



# THE MARKETPLACE FOR AGRICULTURAL INFORMATION AND SERVICES (MPAIS)

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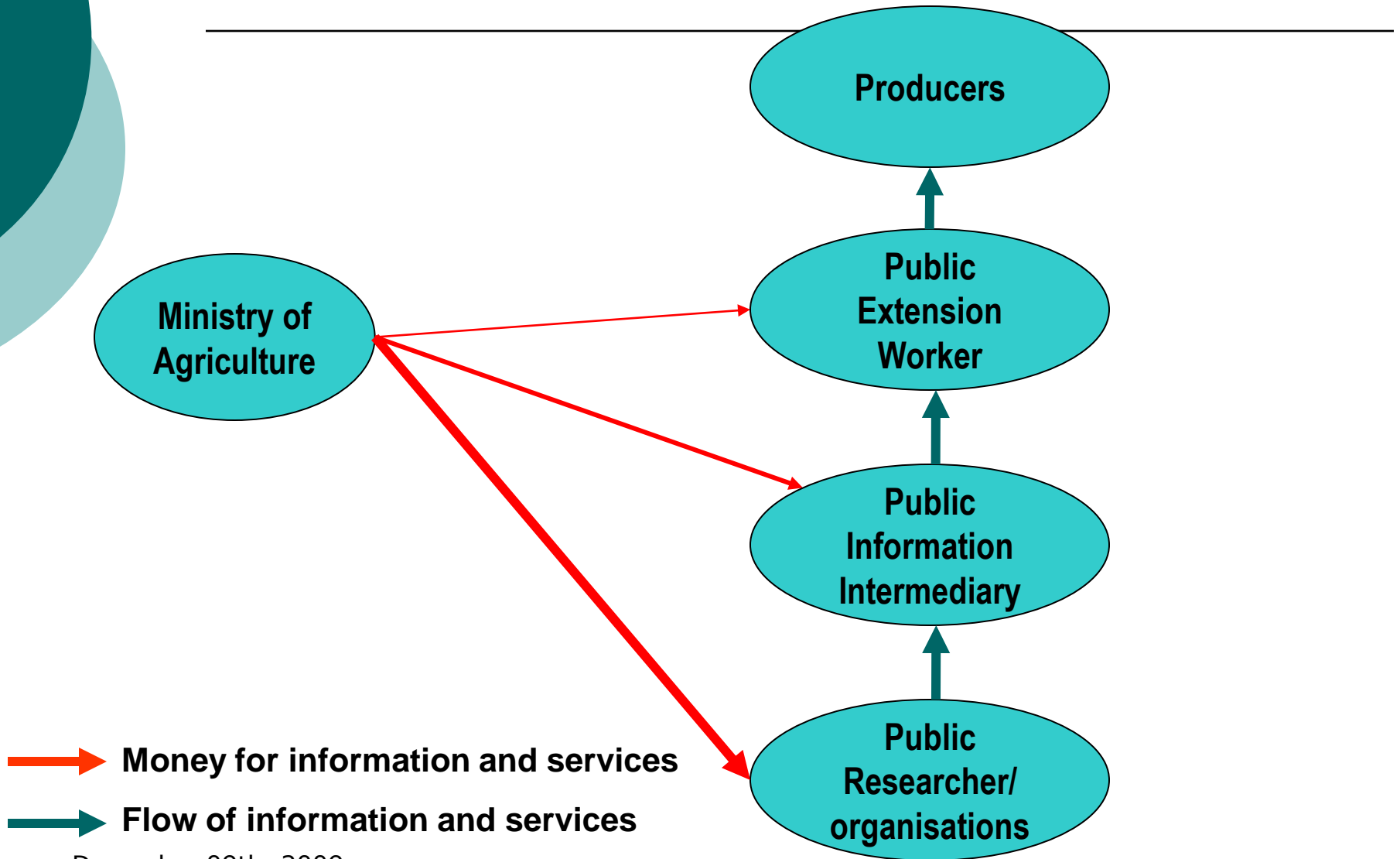
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# Scope of Presentation

