

## ANNEX VI INTERIM NARRATIVE REPORT

- This report must be completed and signed by the Contact person
- The information provided below must correspond to the financial information that appears in the financial report.
- Please complete the report using a typewriter or computer (**you can find this form at the following address <Specify>**).
- Please expand the paragraphs as necessary.
- **Please refer to the Special Conditions of your grant contract and send one copy of the report to each address mentioned**
- The Contracting Authority will reject any incomplete or badly completed reports.
- The answer to all questions must cover the reporting period as specified in point 1.6

### 1. Description

---

- 1.1. Name of beneficiary of grant contract: Traidcraft Exchange
- 1.2. Name and title of the Contact person: Maveen Pereira, Head of South Asia Programmes, HO TX
- 1.3. Name of partners in the Action: Development Wheel (DEW), Bangladesh
- 1.4. Title of the Action: Sustainable Livelihoods for Poor Producers in Mymensingh and Netrokona, Bangladesh (SLIPP)
- 1.5. Contract number: ONG-PVD/2006/118-777
- 1.6. Start date and end date of the reporting period: 1<sup>st</sup> April 2010 to 31<sup>st</sup> March 2011
- 1.7. Target country(ies) or region(s): Country: Bangladesh, Regions: Mymensingh and Netrokona
- 1.8. Final beneficiaries &/or target groups<sup>1</sup> (if different) (including numbers of women and men):  
**Target Groups:**
  - **60 Business Service (BS) providers** who develop and provide BS (including business development, market access and extension services) to MSEs in Mymensingh and Netrokona.
  - **1200 MSEs** who provide employment and income opportunities to poor and disadvantaged communities  
**Beneficiaries:**

---

<sup>1</sup> “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level, and “final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.

- **6000 poor and disadvantaged workers** who are employed by the MSEs. Using a family multiplier of 4.7, this project will benefit **28200 poor people**.
- Increased sales and production capacity will in turn mean an increased demand for raw materials benefiting **producers of raw materials**
- Building the capacity of service providers will benefit **other businesses** (not just those directly targeted by this project) who depend on them for support.

1.9. Country (ies) in which the activities take place (if different from 1.7): Bangladesh (same as 1.7)

## **2. Assessment of implementation of Action activities**

---

Activities and results

The following activities were undertaken during this reporting period

### **Activity 1: Planning and preparation**

All activities were completed and covered in last year's interim report

### **Activity 2: Detailed Research:**

#### **2.1 Market research and selection of sectors**

All activities were completed and covered in last year's interim report

#### **2.2 Participatory market-chain**

All activities were completed and covered in last year's interim report

#### **2.3 Participatory BS market analysis**

All activities were completed and covered in last year's interim report

#### **2.4 Participatory policy environment analysis**

Netrokona vegetable and duck producers' association and Mymensingh fish producers' association organized 2 review and follow-up policy workshops with district level stakeholders-public service providers in March 2011 in Netrokona and Mymensingh, respectively. The workshops focused on policy awareness among the producers, review of policy analysis findings by SLIPP, review of latest agriculture, livestock and fisheries policies. 129 participants attended the workshops which include high ranking officials from Department of Agriculture Extension, Soil Resource Development Institute, Department of Fisheries, Department of Livestock, Bangladesh agricultural University, District administrations, Local Government representatives, and Rural Electrification Board and representatives from civil society organizations. Producers shared their experience, learning and feedback on different agricultural policies and respective implementing bodies. They thanked different government bodies for their cooperation through SLIPP project. The government stakeholders highlighted important policy directions of agriculture policy 2010, livestock policy 2008 and fisheries policy 1998. The reports are given as Annex-01, and Annex-02.

### **Activity 3: Project Promotion and Selection of Participants:**

All activities were completed and covered in first year interim report

### **Activity 4: Capacity building of partner staff, project staff and local consultants**

All activities were completed and covered in last year's interim report

**Activity 5: Encourage increased co-operation and collaboration amongst producers and service providers:**

**Sub-activities:**

**5.1 Select local NGOs to assist in development of producer associations**

All activities were completed and covered in last year's interim report

**5.2 Facilitate development of 10-20 local producer associations:**

In last year (2009-10) interim report we mentioned that "*initial success of our producer groups attracted many neighbouring producers to join our project- as demonstration effect.*" As per project document, our target is 48 producer groups/grassroot association with 1200 producers/SMEs. In 2009-10, we had to increase the number of groups/grass root associations in response to demand from neighbouring producers and local communities. Last year there were 82 groups/grassroot level groups/associations with 2050 producers. Since formation of district level producers' association, the demand for inclusion in the project has been increasing. On the one hand, continuous demonstration effect has attracted more neighbouring producers to join our project; on the other hand, producers' associations aimed towards horizontal expansion i.e. increase producer numbers. In 2010-11, we had to include another 18 producers' groups, so we are now facilitating 100 producers' groups with 2500 producers. Four district level producers' associations and eight Partner NGOs are providing required support services to the new producers' groups. SLIPP provides necessary facilitation supports within its' limited resources.

