

**Improving Agricultural Market
Performance:
"Developing Agricultural Market
Information Systems".**

"Palestine"

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Introduction about Agriculture Sector

- Historically, the agricultural sector has played an important role in providing employment opportunities, especially in times of crisis, during which it was difficult to work in other sectors.
- the agricultural sector has constituted one of the most important pillars of Palestinian resilience to Israeli occupation policies in Palestine.

Main facts:

- Israel controls 62.9% of the land (Areas C), which includes most of the agriculture resources (land & water).

➤ **According to the Palestinian Central Bureau of Statistics (PCBS) 2012/2013:**

- The total land area of Palestine territory is ~6 million dunums.
 - 20% is used for agricultural purposes (1.2 million dunums)

- agricultural holdings in Palestine reached ~111,000 holdings:
 - Plant holdings ~79,000 .
 - livestock holdings ~14,000.
 - Mixed holdings reached 17,000.

- labor force participation in the agricultural sector constituted 17% of total labor force.

- the value added of the agricultural sector in Palestine reached ~340 million dollars in 2012 at constant prices, representing 4.6% of **Gross domestic product** (GDP) at that time.

Why MIS was created?

- General Directorate of Marketing (GDM) of MoA used a simplified Excel database (one user only).
- With the growing size of information required to be entered, managed and analyzed into the data base, this application could not serve its purpose and it was no longer used.
- market data is not stored or managed properly, rather, analysis is conducted on ad-hoc basis.
- GDM found that they needed a database that is capable of monitoring supply, demand and prices of agricultural produce with the aim of informing policy decisions
- So, they have been cooperating with FAO to build this **web application**, to improve work efficiency.

What is MIS :

- It is a web application Built in MVC & ASP.NET / SQL Database & sql RDLC Reporting.
- It is **hosted** on a server at the Ministry of Telecom & information.
- **Server Specifications:**
 - Operating System: Windows Server 2012 R2 Standard 64-bit
 - Memory: 16 GB RAM at least /Hard Desk: 150 GB
 - IIS 8 web server with .net components.
- The system will include the following **process**:
 1. Imports from Israel
 2. Imports from rest of the world via Israel and Jordan
 3. Exports:
 - to Israel
 - to the rest of the world via Jordan
 - to the rest of the world via Israel
 4. Local Production
 5. Local price of agricultural output
 6. Local Consumption

