

March 2, 2013  
University of Tokyo, Komaba Campus  
The 2<sup>nd</sup> International Symposium  
Environmental Friendly Agriculture Based on Community  
Resources  
(A Strategy for Sustainable Development and Biodiversity)

## THE DIRI MODEL: A MODEL FROM NEGROS

Discussion by Max Maquito



## DIRI Model

Downstream-Integrated  
Radicular Import-  
Substitution Model (in  
cooperation with Dr. Joe  
Medina, Mr. Nonoy Moraca,  
and Mr. Ramon Uy)

To make the model widely  
available to practitioners and  
researchers

Quotes from Mr. Ramon Uy  
(social entrepreneur of  
Negros)



Source: MORACA and UY @  
SGRA 15<sup>th</sup> Sustainable Shared  
Growth Seminar (Feb. 8, 2013)



There is a saying that " a person who wakes-up early  
in the morning and works all day deserves to be rich"  
but how come our farmers are still poor today?

Source: MORACA and UY @  
SGRA 15<sup>th</sup> Sustainable Shared  
Growth Seminar (Feb. 8, 2013)

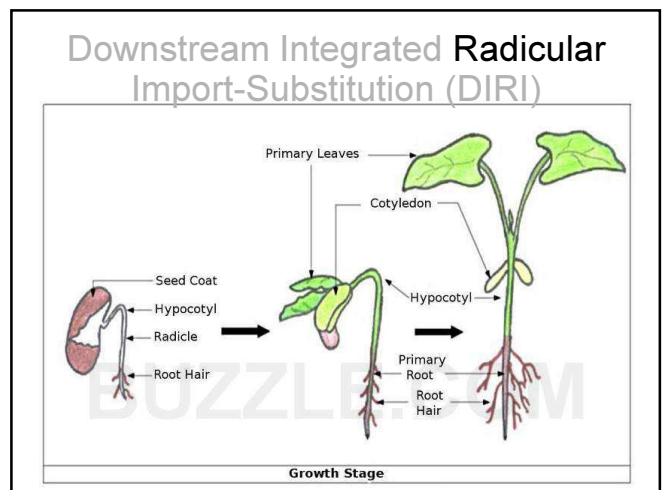
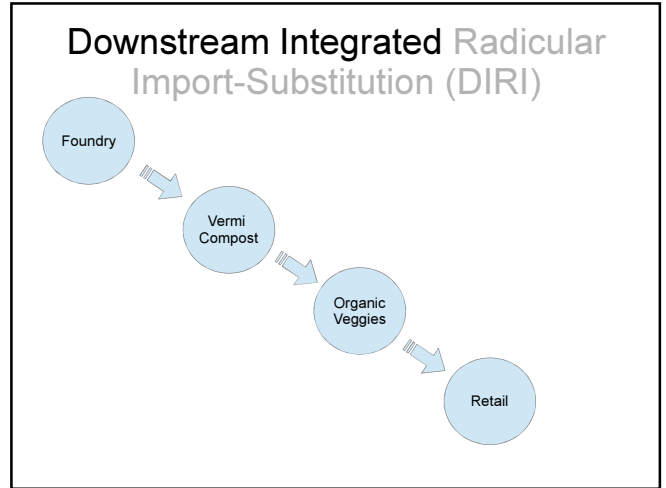
## DIRI Model