**5.3 Facilitate the development of 1 regional producer association:**

In last year (2009-10) interim report we mentioned that "*four district level producers' association (Mymensingh Vegetable Producers Association, Mymensingh Fish Producers Association, Netrokona Vegetable Producers Association and Netrokona Duck Producers Association) have been operating under a convening committee with primary responsibility of drafting constitutions, organize general meetings of the members, get approved the draft constitutions and hold election of the office bearers under secret ballot as per the newly adopted constitutions*"

In current reporting period, election for the Executive Committee of four district level producers' associations-Netrokona Vegetable Producers' Association, Netrokona Duck Producers' Association, Mymensingh Vegetable Producers' Association and Mymensingh Fish Producers' Association have been held on July 21, August 30, August 31 and September 25, 2010, respectively through secret ballot and with much festivity. This is the first election of the associations after their formation and adoption of their constitutions by their general body. Each general body is constituted of two representatives from each producer group and one member from business service providers from each Upazilla. In total 226 members of the general body cast their vote to elect total 48 office bearers for 4 associations (13 for Netrokona Vegetable Producers' Association, 9 Netrokona Duck Producers' Association, 15 Mymensingh Vegetable Producers' Association and 11 Mymensingh Fish Producers' Association). Deputy Director of Agriculture Extension (DAE), Deputy Director of Department of Livestock(DLS), Principal Scientific Officer of Soil Resource Development Institute (SRDI) and Senior Fisheries Officer of Department of Fisheries (DOF) were the Chief Election Commissioners of four respective elections who were assisted by two election Commissioners appointed by the convening committee of the Association. The reports are given as Annex-03, Annex-04, Annex-05, and

Annex-06.

This is also a good progress towards building capacity of the producers' associations on governance and accountability. The project ensured a very democratic as well as effective constitution so that no coterie can hold to office for long but encourage new leadership.

#### **5.4 Encourage increased networking amongst service providers:**

Business service providers have increased their networking through different technical and business management training, networking workshops, agro-fairs, exposure visits, etc. Moreover, 13 Business service providers elected to the Executive Committee of the four district level producers' associations (3 for Mymensingh Vegetable Producers Association, 3 for Mymensingh Fish Producers Association, 3 for Netrokona Vegetable Producers Association and 4 for Netrokona Duck Producers Association). As per associations' action plan and activity implementation strategy, associations and business service providers jointly organized different events like agro-fair, field demonstration, awareness campaign, linkage building workshop with government stakeholders; which led to increased networking and collaboration amongst business service providers and associations.

#### **Results**

- 100 producer groups/grass root level associations were formed with 2500 producers
- 4 District level Producers Associations have developed their constitution
- 4 District Level Producers Associations have elected executive committee
- 4 District Level Producers Associations have started their registration process under social welfare department
- Producer Associations started taking lead in organizing project events.
- Service Providers have not only established linkage with the producer groups around their respective establishments, but organized training session, exchange trips, agro-fair etc.
- Service Providers have networked amongst themselves regularly and joining in the meetings of the District Producer Associations.

#### **Activity 6: Capacity building of key stakeholders in negotiating, lobbying and advocacy skills**

##### **6.1 Preparation of workshops**

We have given detailed descriptions in last year's report.

##### **6.2 Workshop for producer associations on negotiating, lobbying advocacy skills**

Capacity building for the four producers' associations on rights, networking, lobbying, negotiation and advocacy skill have been held in March 2011. There were two 2-day long trainings and 48 association members attended this training. Dhaka Chamber of Commerce Industries (DCCI) assisted and guided SLIPP to develop the training module, TX Country Director and SLIPP Project Coordinators conducted the training. The trainings were practice oriented, with small group working on exercises based on real-life examples and issues related to the producers' rights. The reports are given as Annex-07, and Annex-08

To ensure that accurate information and knowledge is transferred from business service providers to producers, association members we need to improve their know-how on improved cultivation techniques. In this regard, In December 2010, Mymensingh and Netrokona Vegetable Producers' associations jointly organized one 2-day long training on improved vegetable cultivation techniques. The experts from Department of Agriculture Extension (BAE), Soil Resource Development Institute (SRDI) and Bangladesh Institute of Nuclear Agriculture

(BINA) conducted the training. 28 Participants from two associations attended the training. The training focused on selection and management of quality inputs, sustainable soil management, on farm cultivation management of different vegetables, disease and pest management. Similarly, in January 2011, Mymensingh fish producers' association organized one 2-day long training on improved fish cultivation techniques. The experts from Department of Fisheries (DOF), Bangladesh Agricultural University (BAU) conducted the training. 30 Participants from association and business service providers attended the training. The training focused on ideal pond management, selection and management of quality inputs, on farm cultivation management of different fish species, disease and pest management. The reports are given as Annex-09, and Annex-10

For network building with government stakeholders, In October 2010 and February 2011, Netrokona District Associations (Vegetable and duck) and Mymensingh District Associations (vegetable and fish) jointly organized two district level linkage building/networking workshops with government bodies and business membership organization. High ranking District and Upazilla (sub-district) level Government Officials, Chairmen of Upazilla Parishad, other elected local government representatives, Business Membership Organization (District Chamber of Commerce) and local elites attended the workshops. A total of 133 participants attended the workshops. Association Members shared their activities, progress, and future plans with public service providers and other stakeholders; they requested different support services from the respective stakeholders to achieve their future plan. Public Service Providers also shared their on going extension and other support services for both producers and their associations. The reports are given as Annex-11, and Annex-12

### **6.3 Mentoring for producer associations to encourage a joint approach to negotiation and lobbying**

Producers associations have been motivated and encouraged to adopt a collaborative approach and effectively conduct negotiation and lobbying with government stakeholders, and get benefits from agricultural governance. They are now being represented in different government committees and initiatives, such as union level agricultural committee, Integrated Pest Management (IPM) club, Integrated Crop Management (ICM) club, Farmers' Field School (FFS), Local Extension Agent for Fisheries (LEAF), etc. The project continues its mentoring and follow-up support to the association.

