eLadang; Digital Agriculture Technology (AgTech) Programme/Initiative FAQs

(Here are some typical questions asked. Questions below are not exhaustive. Just pick and choose whichever is relevant. Do add on if we missed out any possible questions. Do feel free to revise the questions accordingly. This FAQ is helpful to Customer Engagement Dept (consists of CliC and Product Advisory units) in our understanding and subsequently, helps us better to address customers' queries. Thanks.)

1) What is this eLadang; digital agriculture technology (AgTech) Initiative about?
   A: eLadang is a digital agriculture initiative (pilot program) driven by MDEC to transform traditional farming into a High Income Digital Economy Farming Profession, by infusing digital technology, i.e. Internet of Things (IoT), Big Data Analytics (BDA) and even Artificial Intelligence (AI) into farming to increase yield and quality, with competitive cost of production, increasing farmer's income and ultimately, transforming farming into a high income, high-skilled, scientific and data-driven profession.

2) What is the difference between this eLadang; Digital AgTech Programme/Initiative as compared to other similar Programme/Initiative?
   A: This program includes technology validations. As MDEC highly emphasizes on sustainability and scalability factors. Upon successful technology validations, the eLadang; Digital AgTech pilot projects are scaled up to the development of 'eLadang Digital Labs'. The eLadang; Digital Labs are focused to train, certify and drive digital technology adoption in farming to increase production yield, quality and increase the farmer's income.

3) What is MDEC's role in this programme/Initiative?
   • Progressively driving the digital AgTech adoption across the agriculture sector to improve productivity & income for the farming community.
   • Actively facilitating the development of vibrant agricultural ecosystem (comprising of both demand and supply).
   • Bridging the connection to the ecosystem partners, based on the demand and supply.
   • Coordinating the upskilling/reskilling prospects via digital labs for the farming community to level up to become 'digital economy' farmers.

4) Who is the target audience of this eLadang; Digital AgTech programme/Initiative?
   A: Agriculture related community, i.e. farmers, associations, etc (both current & new), Technology Partners, Funding Partners, Agencies, Organizations, etc who are keen to explore Digital AgTech prospects.

5) What are the benefits of this eLadang; Digital AgTech programme/Initiative?
A: Potential increment of income, improved productivity and reduced operation cost via Digital AgTech infusion, upskilling/reskilling via digital labs, access to technology partners, connection to the right ecosystem partners, access to further support in the AgTech space, etc

6) I am running a technology company. I am interested to participate. How can I participate?
A: Kindly email any related enquiries with regards to the initiative to eladang@mdec.com.my

7) What are the eligibility criterias?
- Companies should preferably be registered in Malaysia.
- Implemented solution on test-bedding farms with good track records of the outcome.
- Successful deployment of digital technology enabled projects
- Dedicated project team with background on agriculture will be an added advantage
- Developed products/services on digital technology
- Open to knowledge transfer/training to enhance digital technology adoption

8) If there any evaluation criteria? What is the evaluation criteria?
A: Yes. Generally, the evaluation will be based on operability, feasibility, scalability and validation of technology deployment (potential success stories on the technology)

9) What do I need to submit?
A: The company profile. The project team would request for additional information, if required.

10) What is next after I submitted the application for Digital AgTech project prospects?
A: An advisory panel will review the application, based on feasibility, scalability and validation of technology deployment. If required, there would be clarification session scheduled by project team to understand further on the submitted proposal.

11) When will I know the outcome of my submission? How will I be notified?
A: Within 1-month time from the submission date

12) When is the closing date?
A: No specific closing date as this is an active (on-going) project, based on demand and supply side engagement.

13) Can we request for extension to the closing date?
A: Kindly email the project team on the request and valid reason for extension, to be considered by the project team.

14) Are there any charges?
A: Not applicable as as MDEC is a government agency.

15) What is the payment mode and payment details?
A: Not applicable as as MDEC is a government agency.

16) When and how will I get the payment receipt? Who will issue the payment receipt?
A: Not applicable as as MDEC is a government agency.

17) Can we partner or collaborate as we are also doing a similar initiative?
A: Yes, we always welcome collaboration between relevant parties.

18) In the event I have further queries, who is the Person in Charge of this eLadang; Digital AgTech programme/Initiative/event?
A: Kindly email any related enquiries with regards to the initiative to eladang@mdec.com.my