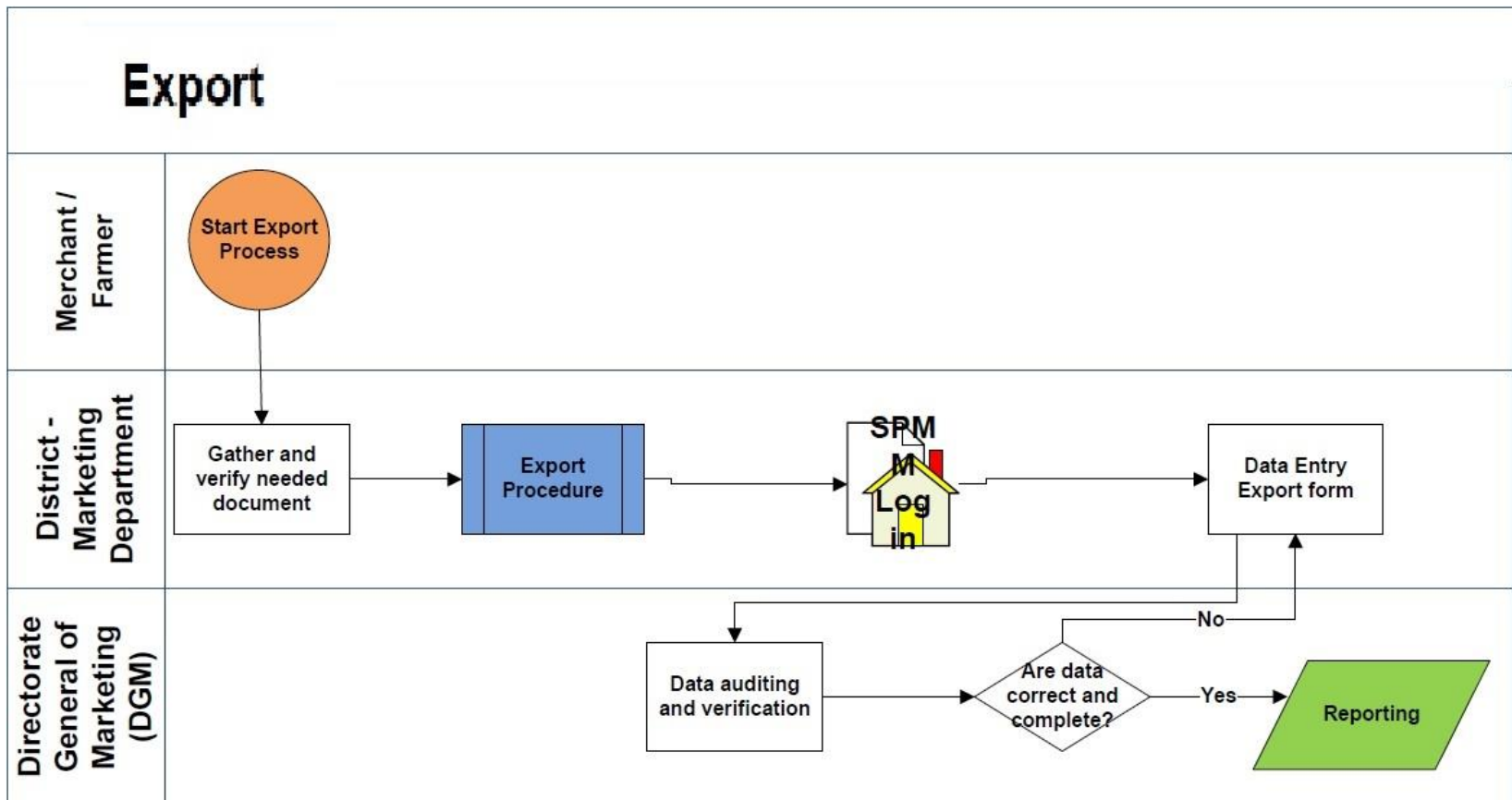
Main Menu of the Marketing Information System

