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CAMBODIA MSME 2/BEE PROJECT

QUARTERLY REPORT No. 13

(OCTOBER TO DECEMBER, 2011)

TASK ORDER NO. 04

JANUARY 31, 2012

This publication was produced for review by the United States Agency for International Development. It was prepared by DAI.

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USAID Cambodia MSME2/BEE Project

Quarterly Report Number 13

Task Order Number 4

Program Title: Strengthening Micro, Small and Medium Enterprises in Cambodia

Sponsoring USAID Office: USAID/Cambodia

Contract Number: EEM-I-00-07-00009-00/04

Contractor: DAI

Date of Publication: January 31, 2012

Author: Cambodia MSME 2/BEE Project

The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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Introduction

Pursuant to the requirements of the Cambodia Micro, Small and Medium Enterprise 2/Business Enabling Environment (MSME 2/BEE) Contract No. EEM-I-00-07-00009-00, Task Order No. 4, Development Alternatives, Inc. (DAI) is pleased to submit the thirteen Quarterly Report covering the period October 1-December 31, 2011.

Background

MSME 2 or the MSME Project, is implemented by a consortium led by DAI. Consortium partners include Nathan Associates, Emerging Markets Consulting (EMC), Equal Access, Indochina Research Limited (IRL), and Development and Training Services, Inc. (dTS).

The USAID Cambodia MSME Project is led by Chief of Party, Mr. Curtis Hundley and supported by Deputy Chief of Party, Mr. Boreth Sun; Value Chain Advisor and Component Team Leader, Mr. Sophath Oeun; Private Sector Voice Component Team Leader, Mr. Kimhor Proum; and Public Sector Strengthening Component Leader, Mrs. Ly Sopheap, and Senior Advisor Mr. Sambon Kong. The core technical team is comprised of 27 Cambodian Value Chain Advisors, Business Enabling Environment Specialists, Communications Specialists, Natural Resource Management Specialists, Water and Sanitation Specialists, and Monitoring and Evaluation Specialists. In addition, the Phnom Penh office and three field offices in Prey Veng, Battambang, and Kampong Cham are supported by 10 Operations, Administrative, Finance and IT staff. A part-time Better Regulations Advisor, Mr. Paul Dodds, provides technical advice and legal wisdom to the Project.

Project Objectives and Approach

The MSME Project operates in twelve provinces in Cambodia: Battambang, Siem Reap, Kampong Thom, Kampong Cham, Kampong Speu, Kandal, Kratie, Prey Veng, Svay Rieng, Pursat, Takeo and Kampot. The Project improves the performance of firms in several value chains, supports public-private dialogue and strengthens the capacity of the public sector through targeted technical assistance. Program strategies include:

1. Leverage and expand the value chain efforts in the swine, aquaculture, and clay tile value chains, where a market exists from which information can flow to improve relationships and expand the incomes throughout the value chain, add additional agricultural value chains, such as high-quality fruit, in addition to non-timber forest products, such honey and resin, through an innovative market-led, value chain centered approach in biodiversity;
2. Take an innovative approach to expanding access to safe drinking water and rural sanitation using a value chain approach to engage the private sector and develop sustainable private sector enterprises that will continue the project's efforts after project activities end;

3. Improve the ability of the MSMEs with whom the project engages, to organize effectively among themselves through interest groups, working groups, or associations and then engage with the government to improve their business enabling environment;
4. Assist various levels of the government to create a better business enabling environment by improving their ability to draft and implement good legislation, and helping them effectively communicate with other government agencies and officers and the private sector; and:
5. Facilitate the Garment Industry Productivity Center to create a sustainable Cambodia Development Skill Training Center.

The project improves firm productivity, builds relationships across the selected value chains, and increases investments in enterprises to improve competitiveness. MSME assists enterprises to become and remain cost competitive relative to other national and regional firms, while improving quality and capabilities to provide a consistent supply of quality products to local and national markets. The project facilitates business membership organizations (BMOs) among the MSME clients to develop service based associations that facilitate delivery of technical and business training and help lobby for improvements to the business enabling environment; making their businesses more competitive and profitable.

This quarterly report provides an update of significant activities and achievements in the three Program Technical Components, Operations, Communications and Media Outreach, Monitoring and Evaluation.