### **6.4 Workshop for service providers on networking, lobbying and advocacy skills**

It was covered in activity 6.2, as they are representing in the producers' association executive body.

#### **Results**

- The producer associations and service providers improved their knowledge and skill on their rights, networking, lobbying, negotiation and advocacy skill
- The producer associations and service providers established linkage with government and other stakeholders
- The producer associations and service providers are able to identify, prioritise and voice their issues and concerns
- Increased influence over the institutional and business environment through more effective networking, lobbying and advocacy. Association members are representing in different government committees and initiatives

#### **Activity 7: Assessing needs and stimulating demand amongst producers**

We have already given detailed descriptions in last years' report as all activities were completed last year.

Though all scheduled FGDs were conducted last year, Traidcraft Exchange (TX), Development Wheel (DEW), Local level partner NGOs (PNGO) and Producer Associations jointly conducted 64 FGDs (39 in Mymensingh and 25 in Netrokona) with 64 producer groups in October and November 2010. In total 2011 participants attended in the FGDs. The FGDs were conducted as a part of the monitoring and evaluation of the producer groups. Group benefits, individual benefits, anecdote/sign of impact, areas for future work, and case studies were documented. At the same time, weakness and problems of individual groups were identified and provided future direction and solution as required. The reports are given as Annex-13, and Annex-14

### **Activity 8: Capacity Building and Mentoring for service providers –Sub-activities:**

We have provided detail background and methodology we have adopted in changed circumstances as target beneficiaries of different chosen sub-sectors needs customized training and capacity building. For reference please see last year's report.

#### **8.1 Preparation of Workshops 1 and 2**

Detailed were given in last years report

#### **8.2 Training Workshops 1 and 2 on business development, business counselling and client management organisation.**

All activities were completed and covered in last years interim report

#### **8.3 Mentoring, Supporting practice and Review :**

The project and PNGO staff has been providing regular mentoring and follow-up support to the trained business service providers. At the same time, they have been reviewing service providers' activities and tasks and involving local service providers for supporting practices as required.

#### **8.4 Feedback Workshop:**

There was no formal feedback workshop but feedback from trained business service provider were collected on regular basis on their business management and clients counselling, and focused on hands on solution at farm level. Trained service providers shared their learning, experiences and client needs with project staff and local consultant during their farm visit, based on which appropriate training workshop curriculum was identified. For supporting practices, project staffs/local consultant provided required solution at farm level. This feedback has also been used to develop workshops 3, 4, 5 and 6

#### **8.5 Preparation of workshops 3, 4, 5, and 6:**

Detailed were given in last years report

#### **8.6 Training Workshops 3, 4, 5 & 6 on BS:**

Local Consultants developed module in consultation with TX, DEW and project staff and the process is still continuing. A total of 257 days of training and workshops have been conducted in several phases with varied duration. 326 persons, including input retailers, soil collectors, compost producers, fish hatchery owner, fish feed crushers, fish nursery, independent resource producers, duck hatchery owners and paravets have been so far trained as Business Service Providers (BSP).

***Training on cultivation techniques:***

- 56 Trained BSPs (vegetable inputs sellers and soil collectors) organized and conducted 25 and 31 practical training on vegetable cultivation during the period in Netrokona and Mymensingh, respectively. Total 1863 vegetable producers from both the districts attended in the trainings. Experts from DAE attended the training as mentor. The training was intended to develop the knowledge and skill of the producers on different vegetables cultivation techniques and their inputs management. The report is given as Annex-15
- 15 Trained BSPs (fish inputs sellers) organized and conducted 15 practical training on fish cultivation during the period in Mymensingh. 529 fish producers attended the training. Expert from Department of Fishery also attended the training as mentor. The training was intended to develop the knowledge and skill of the producers on different fish cultivation technique and their inputs management. The report is given as Annex-16
- 5 Trained BSPs (duck inputs sellers) organized and conducted 5 practical training on duck rearing during the period in Netrokona. 156 duck rearers attended in the trainings. Experts from Department of Livestock attended the trainings as mentor. The training was intended to develop the knowledge and skill of the producers on duck rearing technique. The report is given as Annex-17
- 8 trained BSPs (fish inputs sellers, hatchery owners and feed crushers) and fish producers' association jointly organized and conducted field training for the representatives of producer groups during an exchange visit program in Fulbaria Upazilla, Mymensingh on advanced fish cultivation technique. In total 57 fish producers participated in the programme from 18 fish producers group. The experts from Department of Fisheries (DOF) and Bangladesh Agricultural University mentored the training. The report is given as Annex-18

