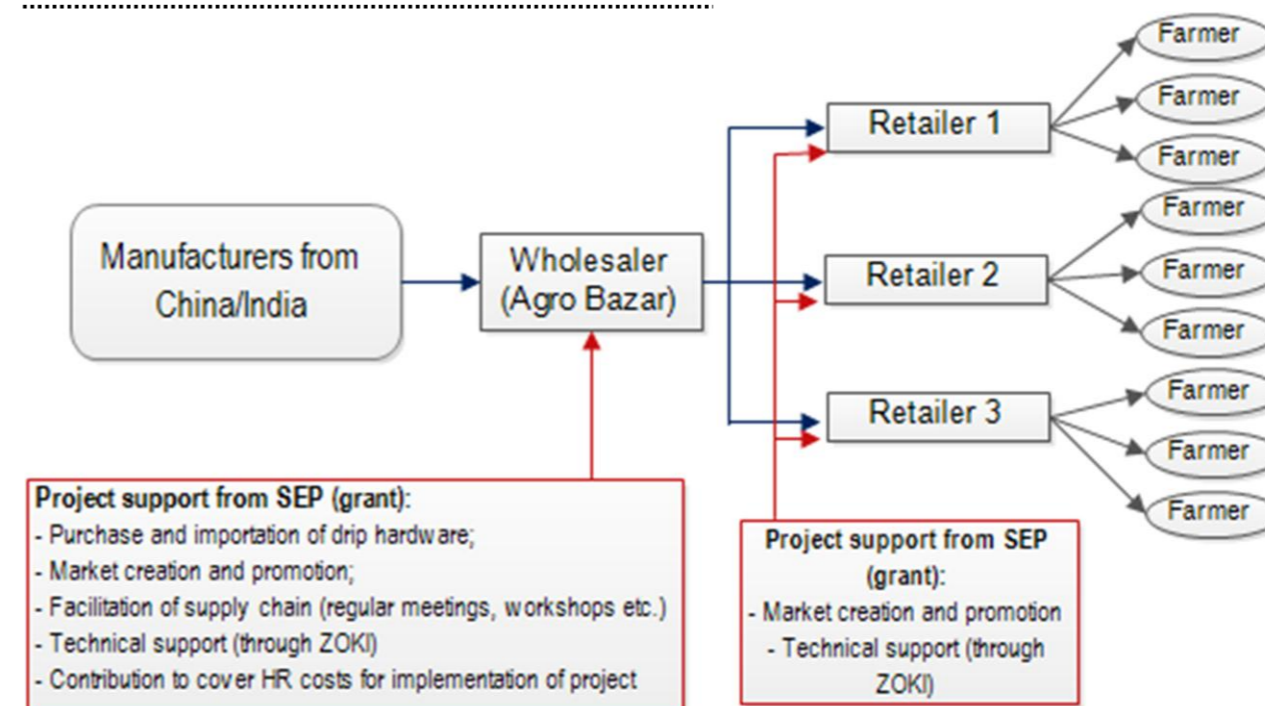
PROJECT DESCRIPTION

Implementation of this project component is done based on experience of HSI Kyrgyzstan on market development projects (like LMD, BCP).

Main activities of project and partners are as follows:

- product development: importing better and new types of drip irrigation systems and other micro-irrigation technologies;
- pricing mechanisms (wholesales);
- awareness and promotion actions (commercial through local TV channels, demo-plots, open field days etc.);
- sales of Drip irrigation systems;
- technical TOT trainings, coaching on technology of drip irrigation (designing, irrigation regime, installation);
- production of training materials (Drip design manual, Users' manual);
- regular meetings of partners for coordination of joint activities;
- linkages to new actor of supply chain;
- sales data management.

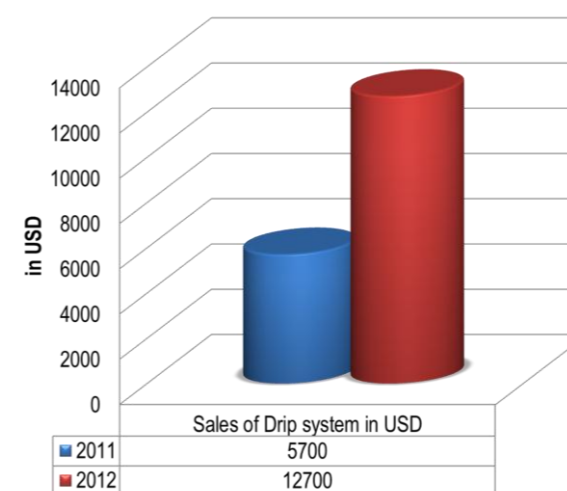
APPROACHES



Graphic: Supply chain of drip irrigation systems and project support.

ACHIEVED RESULTS

Sales of Drip System in Kyrgyzstan (USD)



Sales of DIS through the country

- Technical training material produced:
- drip design and installation manual;
 - drip users' manual;
 - catalogue of drip irrigation components with prices;
 - commercial of Drip Irrigation Systems;
 - training movie on Drip irrigation.



861'000

KGS sales of Drip irrigation systems until 2012.

6

wholesaler and retailers in the country.

91

specialists trained on installation and maintenance.

OUTLOOK

Further planning of next phase of project depends on decision of donor.



“I bought the drip irrigation system 2 years ago and installed it in my greenhouse of 270 m² for producing tomatoes and cucumbers. Last spring my income was around 70 000 KGS (approximately USD 1’500). I have also learned how to install and maintain the system. Drip irrigation is very convenient for me because it saves the water, time and gives more harvest”.

Farmers from the Kara-Suu raion

CONTACTS

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IN BRIEF

PROJECT DURATION:

Phase I: 2010-2013

LOCATION: Kyrgyzstan

IMPLEMENTOR: HELVETAS Swiss Intercooperation

DONORS: International Development Enterprises (iDE)

Main activities:

Market creation and promotion:

- market research on sales of drip irrigation;
- awareness and promotion activities;
- sales of Drip Irrigation systems;

Facilitation of supply chain development and functioning:

- conduct regular coordination meetings;
- linkages to new actors of supply chain (retailers, manufacturers etc);
- recording of sales (cash and product flow) in the data base;

Technical support provision:

- Training of Trainers trainings;
- coaching of partner organizations;

Product development and pricing:

- pricing mechanisms of Drip Irrigation Systems;
- diversification of product varieties;
- new products - conflict mitigation (skills development);
- conflict resolution (software/hardware support from project, support to improved communication/collaboration, lobbying etc.).



DRIP IRRIGATION PROMOTION PROJECT

Phase I: 2010 - 2013