Summary of Project Highlights this Quarter

- Co-facilitated a business forum in Siem Reap with MIME to disseminate regulations on factory and handicraft and to discuss/address the problems faced by SMEs from Siem Reap, Kampong Thom and Banteay Meanchey province. A total of 93 people from SMEs and 64 officials from local authorities and relevant provincial departments attended.
- Facilitated three workshops to discuss and seek inputs from aquaculture value chain clients, disseminate Aquaculture Draft Law to aquaculture producers in Phnom Penh and Kandal provinces, and discuss practice of fish and fishery product transportation in Kampong Cham province.
- Facilitated a brick and tile business forum on sharing information and strategy development in Kampong Thom province.
- Facilitated an extremely successful national swine industry business forum in Svay Rieng province on October 20, 2011, hosted by the Svay Rieng Swine Cooperative. Representatives from 9 swine cooperatives participated.

- Facilitated swine Business Linkage forum between 4 Kampong Cham Agriculture Cooperatives and 3 input suppliers (M's Pig, Cargill and Hock Heang). A total of 79 participants (5 women) took part in the event.
- Began preparations for international technology and governance missions in Vietnam (3), the Philippines, and Nepal, Laos, and Malaysia..
- Facilitated two forums on formation of Water Service Provider business networks held on November 23, 2011 and in December 28, 2011.
- Coordinated with Equal Access to design and deliver two trainings courses on “Strategic Communication Training” for government officials and private sector from Aquaculture and Swine value chains.
- Completed training on record bookkeeping to 8 swine CWGs/Cooperatives and 1 Aquaculture CWGs.
- Facilitated three Public Private Dialogues: Registration, Transportation License and Processing License in Kampong Cham province; Swine Business Industry Opportunity in Svay Rieng province; and Sub-decree 66 dated 1988 of Fisheries/Aquaculture Products Transportation in Kampong Cham.
- Drafted and provided detailed legal comments to the Department of Animal Health and Production on the revised draft Prakas on Animal Farm Management with substantial changes and additions to the parts on procedural process to get licenses, redress measures and transitional period.
- Coordinated with MoC and WTO secretariat to co-organize a three-day sub-regional workshop on Trade Remedies Law.
- Launched the first Rural Trade Fair in Takeo Province on December 23 and 24, 2011 which attracted a record number of visitors of about 30,000 people. There was high participation from various input suppliers, local MSMEs as well as clients of Department of Agriculture from 24 provinces. In total, there were 93 booths participating in the trade fair, showcasing various businesses - from agriculture to fast moving consumer goods.
- Ongoing procurement of IT equipments, stop watched and sewing equipment for SHRMP project.
- Completed amendment of 8 service POs and 3 modifications of water subcontracts.