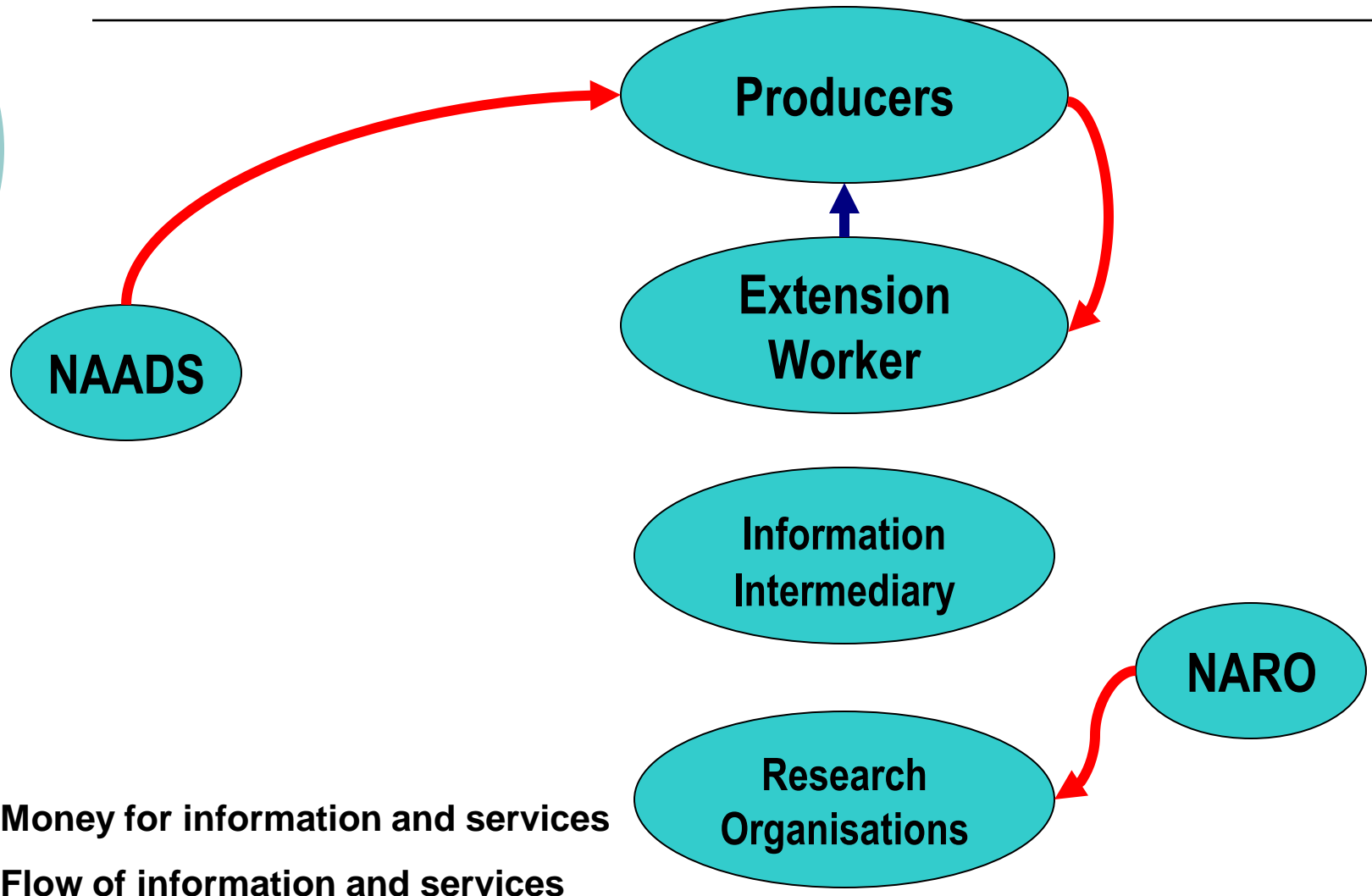
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- Why is the Market for information and services necessary
- MPAIS Concept
- How MPAIS works
- The Challenges
- MPAIS to INNODEV