***Training on Sustainable soil management:***

- SLIPP signed a contract with Natore Development Society (NDS), a national level technology provider of compost fertilizer (organic fertilizer), as consultant and trainer on producing homestead compost fertilizers. Accordingly, NDS conducted 2 hands-on training on compost fertilizer production on September 28 and 29, 2010 in Mymensingh and Netrokona, respectively. 13 compost producers from Mymensingh and 15 compost producers from Netrokona attended the training. Hands-on techniques on composting process and Information about the importance of compost fertilizer on sustainable soil management and benefits on crop production were disseminated. The reports are given as Annex-19 and Annex 20
- 3 trained compost producers organized a practical training, field demonstration and field day on March 08, 2011 in Mymensingh to showcase the importance and benefits of compost fertilizer. 100 farmers from different vegetable groups attended the training. Experts from DAE and SRDI attended the training as mentor. The training demonstrated that the demo farmer has increased his tomato productivity by 30% and reduced chemical fertilizer cost by 20% by using compost fertilizer. DAE and SRDI appreciated the results and encouraged compost producers to disseminate their product among the neighbouring producers community. The report is given as Annex-21

***Training on post harvest management:***

- Trained BSPs (soil collectors) organized 2 training programmes on 3 and 4 April 2010 in Mymensingh. 54 soil collectors from Mymensingh and Netrokona attended the training. Experts from Bangladesh Agricultural University (BAU), BARI, and Bangladesh Academy for

Rural Development (BARD) also attended the training as resource persons. The training imparted improved knowledge and skill on harvest handling and post harvest management including sorting, grading, packaging, etc of different vegetables. The reports are given as Annex-22 and Annex 23

***Workshop on ethical and responsible business:***

- Three Producers' associations and 13 BSPs organized 2 awareness raising workshops on ethical and responsible business in February and March 2011 in Mymensingh and Netrokona. The workshop appraised the producers on harmful effects of mixing colour and chemicals with vegetable and fish, ill impact of adulteration of production inputs, importance of ethical business practices, existing government laws and regulations against food adulteration and mixing chemicals, role of respective government bodies, etc.. High ranking District and Upazilla level Government administrations, local government representatives and local elites attended the fairs and workshops. In total 107 participants attended in the workshops. The reports are given as Annex-24 and Annex 25

***Market access training workshop of BSPs:***

- Two District vegetable associations and 13 BSPs organized 2 market access workshops along with vegetable fair in May 2010 and January 2011 in Mymensingh and Netrokona, respectively. Main objective of these workshops and fairs was to promote their products and build mutually beneficial relationship with the traders and wholesalers. A large number of traders from respective districts and from Dhaka attended the fairs and participated in workshops .A total of 135 vegetable traders attended in the 2 workshops. Around 7000 farmers and other stakeholders visited the fairs. Many traders placed spot orders for future purchase and many even agreed to take the products from producer group's accumulation centre. This initiative proved to be quite effective, though initially at a limited scale, to solve the problems of small producers in accessing markets. The Association pledged to take this initiative forward and to continue dialogue with the Traders and their Associations. Besides producers and traders, high ranking District and Upazilla level Government Officials, Chairmen and Vice-Chairmen of Upazilla Parishad, other elected local government representatives and local elites attended the fairs and workshops. Country Director and Senior Programme Manager of Traidcraft Exchange, Executive Director of DEW, Chief Executives of local level partner NGOs and SLIPP staff also participated in the events. The reports are given as Annex-26 and Annex 27
- Netrokona duck producers' Association organized a market access workshop with egg traders, duck hatchery owners and bakery owners in December 2010 in Netrokona. 12 egg traders, 4 hatchery owners and 3 bakery owners attended in the workshop. Department of Livestock also attended to provide different technical information among the participants. The workshop imparted information and knowledge on existing demand and supply situation of duck eggs, existing consumer, seasonality of production, price, modality of buying and selling arrangement ,future plan etc. The reports are given as Annex-28
- Two trained fish hatchery owners and fish producers' association jointly organized two market access and networking meetings with fish nursery owners and fish producers in October 2010 in Mymensingh. The core objective of the workshops was to establish linkage between fish hatchery, fish nursery and fish producers to promote a market for quality fingerlings. Department of fisheries (DOF) attended in the workshop as resource. A total of 111 participants attended in the workshops. The workshops focused on importance and benefits of quality fingerling, how to identify quality fingerling, fish density, fingerling rearing technique, price, services, fish hatchery and nursery visit, and field demonstration on quality fingerling . The reports are given as Annex-29 and Annex 30



### **8.7 Monitoring, supported practice and review;**

This is an on-going activity. The project and PNGO staffs are providing regular mentoring and follow-up support to the trained business service providers. They have been mentoring the service providers based on their needs at regular intervals. At the same time, they have been reviewing service providers' activities and tasks and involving local service providers for supporting practices as and when required.

### **8.8 Regular review workshops for service providers to share learning:**

To share BSPs experience, learning and feedback and to refresh their know-how following review training workshops were conducted during the period of April 2010 to March 2011:

#### ***Workshop with Public Service providers:***

- Trained BSPs (viz. soil collectors, compost producers, fish hatchery owner, feed crusher, inputs sellers) organized 2 review and follow-up consultation workshops with public service providers in April and August in Mymensingh. 100 participants attended the workshops. Experts from Department of Agriculture Extension, Soil Resource Development Institute, Department of Fisheries, Bangladesh Fisheries Research Institute and Bangladesh Agricultural University also attended the workshops as resource persons. Trained business service providers shared their learning and experiences from the cultivation seasons with public service providers. Public service providers provided required information and knowledge to refresh the service providers learning. Public Service Providers also shared their on going extension services for both service providers and producers. The reports are given as Annex-31 and Annex 32