Figure 1- Project Private Clients Compared to PMEP Targets FY 2008 and 2011

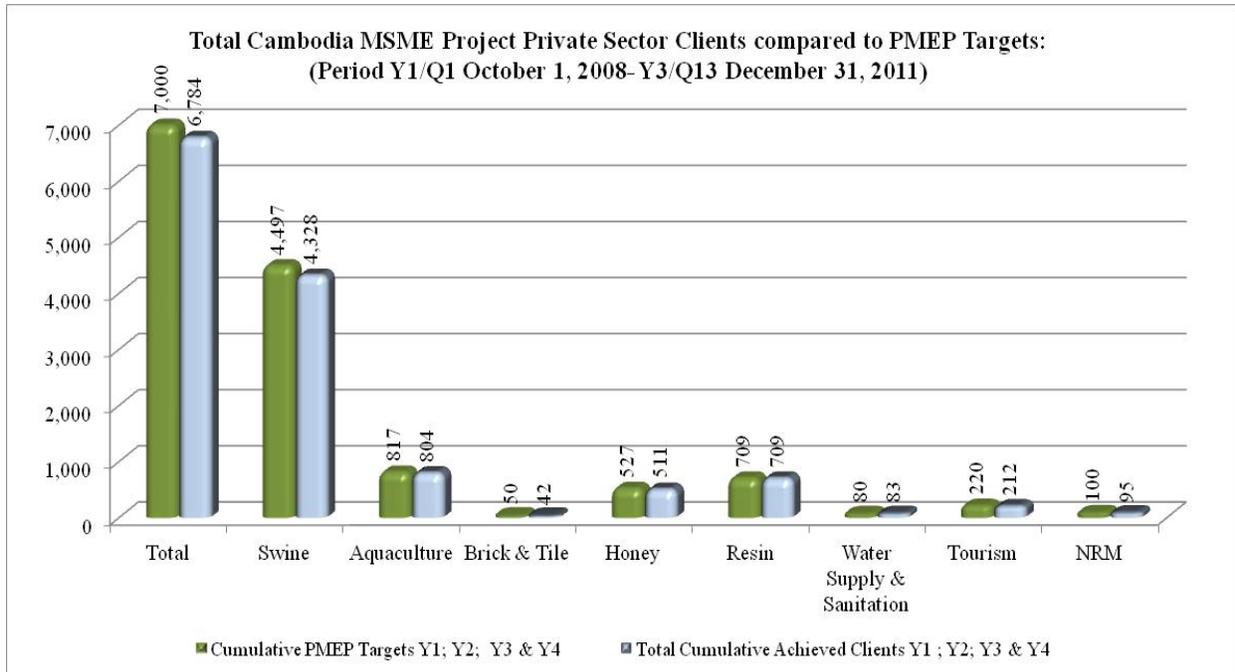
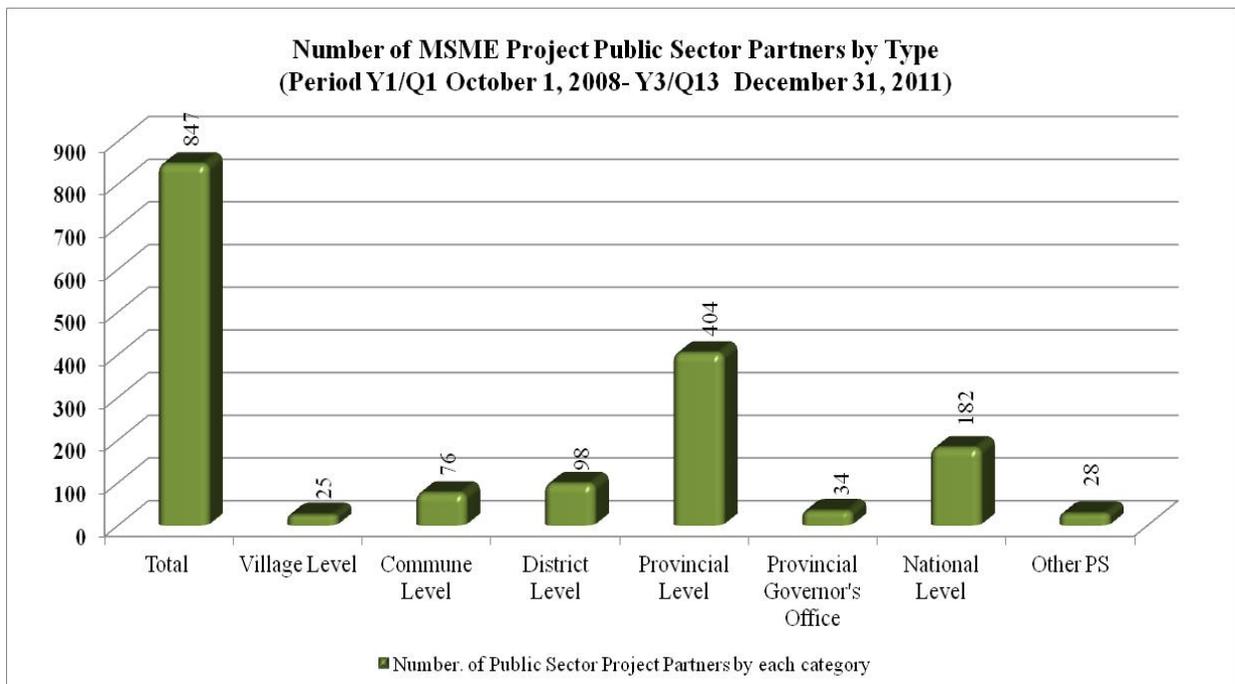


Figure 2- Number of MSME Public Sector Partners by Type



Component 1 - Strengthening Value Chains

Aquaculture Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Coordinated with Component 3 to conduct review sessions and disseminate results of two previous workshops on Aquaculture Draft Law to Aquaculture Producers with aquaculture clients in Phnom Penh and Kandal provinces.
- Facilitated a consultative workshop on Aquaculture draft law in Phnom Penh to seek comments on the draft law from aquaculture clients from Phnom Penh and Kandal Province.
- Coordinated with Component 3 to facilitate a Public Private Dialogue on Registration, Transportation License and processing licenses through collaboration with Prey Veng Fisheries Administration Cantonment.
- Coordinated with Component 3 and Component 2 to facilitate a workshop on the practice of fish and fishery product transportation in Kampong Cham Province.
- Followed up on aquaculture business activities with fish producers in Chhouk district, Kampot province.
- Facilitated workshop on sharing lessons learned from Philippines mission and to present food safety measures for retailers and traders in O Raing Ov market, Kampong Cham by O Raing Ov's market committee.



