

“Farming equipment rental made easier and more convenient through GongyuNuri”



Problems with existing farming equipment rental services, which have been operated for 15 years

Uiryeong-gun, located in the central inland region of Gyeongsangnam-do, has a total area of 482.91km² with one eup and 12 myeon: Uiryeong-eup, Gare-myeon, Chilgok-myeon, Hwajeong-myeon, and Daeui-myeon (western district), Yongdeok-myeon, Jeonggok-myeon, Jijeong-myeon (eastern district), Gungryu-myeon, Yugok-myeon, Bongsu-myeon, Burim-myeon, and Nakseo-myeon (northern district). The county’s population is mostly engaged in agriculture, and its main industries include the cultivation of rice, forestry, and agricultural product processing.

Uiryeong-gun has provided farming equipment rental services to support farmers since 2007 from three rental offices. However, farmers in remote areas have always had difficulty accessing the service.

In tandem with the central government’s drive for a sharing economy and other local governments’ launch of resource sharing services’, Uiryeong-gun identified resources available for sharing within the county and posted them on the GongyuNuri website, the central government’s portal service for public resources sharing. However, as the county has a high proportion of older people who do not have a good understanding or access to the online platform, the service usage rate remained low.

Uiryeong-gun

Share farming equipment at the GongyuNuri website for the Farming Machinery Rental Offices



Overhaul of information on farming equipment rental and promotion of GongyuNuri

To improve public resource sharing, the county identified resources needed by farmers and devised ways they could easily and quickly access those resources. A plan to strengthen GongyuNuri was established to modify the operation management system, review registered resources, increase and diversify the shared resources, and strengthen promotional activities specific to Uiryeong-gun.

First, the farming equipment available at the county's rental offices was classified by use and posted on the GongyuNuri website. Seventy-two pieces of farming equipment at the Uiryeong-eup rental office were registered during the pilot project. All rental offices within the county, including the Dongbu and Jungbu rental offices, have completed the registration of their available farming equipment.

Instead of relying on individual rental office websites, the county actively utilized the GongyuNuri website, which is much more efficient for browsing, managing, and making reservations for equipment use. This allowed the department in charge of the farming equipment rental service and the residents to use the service easily.

Uiryeong-gun prepared promotional leaflets that introduced the farming equipment registered on the GongyuNuri website, distributed them across the county, and made promotional efforts on the county's website and other online channels.



Establishment of a rental office in the western district

The farming machinery rental rate and rental income increased, and an additional rental office was established in the western district. This new office addressed the difficulties of farmers in the western district (Garye, Chilgok, and Hwajeong), who had to travel a long distance to rent equipment in the past.

Uiryeong-gun believes that farming equipment rental offices must reduce the burden on farmers, giving an alternative to purchasing expensive agricultural equipment, and play an important role in efficient farming. Thus, the county will actively promote farming equipment rental services by expanding available equipment and providing necessary skill training. In addition, the county will develop an online reservation system for renting farming equipment and continue exploring sharing services suitable for the region.