#### ***Refresher training on vegetable cultivation technique:***

- SLIPP signed a contract with a national level agro inputs selling company to organize and conduct a refresher training course for the trained BSPs (vegetable inputs sellers). Accordingly, the company organized and conducted a three day long training on use of quality inputs, soil management and improved vegetable cultivation technique. 30 BSPs from Mymensingh and Netrokona attended the training. Technical training experts from the company developed the training module and conducted the training as resources. The report is given as Annex-33

#### ***Refresher training on cost effective fish feed formulation technique:***

- Mymensingh fish feed crusher group (25 feed crushers), one of the important service providers of fish sub-sector, organized a day long refresher hands on training on cost effective fish feed formulation technique in June 2010. 25 feed crushers attended the training. Senior fisheries officer of Department of fisheries conducted the training as a resource. Feed crushers shared their learning and experiences since the last training regarding feed ingredients selection, formulation and mixing to the trainer. The report is given as Annex-34

#### ***Refresher workshop on sustainable soil management:***

- In December 2010, 30 trained compost producers and 2 vegetable producer associations jointly organized two refresher workshops on importance of compost fertilizer. Core objective of the workshops was to share learning and experiences, and feedback since the last training about compost fertilizer, soil health and disseminate amongst the producers. Principal scientific Officer of Soil Resource Development Institute (SRDI) and Upazilla agriculture officers of Department of Agricultural Extension (DAE) attended the workshop as

resource persons. A total of 121 participants attended the workshop. The reports are given as Annex-35 and Annex- 36

***Refresher Training on post harvest management:***

- In January 2011, trained soil collectors and two vegetable associations jointly organized two refresher trainings on post harvest management in Mymensingh and Netrokona. A total of 108 participants attended the training. Experts from Department of Agriculture Extension (DAE) attended the training as resource persons. The training imparted improved knowledge and skill on harvest handling and post harvest management including sorting, grading, packaging, etc of different vegetables. During the training, they shared their learning and experiences since the last training regarding harvest and post harvest management. The reports are given as Annex-37 and Annex- 38

***Follow-up workshop between feed crusher and public service providers:***

- In January 2011, trained feed crushers organized a review and follow-up linkage building workshop with public service providers, Department of Fisheries. Fish producers' associations assisted to organize the workshop. 52 Participants attended the workshop. Feed crushers shared their learning and experiences during the cultivation seasons with public service providers. Public service providers provided required information and knowledge to refresh the feed crushers learning. Public Service Providers also shared their ongoing extension services for both service providers and producers especially on fish feed and ingredients. The report is given as Annex-39

***Refresher Training on duck hatchery management and duck rearing technique:***

- 25 trained duck hatchery owners organized a day long refresher training on hatchery management and duck rearing techniques in August 2010 in Netrokona. 50 duck hatchery owners attended the training. Department of Livestock (DLS) developed the training module and conducted the training as resource. Hatchery owners shared their learning and experience since last training. The training was technical know-how oriented and focused on hatchery construction, egg collection and hatching technique, temperature management, duck rearing technique, disease management, vaccination and bio-security. The report is given as Annex-40
- Similarly, 06 trained duck inputs sellers and duck producer association jointly organized day long refresher training on improved duck rearing technique in August 2010 in Netrokona. 44 participants (inputs seller and duck producer) attended the training. Department of Livestock (DLS) developed the training module and conducted the training as resource, Duck producers and inputs sellers shared their learning and experience since last training. The technical training focused on ideal duck house dimensions, improved duck variety, inputs management including duckling, duck rearing technique, vaccination and disease management, production planning, bio-security, etc. The report is given as Annex-41

***Follow-up market access workshop between duck producer and egg traders***

- Netrokona duck producers' Association organized a follow-up market access workshop with egg traders, duck hatchery owners and bakery owners in March 2010 in Netrokona. 15 egg traders, 2 hatchery owners and 2 bakery owners attended in the workshop. Department of Livestock also attended to provide different technical information among the participants. Both traders and duck producers shared their experience since last workshop and stated that they already established linkage with each other. They also shared existing demand and supply situation of duck egg, price, new markets etc. The report is given as Annex-42

## Results

- So far 326 business service providers (BSP) have been trained. They acquired improved knowledge and skill on technical services, and business services-business development, business counselling and client management
- The trained BSPs are linked with producer groups and organized need-based technical and business training to the respective producer groups located around their business establishment.
- 13 Trained business service providers are represented in the district level producers associations which led to increased networking and collaboration amongst BSPs and Producers
- The trained BSPs and producers have established linkages with Public Service providers (PSPs) and involved them in different training workshops and for mentoring support.
- PSPs are providing required extension services to producers and business service providers, such as production training, soil testing, vaccination, farm registration, inputs market monitoring, irrigation, etc
- Producers are linked with output market actors. Traders have started buying products from farm gate.