Language

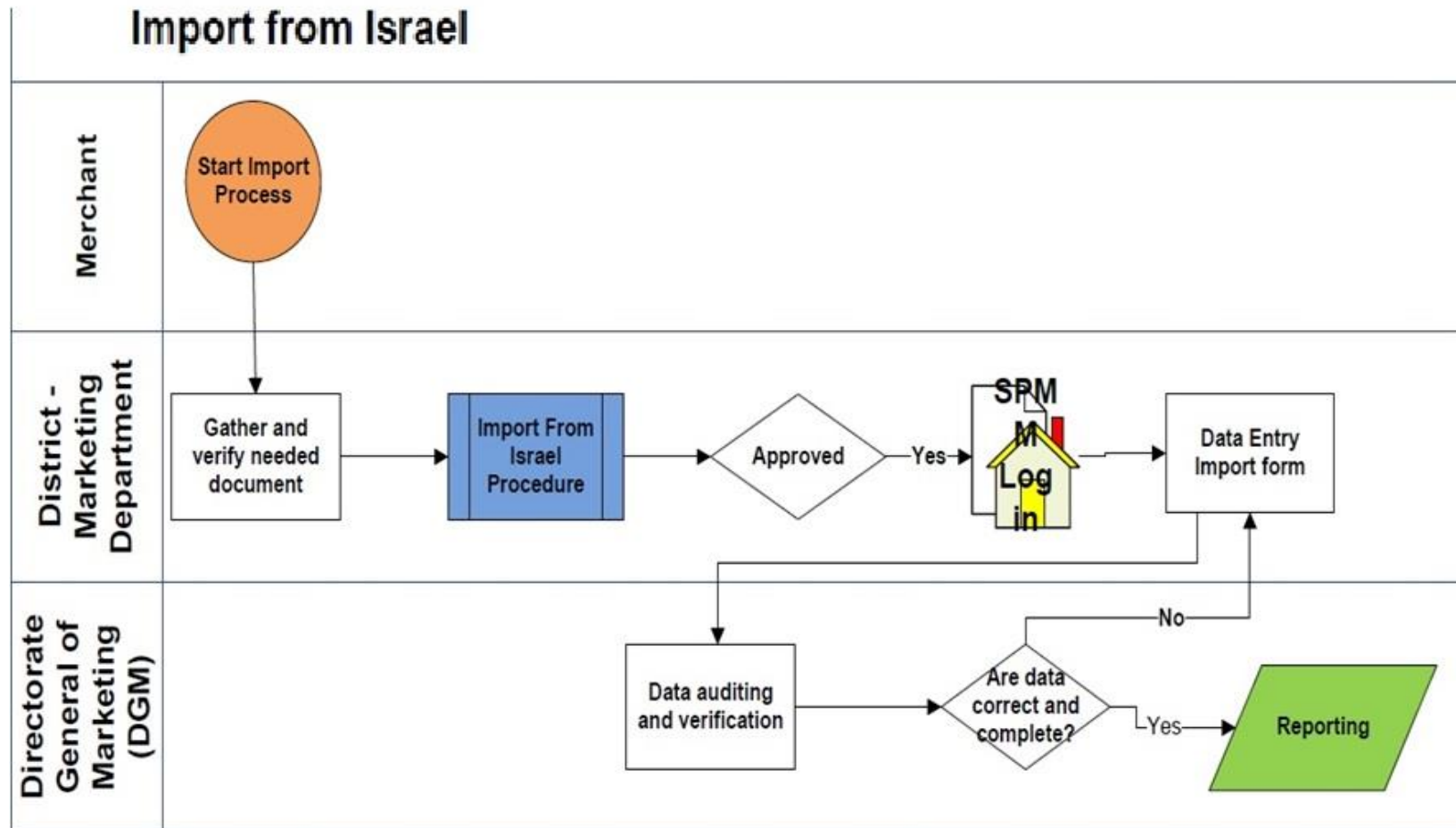
Home

Files/Lookups	Transactions	Management	Reports	Administration	Help
Countries List Districts List Cities list Districts Departments lists Person Type Locations/Cities List Persons/Companies List Products Main List Products Categories Units List Prevented Products List	Import from Israel Imports from rest of the world Exports Internal movements Estimated production Actual production Local Price Population Local Consumption Global prices of key inputs	Import from Israel Auditing Imports from rest of the world - Auditing Exports Auditing Internal movements Auditing Exchange Rate from ILS to USD	Reporting Tool Based on General Variables: Exports Imports Production Consumption Difference between consumption and production Comparison between Imports and Exports Products Prices International prices changes Log report for users	Users Roles Users Screens Lists Define Custom Reports Log Audit Change Password Global Variables Conversion for wheat flour	Topics Search Notifications