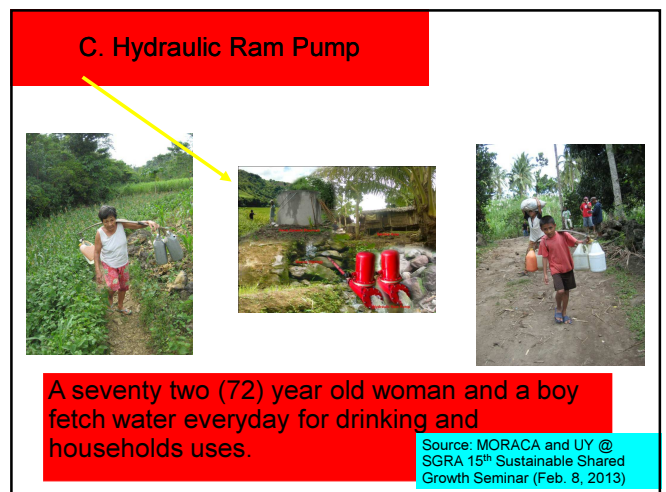
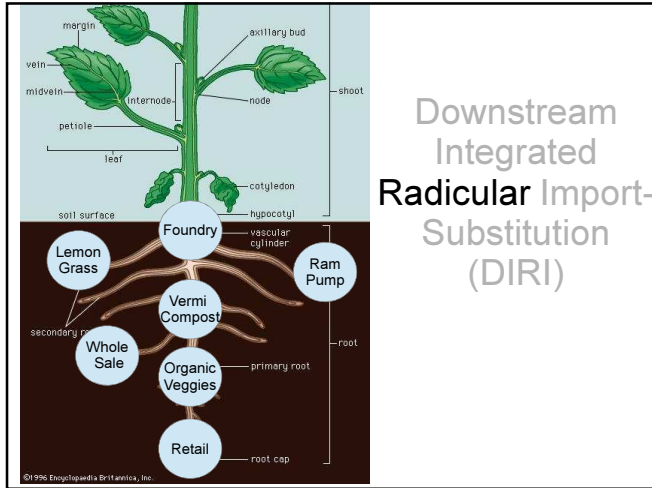
Where are these machines made?

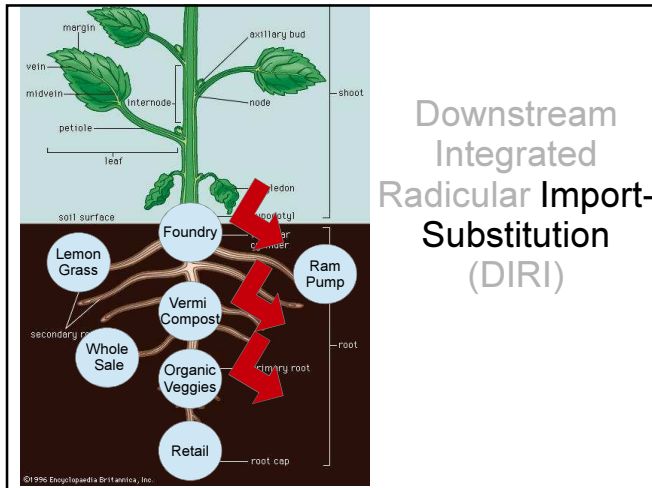
Diri – many (vs. Germany)

Originally,

"Diri man ini" (it's made here) – based on  
interview with Mr. Nonoy Moraca







## Some Significance of the DIRI Model

### Rethinking of Import-Substitution Strategy

1950's – 1960's: Import-Substitution Industrialization (ISI)

1970's – present: Export-Promotion Industrialization (EPI)

General View: ISI and EPI are independent

Flying Geese View (Japan's Development Model): ISI and EPI are dependent

Import Dependence → Import Substitution → Export Promotion → ...

## Some Significance of the DIRI Model

### The DIRI Model pushes Sustainable Agriculture

15<sup>th</sup> Sustainable Shared Growth Seminar: "Import-Substitution in Manufacturing for Sustainable Agriculture", Feb. 8, 2013, University of the Philippines [http://www.aisf.or.jp/sgra-in-english/2013/02/seminar\\_15.html](http://www.aisf.or.jp/sgra-in-english/2013/02/seminar_15.html)

Sustainable Agriculture is a good vehicle for delivering Sustainable Shared Growth (= Efficiency + Equity + Environment)

= 効率 (Kouritsu) + 公平 (Kouhei) + 環境 (Kankyou)

= Kahusayan + Katarungan + Kalikasan (KKK)

## Some Significance of the DIRI Model

### May lend itself well to Social Network Analysis → Sustainable Shared Growth