## **KEY ACHIEVEMENTS**

### **The key achievements of the SLIPP Project include:**

- 2500 vegetable, fish and duck producers (against target scale 1200 producers) in Mymensingh and Netrokona district organized into 100 groups and 4 district level associations
- 326 business service providers (against target scale 60 business service providers) trained to provide cost effective services to the producers and have increased their sales by 25%
- 10 government bodies continue their support services to the 2500 producers
- 3 lead farms-input selling companies continue their initiative to create an institutional infrastructure of business support services for the producers.
- 4 district level Associations are actively interacting with most of the Public and Private stakeholders including Department of Agriculture Extension (DAE), Department of Livestock (DLS), Department of Fisheries (DOF), Member of Parliament (MP), Upazilla Chairmen, Mayors, Chambers and District and Local Administrations voicing their issues, demanding that rights are protected, and also negotiating with other market players to ensure a fair trading relationship. They continue to work on issues such as distribution of fertilizers, subsidies, bank loans etc.
- Increased influence over the institutional and business environment through more effective networking, lobbying and advocacy. As a result, Association and group members are represented in different government committees and initiatives, such as union level agricultural committee, Integrated Pest Management (IPM) club, Integrated Crop Management (ICM) club, Farmers' Field School (FFS), Local Extension Agent for Fisheries (LEAF), etc;
- 2500 small and marginalized producers have access to public service providers and increased demand for services by 100%. Services include extension services from DAE, DOF and DLS, climate adaptive technology support from Institute of Bangladesh Nuclear Agriculture (BINA), Bangladesh Fisheries Research Institute (BFRI), Bangladesh Agricultural University (BAU), Soil management from Soil Resource Development Institute (SRDI), Infrastructure support from local government, etc
- 1500 small and marginalized producers (60% of total producers) have increased productivity (through improved cultivation technique, efficient inputs management and proper post harvest management) and sales by 30%, reduced production cost by 25% (through soil testing and efficient inputs management) and consequently increased income by 15%.
- 1500 small and marginalized producers(60% of total producers) have created employment for an additional 6000 seasonal labour (through increased cropping intensity, improved

cultivation technique, cash crops selection which is labour intensive, change in cropping pattern, etc).

- 1500 small and marginalized producers (60% of total producers) have started joint investment in social enterprises through group savings. These include agricultural machineries like Deep Tube Well, Shallow Tube Well, Sprayer Machine, composting plant, cattle rearing, fish farming, enterprise loan, etc
- 1500 and 2500 small and marginalized producers have increased their human capital (such as skills, knowledge, ability to work, good health, and education) and social capital (network, social relations, associations, trust building, reciprocity, etc), respectively

## 9. Evaluation and Dissemination

**Focus Group Discussion (FGD):** Traidcraft Exchange (TX), Development Wheel (DEW), Local level partner NGOs (PNGO) and Producer Associations jointly conducted 64 FGDs (39 in Mymensingh and 25 in Netrokona) with 64 producer groups in October and November 2010. In total 2011 participants attended in the FGDs. The FGDs were conducted as a part of the monitoring and evaluation of the producer groups. Group benefits, individual benefits, anecdote/sign of impact, new areas for work, and case studies were documented. At the same time, weakness and problems of individual groups were identified and provided future direction and solution as required. (Please see the Annex-13 and Annex-14 under activity 07)

**Case study:** SLIPP hired an external consulting firm to conduct two case studies on sustainable soil management and producers group approach. For sustainable soil management, the firm conducted a study on soil testing and compost fertilizer intervention both in Mymensingh and Netrokona. For producer group approach, they conducted a study on a fish producer group in Mymensingh. Standard sampling and interview techniques we followed. The reports are given as Annex-43 and Annex- 44

**Producer and BSP record and anecdotes:** The project and PNGO staff collect and document producers' record (include producers' profile, production practices, cost of production, yield, sale, labour involvement, etc), send BSP records (include BSPs' profile, sales volume, customer base, service offered, etc) on regular basis through carefully designed monitoring and evaluation techniques as part if their ongoing monitoring and control system. They also document different anecdotes and share these with other groups, individual producers, BSPs, associations, government stakeholders and different forums. Some of the anecdotes are provided below-

- **Saqual has increased tomato productivity by 30% through soil testing:** Md. Saqual, Pachkahania, Sadar, Netrokona, a producer has reduced 25% fertilizer cost (from BDT 3375 to BDT 2532, for 30 decimal lands) and increased around 30% yield of tomato (from 2650 to 3445 kg, from 30 decimal land) . He said "I was under the misconception that the more fertilizers I apply, the better yield I will get. As a result, I used to apply too much fertilizer in my land, yet the yield was not satisfactory. I was very perplexed and disturbed and did not know what to do when Mr. Hai, a trained soil collector informed me about the merits of soil testing. I decided to try out the service and have reaped the benefits – I have significantly lowered my cost and increased my yield. Now I have adequate knowledge about soil testing and have also informed my fellow producers. I will avail soil testing service in coming season for my other lands"
- **A women duck farmer is representing in local government body:** Mrs. Madina Begum, a mother of 4 children, used to rear only 20 ducks. Her husband was a day labourer. She could not manage her livelihood with her negligible income. After joining our Duck producer group, she received training from our trained service providers and livestock officer. Having these training she increased egg laying period, reduced mortality rate to only 5% (average 25% mortality) and within two years she became owner of 400 ducks. Her husband now

works along with her and she has also employed 2 additional helps. She is gathered enough means to send her children back to school. She was then elected as an Executive Committee Member of Netrokona District Duck Producers' Association and recently one her greatest achievements has been her victory at the local elections, having being elected as a member, winning more than 50% of the total cast vote in that Union Council (the bottom level of our directly elected local government system). Her nearest rival scored 400 less votes.

