

Program Profile



Photo: PRISMA/Danumurthi Mahendra

PRISMA: Delivering innovative solutions for farmers and businesses in eastern Indonesia

WHO WE ARE

The Australia-Indonesia Partnership for Promoting Rural Income through Support for Markets in Agriculture (PRISMA) is a multi-year program that is a part of the Government of Indonesia's midterm development strategy to accelerate poverty reduction through inclusive economic growth. With the support of the Government of Australia, the program aims to achieve a 30% increase in the net incomes of 300,000 smallholder farming households in eastern Indonesia by December 2018.

PRISMA has an objective to increase the competitiveness of market players in the agriculture sector, particularly smallholder farmers by:

- Improving the productivity of the agriculture sector,
- Improving access to agricultural inputs and post-production markets,
- Promoting and fostering innovation, and
- Improving the local business enabling environment.

PRISMA is a team of market development advisors that builds on many years of experience of well-established and successful works in Indonesia and other developing countries.

We partner with key market stakeholders such as the local and national governments, the private sector, business associations, non-profit organisations and research institutions. Through these partnerships we help spur growth along the value chain by reducing barriers and constraints within the agriculture sector. This program focuses on agriculture sectors that are the main source of income for a large number of smallholder farmers and have strong growth potential.

PRISMA focuses on areas in East Java, West Nusa Tenggara, East Nusa Tenggara, West Papua and Papua. The program's vast portfolio of commodities include maize, mango, beef, coffee and shallots.

PRISMA is a part of a suite of programs under the Australia-Indonesia Partnership for Rural Economic Development (AIP-Rural). AIP-Rural aims to improve smallholder farmers' access to new markets, better inputs, knowhow and technology, irrigation and small loans. Other programs under AIP-Rural, such as the Australia-Indonesia Partnership for Strengthening Agricultural Finance in Rural Areas (SAFIRA) and



Australia-Indonesia Partnership for Tertiary Irrigation Technical Assistance (TIRTA) are able to synergise with PRISMA in the form of technical assistance.

WHAT WE OFFER

- Innovative and sustainable business solutions, and co-investment in implementing these solutions to reduce the investment risk for burgeoning private sector players in Indonesia.
- Mediation between market players of all sizes (e.g. farmers, traders and business membership associations) and smallholder farmers to foster more profitable and effective working relationships.
- Support for the Government of Indonesia's role in their efforts to increase competitiveness of agricultural commodities in order to accelerate rural economic development.
- Identification of sectors with the greatest potential for growth and outreach to smallholder farmers, their constraints, and the most effective market actors to facilitate growth with.
- Assessments on growth-constraining factors in the agriculture sector.
- Facilitation in improving markets' efficiency without replacing market actors or distorting market relationships.