# Old Publicly funded Approach to Provision of Information and Services



# The Challenge in the new Publicly funded Privately delivered services Approach



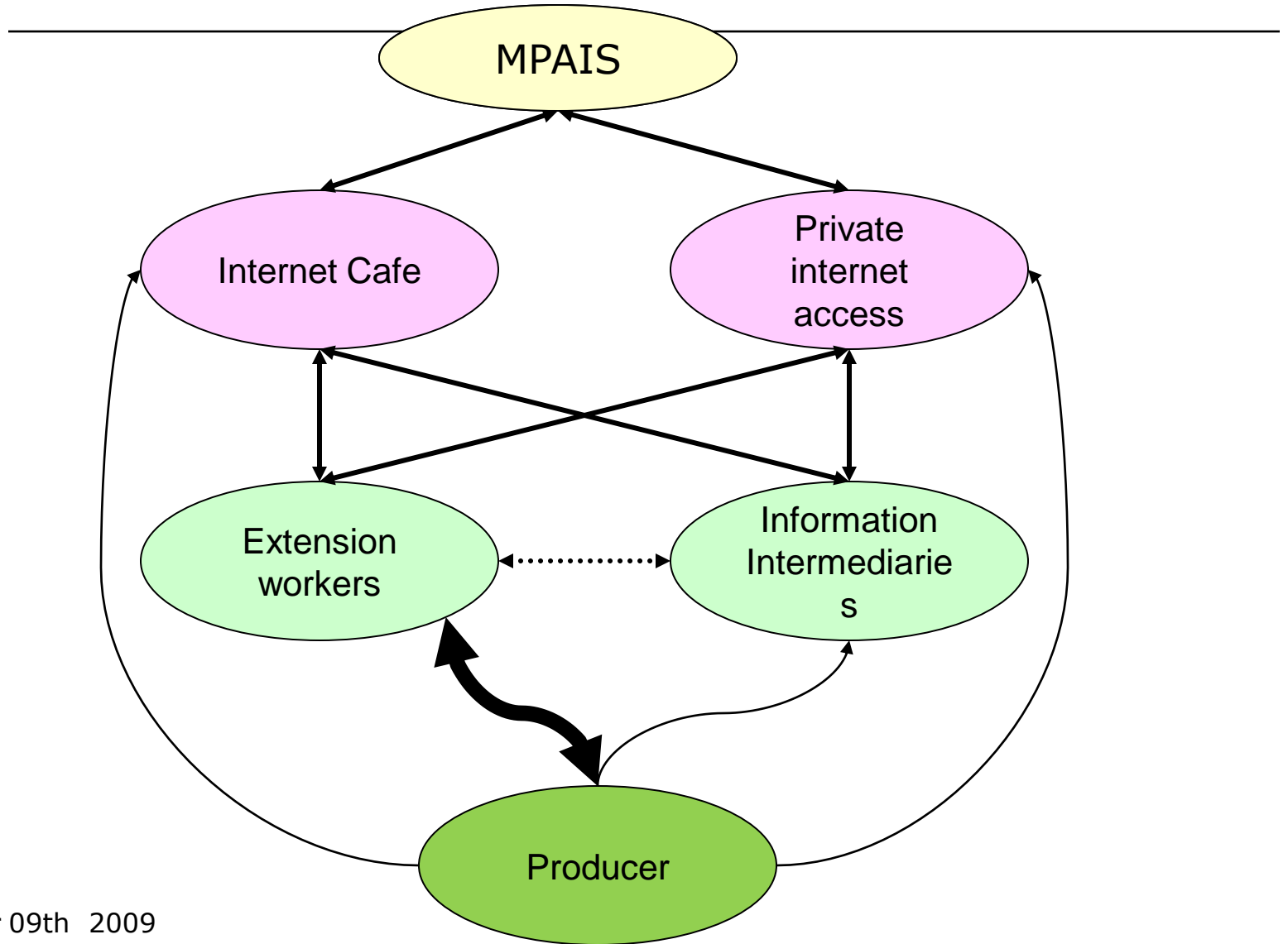
# Challenge

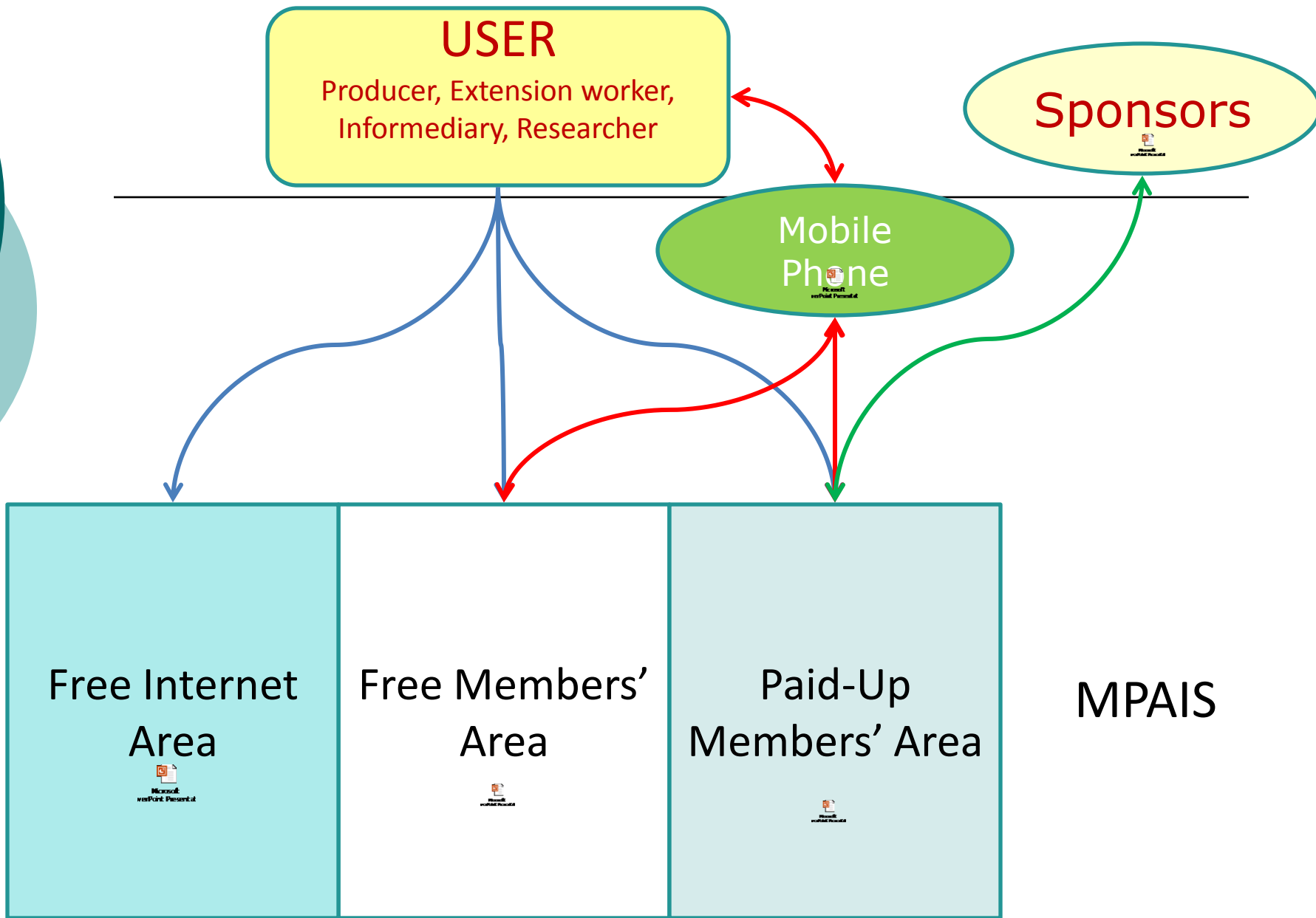
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What mechanisms can be put in place for the money given to producers to drive the flow of information in the system in the absence of publicly-funded information intermediaries?