- **Changed in Livelihoods-Increased women involvement in vegetable cultivation:** Md Babul Miah, a producer in Jalalpur under Netokona Sadar has increased his production and income through soil testing and compost use. In the year 2008-09, he cultivated ash gourd, a summer vegetable with duration of four months crop period, in 20 decimal of land and used chemical fertilizer only. His yield was 1160 kg. Total production cost and sales revenue were BDT 4640 (excluding won labor and lease value) and BDT 6960, respectively; so, gross profit stood at BDT 2320. After joining with SLIPP vegetable producers' group, he became aware and motivated about the importance of compost fertilizer and soil testing service through different group meeting, training and workshops. Afterwards, in 2009-10, he received hands-on training as a service provider on compost fertilizer production through SLIPP in partnership with Natore Development Society. In 2010, he cultivated cabbage in the same land and used appropriate doses of chemical and compost fertilizer as per soil testing result. The land yielded 1566 kg (35% increase in productivity). Total production cost and sales revenue in 2010 were BDT 3944 (15% decrease in production cost) and BDT 10179, respectively, and gross profit stood at BDT 6235. Babul Miah said "I have increased 35% of my production through soil testing service and compost fertilizer. My wife and I are very happy with this result. Now she helps me during on-farm activities like staking, harvesting of vegetables, but earlier she only did off-farm activities such as packaging and storing"
- **Economic and social empowerment of an ethnic minority woman:** Ms. Moly Chirang, a young woman from ethnic community formed an all women group of vegetable producers in hilly areas of Haluaghat sub-district under Mymensingh District. In the year 2008-09, Moly cultivated cabbage, a winter vegetable with duration of four months crop period, in 10 decimal of land and used chemical fertilizer only. Her yield was 1706 kg. Total production cost and sales revenue were BDT 2180 (excluding won labor and lease value) and BDT 4265, respectively; so, gross profit stood at BDT 2085. After joining with SLIPP vegetable producers' group, she became aware and motivated about the importance of compost fertilizer and soil testing service through different group meeting, training and workshops. Afterwards, in 2009-10, she received hands-on training as a service provider on compost fertilizer production through SLIPP in partnership with Natore Development Society. In 2009, she cultivated cabbage in the same land and used appropriate doses of chemical and compost fertilizer as per soil testing result. The land yielded 2269 kg (33% increase in productivity). Total production cost and sales revenue in 2009 were BDT 1744 (20% decrease in production cost) and BDT 6240, respectively, and gross profit stood at BDT 4496. She has also been elected as organizing secretary of Mymensingh District Vegetable Producers' Association.
- **Cost effective use of public service:** 60 Producers from Baruamari, Gauripur, Mymensingh got training on soil collection and importance of soil testing from SRDI without any cost involvement from SLIPP. Similarly, 30 producers from Boira, Sadar, Mymensingh got training on soil management from SRDI. Sinduratia Vegetable producer group, Purbodhola, Netrokona established a farmers' field school through DAE and they received different crop production training from DAE officers.
- **Sustainable soil management through soil testing-Baruamarimary is a model Soil testing Village:** Md. Golam Hossain, Baruamari, Gouripur under Mymensingh district, a soil collector said that it used be a common notion among farmers including himself that higher levels of fertilizers will produce increased yield. But, now I know it is a misconception. I attended a workshop organized by SLIPP and conducted by SRDI, where I came to know

about the importance of soil testing and application of optimum doses of fertilizers for maintaining soil health and learnt the technique quite well. After workshop, I decided to provide soil collection service and promote a market for soil testing. I have enough knowledge on importance of soil testing, soil collection, and sampling and fertilizer dose. As a part of business promotion and awareness campaign among farmers, I established a soil test based demo plot and conducted a field day (220 farmers attended). SRDI and SLIPP mentored and followed up me to provide necessary supports. After field day, 320 samples were tested during this season through 14 collectors in my area.

- **Improved fish farming increased Shahiduls' profit two folds:** Mr. Shahidul Islam, a fish farmer in Muktagacha sub-district under Mymensingh District, had 50 decimal ponds in 2008-09 from which he earned BDT 182,120 in that year, where production cost and sales revenue were BDT 418,434 and 600,554, respectively. He joined our group and received training from both our trained service providers and public service providers. He used his newly gained knowledge and made some changes in his production practices. In 2009-10, his earnings from the same ponds went up by 95% to BDT 355,225 and production cost and sales revenue increased to BDT 397,512 and BDT 752,737, respectively
- **Collective investment/ Social enterprise through group savings:** Pachkahania Vegetable producer group, Sadar, Netrokona purchased 5 cattle (BDT 100000) through group savings and distributed among the group members. 3 Baruamari groups, Gauripur, Mymensingh purchased a Deep Tube-well (BDT 180000) from BADC through their group savings. Now they are selling water among group members and neighboring farmers. 2 fish producer groups of Garaikuti, Muktagacha, Mymensingh jointly renovated their road after a flash flood through group savings and by involving local government- Union Parishad

**2.1. Please list all contracts (works, supplies, services) above 5000€ awarded for the implementation of the action during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor:**

<b>Works/supplies/services</b>	<b>Amount<sup>1</sup> Euro</b>	<b>Procedure</b>	<b>Name of Contractor</b>
None			