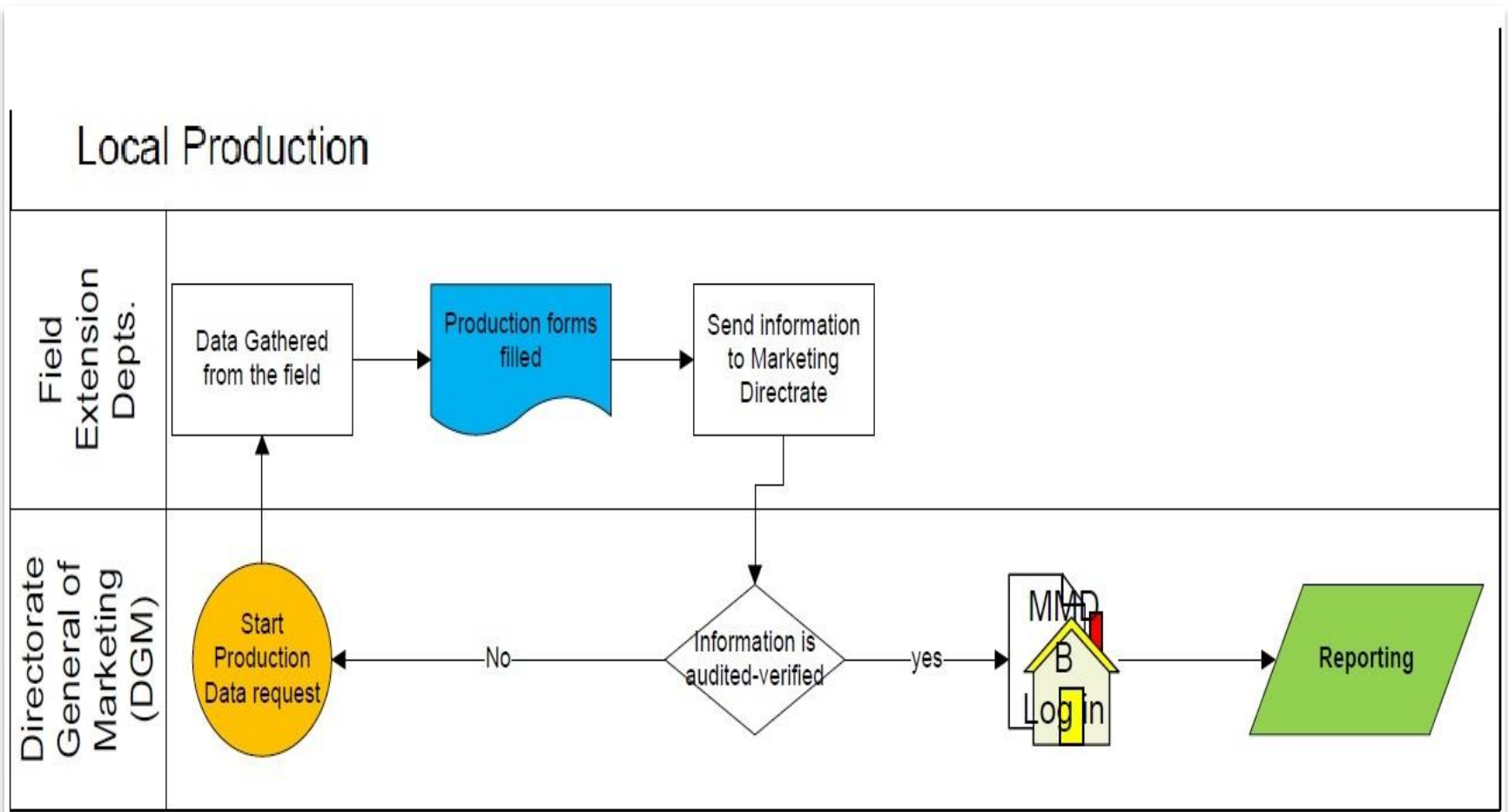
➤ System Mechanism