- Reflects a “market failure” in the information system
- Modern ICT provides opportunities

# MPAIS Concept





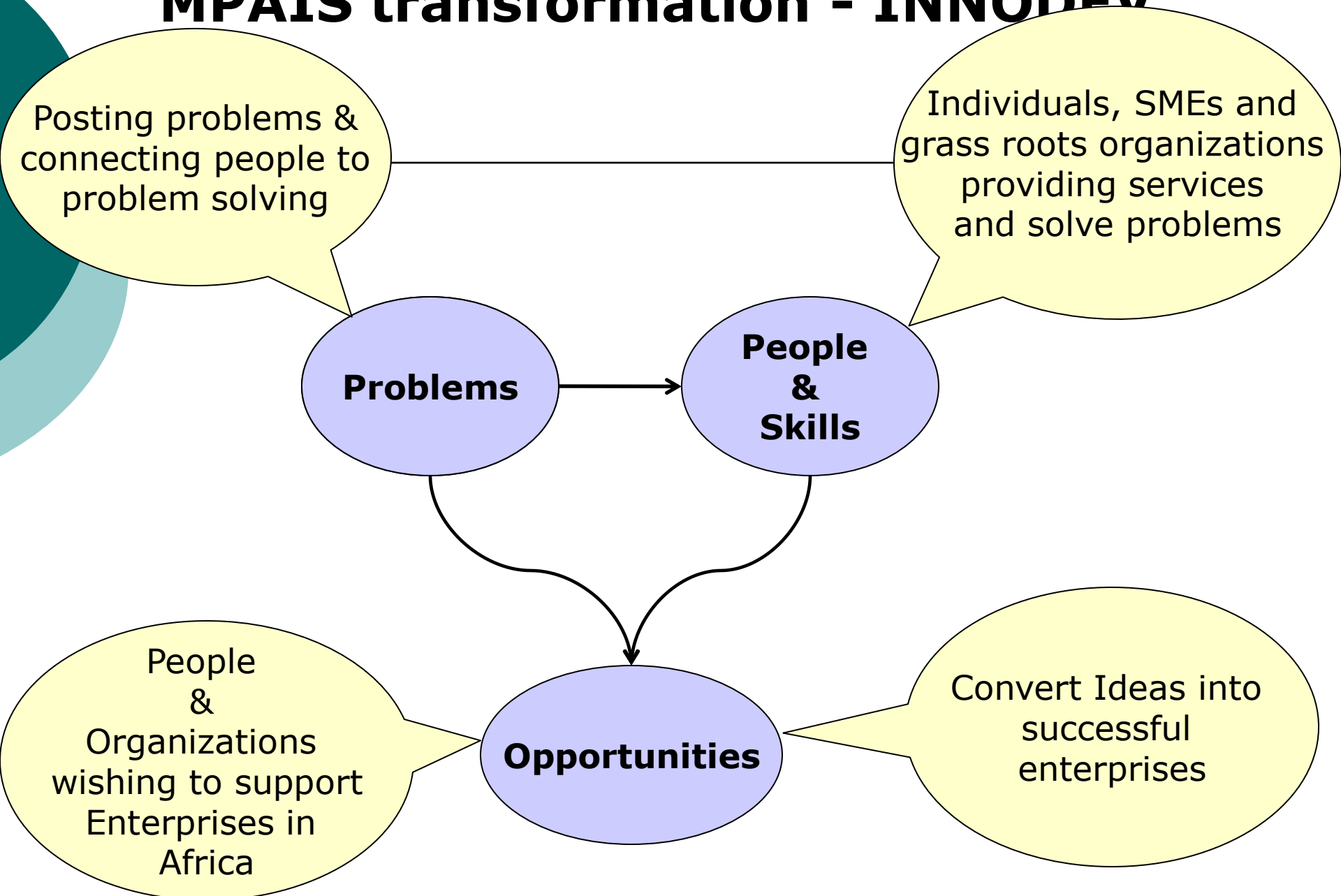


# Challenges

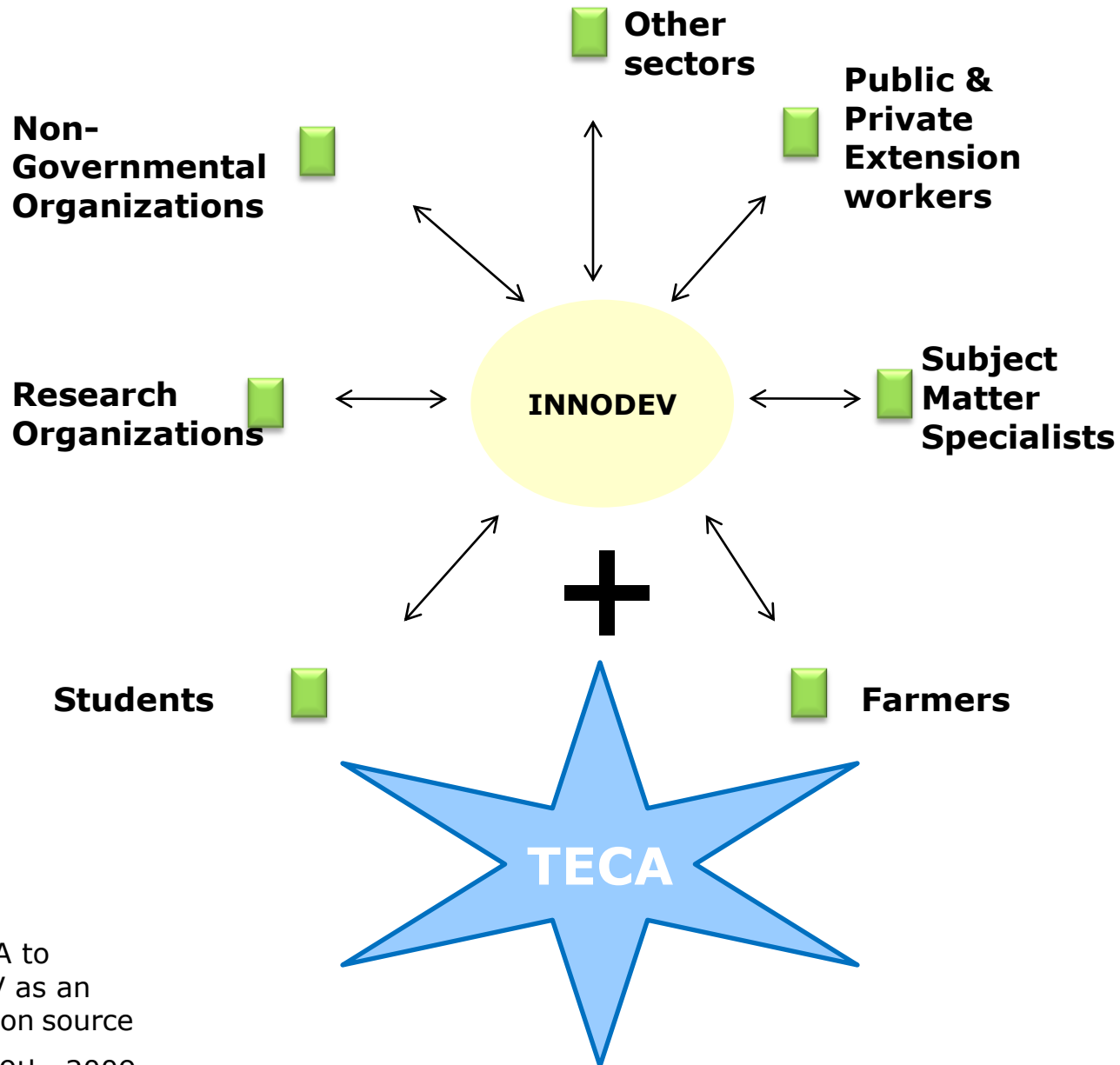
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- Change in attitude
- Poor culture of seeking for information
- Inadequate capacity of informediaries to repackage information
- Poor internet access
- Building confidence in the market

# MPAIS transformation - INNODEV



# INNODEV - TECA



+ Link TECA to  
INNODEV as an  
information source

December 09th 2009



## **Current State of MPAIS**

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The MPAIS platform is currently being overhauled to allow uploading of the new INNODEV platform. By January 2010, the new platform will be up for testing.



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**THANK YOU**