2.2. Please provide an updated action plan <sup>2</sup>

Activities	Semester 1 (2011)						Semester 2 (2011)						Semester 1 (2012)			Implemented by
	Q1			Q2			Q3			Q4			Q1			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
2.4 Participatory Policy Analysis (follow-up workshop with stakeholders at district level)																District Producers Association, Partner NGOs, TX, and DEW
Activity 6.2: workshop for producer association on negotiation, lobbying advocacy skills																Local Consultant, TX, DEW, PNGO, Project Staff
8.3: Mentoring and supported practice																Local Consultant, BSP, association, PNGO, project Staff
8.5: Preparation for workshops 3,4,5 & 6 (continuation)																Local Consultant, BSPs, Association, project Staff
8.6: Training workshops 3,4,5 & 6 ((continuation)																Local Consultant, BSPs, Association, project Staff
8.7: Mentoring, supported practice and review (continuation)																Local Consultant, BSP, association, PNGO, project Staff
8.8: Regular review workshops (continuation)																Local Consultant, BSP, Association project Staff
9: Evaluation and Dissemination																TX, DEW, Project staff, external consultant

<sup>2</sup> This plan will cover the financial period between the interim report and the next report.

### 3. Partners and other Co-operation

#### 3.1 How do you assess the relationship between the formal partners of this Action (i.e. those partners which have signed a partnership statement)? Please specify for each partner organisation:

TX is working in collaboration with a national partner in this project, Development Wheel (DEW). In the initial years of the project, TX devoted significant time and efforts in building the capacity of DEW in specific areas such as project management, financial management and overall operational issues. Now DEW does not require such extensive monitoring. They have been following the project Management Hand Book developed by an international consultant. A Project Staff manual was also developed for facilitating the managing of project staff. However, TX management staff still provides regular mentoring and guidance whenever required.

DEW, being a fair trade organization, has been closely associated with TX. Initially there were challenges in terms of influencing an organization to change certain business practices and slightly upgrade and modify their working habit and attitude. However, DEW has now overcome those hurdles and now works smoothly following newly acquired advanced management skills. They have become very efficient and proactive in delivering the project in close collaboration with TX. DEW has demonstrated commendable capacity in delivering important milestones successfully.

At the regional level, there are 8 local NGOs who are termed in this report as PNGO (partner NGO). All these organizations are participating in the project sincerely and performing their agreed roles satisfactorily. While most have adopted our methodology successfully, one particular PNGO failed to keep up a satisfactory performance and so it has been replaced by another interested, well-performing PNGO in the locality. The new arrangement has led to better output in the field.

#### 3.2 How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action?

TX maintains a congenial working relationship with relevant state authorities. There exists a general assumption that government officials are not very co-operative. However, we have managed to get utmost support from local government extension services for our project that are willingly providing training and guidance to beneficiaries of SLIPP. NGO Bureau staffs visited our project areas and spoke highly of SLIPP activities.

We regularly network with stakeholders at national level as well who are aware and encouraging of our activities.

#### 3.3 Where applicable, describe your relationship with any other organisations involved in implementing the Action:

- *Associate(s) (if any)*: Grass root NGOs (PNGOs) have been working in this project to facilitate the producer group formations and assist in proper functioning of these groups. They interacted and monitored the services provided by the trained service providers
- *Sub-contractor(s) (if any)*: No sub-contract during this reporting period. However in previous years we have entered into a service contract with Margdarshak Community Development Support Services Pvt. Ltd. of India. The worth of the service contract is 52,975 EUR. Under this service contract Margdarshak rendered consulting and training services to the project that includes advisory service on project management, capacity building training of project, partner and PNGO staff on project management skills, business counselling and client management skills of SPs.
- *Final Beneficiaries and Target groups*: Target groups and in some way the final beneficiaries are actively taking part in the project activities. In some cases they have participated through FGDs in fine tuning the project interventions strategies.



- *Other third parties involved:* As we reported in our last report, if we aim to involve value chain actors especially input sellers as Embedded Service providers (SPs), then it is necessary that they be approached through their parent manufacturing companies. So we initiated dialogue with few reputed and market leader companies. Out of them two companies saw the effectiveness of our approach which would benefit all, the company, the retailers and the producers. We then signed contracts with Syngenta and Renata. They have been supporting our training of SPs since then.

3.4 Where applicable, outline any links you have developed with other actions:  
Not Applicable

3.5 If your organisation has received previous EC grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EC grants).  
Not Applicable

#### 4 Visibility

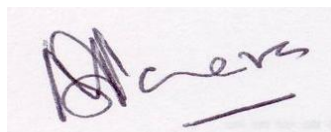
---

How is the visibility of the EU contribution being ensured in the Action?

The project is following the EU visibility guidelines. In all our press notes, Ads and media news the funding from EU is always highlighted. All our project partners and implementers are informed about EU's role and its visibility guidelines. Banners used in any project events such as trainings, workshops, dissemination functions prominently highlight the involvement of EU in the project. Pertinent News Clips and pictures are provided in **Annex 45**.

**The European Commission may wish to publicise the results of Actions. Do you have any objection to this report being published on EuropeAid Co-operation Office website? If so, please state your objections here:** We have no objection

Name of the contact person for the Action: Maveen Pereira, Head of South Asia Programmes



Signature:

Location: Kingsway, Gateshead, Tyne & Wear, NE11 ONE, United Kingdom

Date report due: Report for the second year ending March 2010

Date report sent: 28 June 2010