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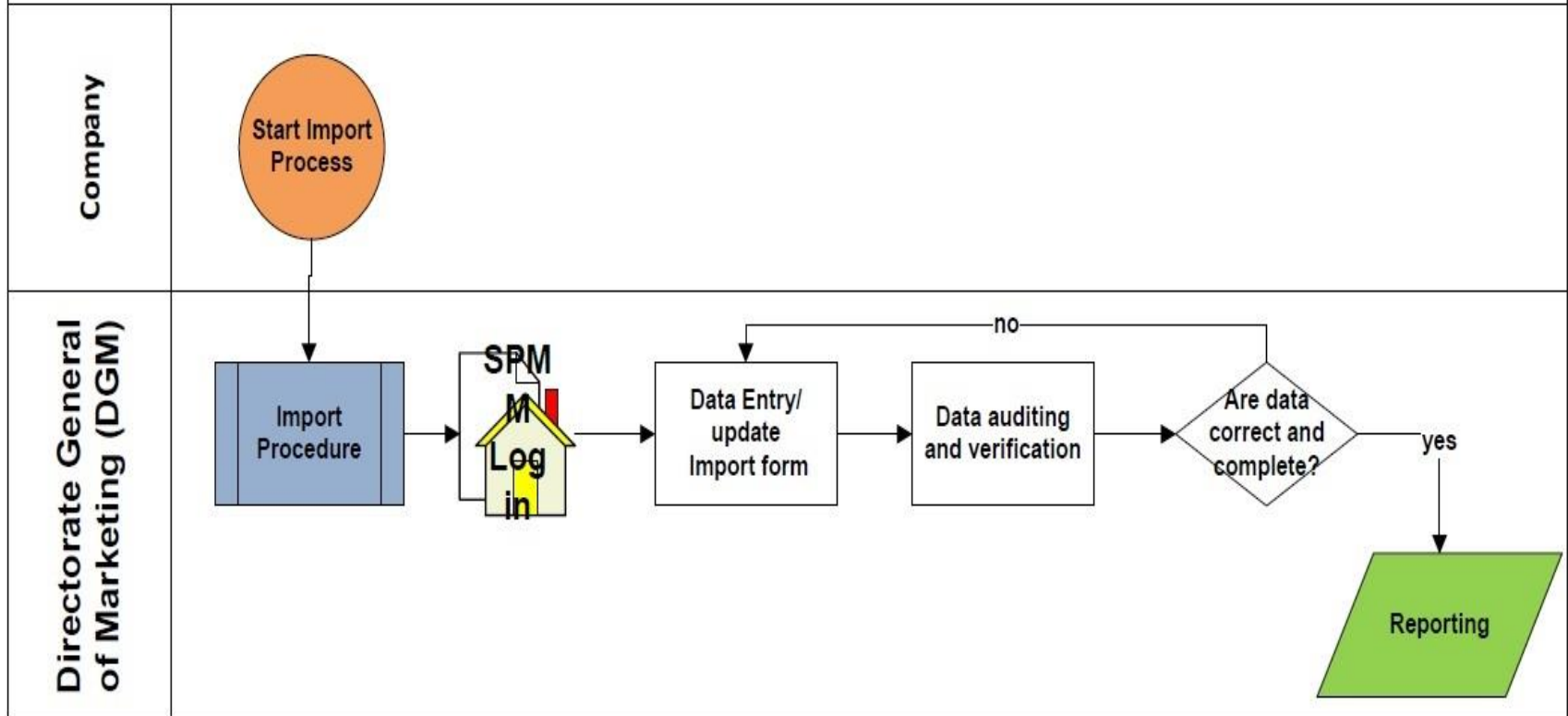


