

## **iDE significantly increases the income**

of poor rural farmers by providing low-cost access to water and effective markets. Our approach creates economically stable communities, and the additional income gives our customers life-altering choices.

Over the last 27 years we have worked with more than 3.8 million households in ten countries, increasing the average family's annual income by \$250 within the first year.



Over our first 25 years, iDE invested \$77 million of donor funds into our global projects. Our farmers matched this with \$125 million of their own funds resulting in additional customer profits of \$288 million per year.

Since 2006, iDE has received a total of \$42 million from the Bill and Melinda Gates Foundation to work with 350,000 rural families in Africa and Asia.

## **Affordable Technologies**



iDE creates affordable micro irrigation technologies to help small-plot farmers intensify their agriculture and maximize earnings from their small land holdings. Treadle pumps retail as low as \$12 in Asia, drip irrigation kits start at \$5, and rope pumps for deep water sell for \$50 in Africa. iDE has worked with more than 10,000 local private sector partners to create an industry for the manufacture, distribution, installation, and repair of our technologies. iDE's technology centers in Africa and Asia are currently developing 13 water related technologies.





## Market Connections



iDE creates vital market connections between growers and buyers. We identify specific market opportunities in each region which are guaranteed to profit our customers. We then work with all stakeholders—growers, suppliers, manufacturers, distributors, and dealers—to formulate a plan to develop these opportunities. iDE specializes in working at certain points in the value chain, providing technological interventions through local suppliers. We also forge partnerships in the areas of microfinance and transportation access.

## Village-Level Training



We give our customers the right tools for success through village-level training in sustainable agronomy, use of technologies, and best business practices. We help farmers through all stages of production and marketing, from fertilizing and planting through post-harvest processing and marketing. iDE's environmentally friendly technologies ensure that farmlands remain productive into the future, and finite global resources such as groundwater are used sustainably.

## What the press is saying about iDE



“Tep Vey lives in a ramshackle hut about 90 minutes southeast of Phnom Penh. He owns a handful of small fields around his hut, and a few larger ones nearby. [Life is] better since the lanky 48-year-old farmer went into debt to buy a foot-operated iDE treadle pump four years ago. Until then, he had no way to water his fields during Cambodia’s long dry season.

### **THE WALL STREET JOURNAL**

WSJ.com

The crude pump...cost \$10, which he had to borrow. An additional \$40 went into boring a hole to reach the water underneath his land. But Mr. Vey recouped his investment in one season. Now the fields near his hut, which used to lie fallow during the dry season, yield a crop of cucumbers, cabbages, long beans and dry-season rice that puts an extra \$100 in his pocket each year.

Instead of using the newfound income to improve his family’s living conditions, such as by building an outhouse, he is paying fees so that the two youngest of his six children can attend public school. His hope is that one day they will be able to land office jobs.”

## Chicago Tribune

“The best part of using design to alleviate poverty—it’s not charity. Creations are meant to be locally produced and affordable. The idea is to offer tools to the world’s poor that gain them entree into the world economy.

The iPod nano is a cool piece of gadgetry. But in a world where 1 in every 6 people still lives on less than \$1 a day, a drip irrigation system that can pump up a peasant farmer’s income is truly a thing of beauty.”



“Evidence of what a treadle pump can do in Africa was on display in the countryside around Katuba.... Most villagers there earn less than a dollar a day, and they live in clusters of grass-roofed mud huts, around which they cultivate small plots of corn, Zambia’s staple food.

Late in the day, with thick white clouds sailing across the sky, [Paul] Polak stopped at several huts owned by two brothers, Noah and Shadreck Phiri. The Phiris were among 2,000 Zambians who have bought iDE treadle pumps over the past five years. Polak greeted the brothers warmly and pulled out a clipboard.... Now he launched into a 15-minute interrogation, and it soon emerged that the Phiris had been struggling in their pre-pump days, relying solely on bucket irrigation. The pump, which they bought two years ago, enabled them to expand their fields to about 1.5 acres and grow valuable cash crops, such as baby corn, green beans, and paprika peppers. Their annual income had tripled to \$400 apiece. Now they feed their children more meat, pay their school fees, and have replaced the earthen floors of their huts with concrete.”

## The New York Times

“As anyone who has dipped into the quagmire of development knows, it is a ferociously political field with diverse, often conflicting opinions.... There are ingenious responses to ongoing problems, such as the Ceramic Water Filter, developed by iDE in Cambodia and now manufactured there.”





## What the press is saying about iDE

### HARPER'S

"A large majority of the farmers in developing countries can't afford the tools of irrigation and so are left out of the global economy.... To Paul Polak, president of iDE, this is 'a market chasm instead of a market niche.' iDE has tried to fill it by working with small businesses in developing countries to design, field-test, manufacture, and market irrigation technology for poor farmers.

At the low end of [iDE's] product line is an easy-to-maintain \$5 drip bucket kit, which can irrigate a 10- by 16-foot kitchen garden with two buckets of water a day. If a farmer grows income-generating crops, he can make enough money to move up to the next product in the line, a 55-gallon-drum kit for \$26 that can water a 1,300-square-foot field.... In Nepal and India, iDE-assisted businesses have sold 10,000 drip kits in two years, enabling farmers to double yields without increasing water consumption."

### Forbes

"This kind of market-based "sustainable" philanthropy is now fashionable, but it wasn't when Polak began iDE in 1981...His first big success was bringing the treadle pump to Bangladesh. Costing \$25, it works like a StairMaster: Farmers pump shallow groundwater directly onto crops using the energy of their legs.

iDE drummed up demand for the treadle pump by hiring troubadors to travel to rural villages singing the pump's praises and by producing a Bollywood-style movie where a family's fortunes are turned around by the pump. Made by a network of metalworkers, 1.5 million treadle pumps have been sold in Bangladesh and another 1 million in other developing countries with help from iDE. Farmers using the pump net on average an additional \$100 a year from their crops, says Polak, some as much as \$500.

So far iDE (India) has sold some 200,000 drip kits in India, largely in the drier states. Farmers' return on their investment ranged from 40% to 64%, according to a study of the program by Amol Management Consultants, which said "there is clear evidence of their economic benefit."



### The New York Times Style Magazine

iDE re-engineered the traditional [treadle] pump out of inexpensive metal cylinders and a bamboo frame so that those earning as little as a dollar a day could afford to buy it. Since it was introduced some 20 years ago, nearly 1.25 million have been sold in Asia and Africa, enabling farmers to extend their growing season and often double their incomes.

