

Rural Economic Development Initiative (REDI)
Investing in Rural Communities ... Creating Economic Opportunities

On September 3, 2009 the World Bank Board gave its approval for a US\$15 million loan to the Government of Jamaica that will fund the Implementation Phase of the REDI Project. Subsequent to this approval, the Government of Jamaica, Managing Director of JSIF and the World Bank signed the Project and Loan Agreements on November 2, 2009 in Washington D.C.

REDI - Objectives & Approach

The Rural Economic Development Initiative (REDI) aims to improve market access for micro and small-scale rural agricultural producers and tourism product and service providers by:

- Facilitating the strengthening of the supply chain linkages between the agricultural sector and end users in processing, the tourism sector, fast food chains, restaurants and supermarkets.
- Supporting the development of community based tourism as a viable option and opportunity for economic investment.
- Strengthening the capacity of rural groups to be able to plan and implement income- generating projects.
- Ensuring greater sustainability of rural development through inter agency collaboration.

REDI - Project Components

REDI will provide financial and technical support through grants for eligible projects in two components:

Component 1 - Agriculture and Rural Tourism Projects

Type A: Small-scale revenue generating activities by rural enterprises (maximum grant funding US\$50,000.00)

Type B: Investments in critical small-scale public infrastructure (maximum grant funding US\$200,000.00)

Examples of Potential Component 1 Projects

Agriculture:

- On-farm investments in innovations e.g.; green houses, breeding stock improvement, introduction of new crops and varieties and un-seasonal production methods.
- Improvement of infrastructure e.g.; public markets, abbatoirs, storage sheds, fish cleaning and filleting facilities and equipment.
- Technological enhancements to improve productivity e.g drying equipment and drip irrigation.

- Provide training in production, marketing, business and financial management, disaster mitigation and recovery, among others.

Tourism:

- Investments in promotional strategies that will improve competitiveness example: developing communications materials such as brochures
- Infrastructure development example; visitor and information centers, museums, public restroom facilities.
- Provide training in marketing, business and financial management, disaster mitigation and recovery, among others.

Component 2: implementation of Technical Assistance and Capacity Building for national organizations e.g. RADA, TPDCo, JAS, Chambers of Commerce, Parish Council, NGOs and other institutions linked to agriculture and rural tourism to provide support for REDI projects.

Who can access REDI

Groups of persons who are engaged in existing or new enterprises that are legally registered as a Cooperative, Benevolent or Friendly Society or groups sponsored by a NGO or community organization. These include:

- Rural Tourism, Agricultural Producer and Agro-processing groups comprised of a minimum 10 persons
- Groups in agriculture and /or rural tourism operating at the small and micro-enterprise level with the most significant potential to deliver economic benefits.
- New and existing micro or small business groups in agriculture and /or rural tourism with an asset base (excluding land and buildings) not exceeding the equivalent of US\$10,000.00 – US\$100,000.00 and an annual turnover of less than the equivalent of US\$125,000.00.

How to Access REDI

1. Organize a group – Become a legally registered Cooperative, Benevolent or Friendly Society by registering with the Department of Cooperatives and Friendly Society.
If you are already registered, then you are on your way!
2. Have a viable business idea in agriculture and / or rural tourism that supports income generation and employment creation.

3. Apply to JSIF – Obtain an application form from the JSIF office at 1c-1f Pawsey Road, Kingston 5, the JSIF website www.jsif.org, RADA Parish Offices, or TPDCo Regional Offices.