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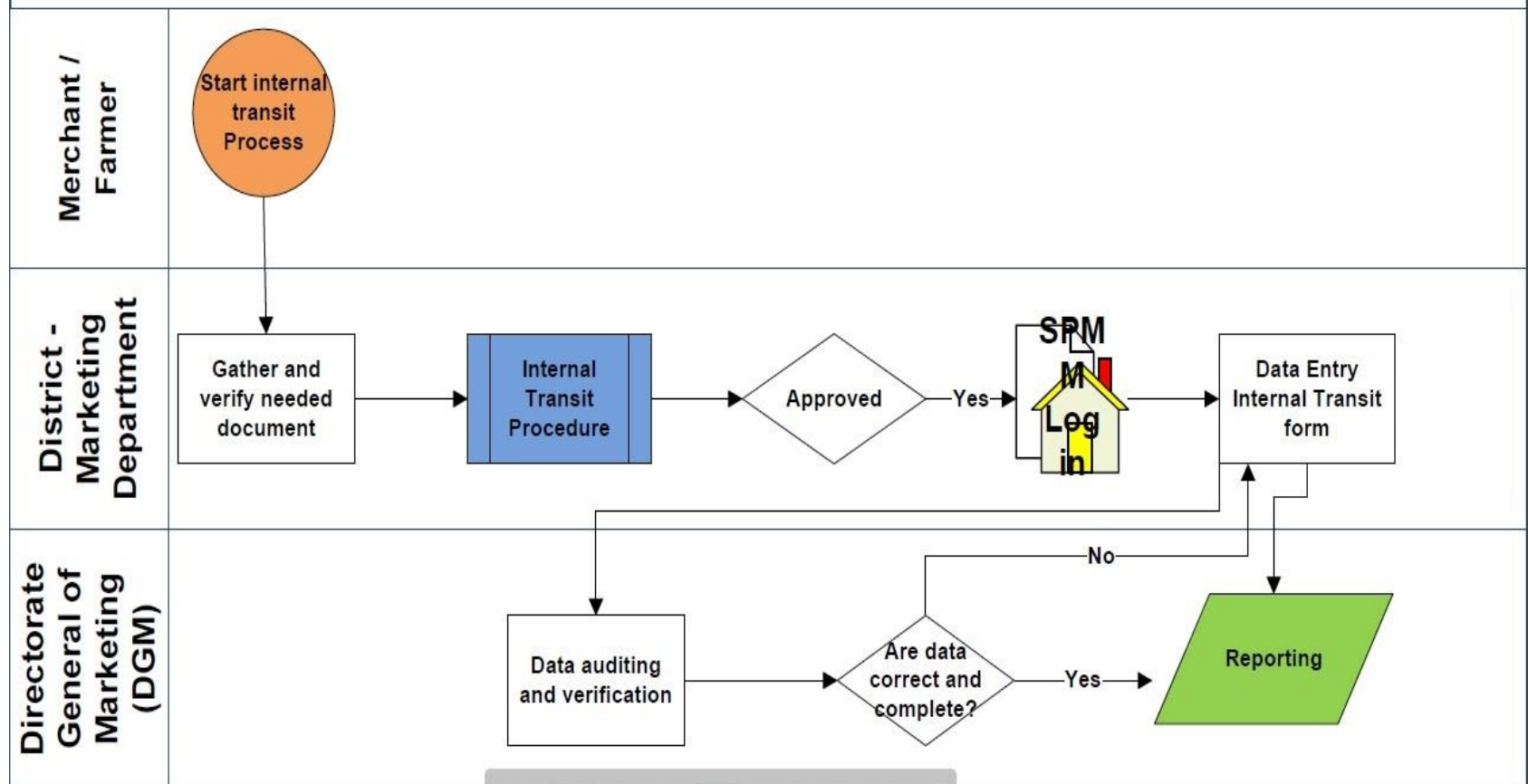
➤ System Mechanism

Imports from the Rest of the World



➤ System Mechanism

Internal Transit



Main limitations in terms of System components and security:

1. System components:
 - a. People: insufficient Staff, Front office and data entry.
 - a. Hardware and equipment: lack of computers, printers, networks at the district-level departments.
 - b. Software: The licensed copies of software are too expensive to be purchased and updated regularly.
 - c. Data: Political conditions and occupation control over the crossings prevent the system from being a sustainable.
2. System Security: the system is based on HTTP Protocol which means it is not secured.

Recommendations:

- Improving system security by:
 - Cloud Servers & Backup
 - HTTPs & SSL

- Improving system speed by Paging Mechanism.

- Improving system environment to fit a mobile platforms (IOS, android).

- Improving Human Resource, specially IT staff & Marketing staff in MOA and its directorates, respectively.

THANK YOU