- Prepared for 5 Rural Trade Fairs to promote local products, services and market linkages. Conducted one Rural Trade Fair in Takeo province from 23-24 December where 30,000 attended.
- Conducted visits to market vendors in 6 markets in Kampong Cham and Svay Rieng as a follow up to the Philippines mission on safety and sanitation and to identify participants for another upgrading retail market mission.

Activity 1. Facilitate substantive input by private sector into new aquaculture law and its regulation, especially with regard to cross provincial trade of fish products.

To promote Aquaculture development and encourage private sector engagement in Aquaculture Business Development, the Fisheries Administration (FiA) along with the Ministry of Agriculture, Forestry and Fisheries, have drafted an Aquaculture Law. The FiA requested support from the Cambodia MSME Project to hold three consultative workshops in six Provinces to solicit private sector feedback on the draft law.



The project facilitated a consultation workshop for Phnom Penh and Kandal provinces, held on December 2011 at Cambodiana hotel. Prior to the workshop, MSME conducted review sessions and disseminated results of the previous workshops on Aquaculture Draft Law to aquaculture producers and clients in Phnom Penh and Kandal provinces. Details of the workshop are articulated in Component three of the report.

The team also worked with Component 2 to facilitate a Public Private Dialogue (PPD) on the Aquaculture section of the Fishery Law, in collaboration with the Director of Prey Veng Fisheries Administration Cantonment. Fish traders, aquaculture producers, fingerling producers, fish feed makers, and Prey Veng Fisheries Administration Officers attended the meeting.



The overall objectives of the PPD were to:

- Clarify the provisions of the Fishery Law to aquaculture businesses who were unclear about what they needed to pay for to run their businesses as the law has not been disseminated.
- Strengthen networking of aquaculture value chain actors, particularly fish raisers and fish traders with fishery administration and cantonment, to support value chain businesses.

- Distribute and introduce the aquaculture laws/regulations to the aquaculture value chain actors and to clarify roles and responsibilities of the fishery administration and cantonment in supporting aquaculture businesses.
- Promote confidence among aquaculture value chain businesses to increase their investment.
- Increase understanding of the Aquaculture provisions in the Fishery Law through presentations to participants on legal regulatory payment requirements for Aquaculture Registration, Stocking License and the transportation of Aquaculture products.

The Prey Veng FiA Chief clarified that “Aquaculture producers do not need to pay for registration or stocking licenses during the Closed Season”. The Director offered his full support to assist aquaculture businesses and encouraged further investment in this sector.

Additionally, the MSME project facilitated a workshop on the practice of fish and fishery product transportation in Kampong Cham Province in order to improve business activities amongst aquaculture producers and traders. The discussion focused on regulations on fishery product transportation and its practice in Kampong Cham and Prey Veng provinces. Two speakers from FiA Phnom Penh and 3 FiA Cantonment officials from Kampong Cham and Prey Veng led the discussion.

Activity 2. Diversify and expand aquaculture production.

The development of the aquaculture sector in Cambodia and the increase of aquaculture consumption to switch household aquaculture activities to commercial aquaculture in order to supply local and international markets are attributed to MSME’s interventions. Increase in aquaculture production leads to demand for fingerlings, but there is not enough fingerling supply from domestic producers due to lack of technical knowledge and low production capacity. MSME worked to strengthen the capacity of local fingerling producers in new species to provide sufficient supply of fingerlings to meet demand of fish producers. This has been successful as fingerling producers in Kampot/Takeo and Kampong Cham have expanded their market almost nationwide, in turn expanding their client base.

The MSME project is planning an international exposure visit for fingerling producers to Viet Nam to learn about mono-tilapia breeding, Pangasius breeding, and fresh water prawn hatching. The MSME project has selected 10 leading fingerling producers in 10 provinces and 2 fishery administration government officers to participate in this mission to take place on 26 Feb to 3 March, 2012.

Activity 3. Strengthen retail and consumer market demand for aquaculture (and swine) products.

Follow-up Activities on Retail Market Upgrading

Soon after their return from visiting retail markets in the Philippines, the visiting pork and fish vendors (5 vendors) in Oraing Ov district had installed drainage systems in their stalls to improve the hygiene of their stalls. Additionally, the vendors have initiated more frequent garbage collection. Having seen the implementation of daily hygienic practices and improved stall sanitary conditions, surrounding vendors in this market have begun to apply the same practices. Now more than 35 stalls have been tiled and become more hygienic. The vendors that took part in the international exposure mission have created significant impact in the market through acting as role models for other vendors to follow.

Moreover, in close collaboration with market owners and a district governor, the swine and aquaculture teams organized a workshop on food safety and hygiene in the district hall with participation from 92 market vendors (50 women) selling fish, pork, and vegetables in Oraing Ov, Kampong Cham province. The main objectives of the workshop were to educate other vendors in this market, enhance security and maintain order in and around the markets, share experiences and best practices from the Philippines visit, and to select representative vendors from each commodity category to share information. These selected representatives will be working on behalf of the vendors in negotiation with market owners and the committee in upcoming plans such as restructuring of the market roof, etc.

Preparation for International Trip on Market Governance and Technology in the Philippines

In order to promote retail market diversification as a model in other provinces, modeled off the improved Oraing Ov market, the swine and aquaculture team have identified many retail markets in the provinces of Kampong Cham and Svay Rieng. After conducting observations and assessments, 3 markets (Chimoan, Stoeng located in Ponhea Krek district and Mermot market in Mermot district) in Kampong Cham have been selected. Retailers and market owners of the physical retail market, Prasaut market, in Svay Teap district of Svay Rieng province are also being included in the upcoming mission to the Philippines. Sixteen (16) persons including 3 district governors, 4 market owners, 5 fish retailers and 4 pork vendors were identified and selected to participate in the upcoming international trip planned for March 2012. This important mission will occur over one week and will include visits to sites in Davao and Manila in the Philippines.

Case Study 1. Improving Food Safety and Upgrading Cambodia's Rural Physical Markets

Improved Food Safety in Cambodia's Rural Retail Markets Means Better Food Quality and Service for Customers

The USAID Cambodia MSME Project assists rural retail markets to improve food safety, market sanitation, and display presentation so vendors sell more local Cambodian products, increase profits, and provide better customer service.



Cambodian rural retail market owners, leading pork and fish retailers, and government officers visit a wet market in Davao, Philippines to observe how markets, very similar to Cambodia's, can upgrade food safety and infrastructure to improve customer service and increase sales.



Cambodian participants meet Philippine market committee members to discuss how the Philippine's market gradually improved service quality, sanitation, and infrastructure to better meet retail customer expectations.

The hundreds of retail markets scattered across Cambodia span a broad spectrum in terms of quality. From the near-spotless supermarkets, such as Lucky Market in Phnom Penh, to the cavernous, filthy markets located in many district towns, one thing is common to them all – they provide a place where customers come with expectations that the quality of the food they purchase will not make them ill.

The Cambodia MSME Project team observed that sales of Cambodian pork, fish, honey, and other local products were much higher in retail markets that maintained high levels of cleanliness. By encouraging market owners and stall operators in rural retail markets to improve hygiene and increase sales, all other actors in the supply chain benefit.

In August 2011, the MSME Project organized an international exposure mission to Manila and Davao, Philippines. Retail markets in the Philippines provide an excellent example of how gradual market upgrading can be accomplished. Seventeen Cambodians from Siem Reap, Kampong Cham, and Svay Rieng participated, including 4 market owners, 2 deputy district governors, 6 fish traders and 5 pork vendors.

The purposes of the visit included 1) learning how the public sector and the private sector work together to upgrade markets, both in terms of customer service, as well as the physical infrastructure; 2) observing better market management practices; 3) learning how to improve food safety and hygiene, especially with the use of ice and cold storage to keep meats fresh, reduce bacteria counts and eliminate spoilage; and 4) studying innovative market waste management and recycling practices.

During the one-week mission, participants met with management teams from several markets and government officers from several agencies to discuss market organization structures and management practices. They also learned new, simple methods for improving food safety and hygiene.

One of the more interesting presentations took place at a renowned dump site that is totally odorless and free of garbage flies. During a demonstration, the participants learned new methods for recycling biodegradable waste into organic fertilizers and non-biodegradable waste into different types of construction materials that can be profitably sold.

“It was most interesting to see how the retailers, market owners, and even the customers at the markets in the Philippines are committed to maintaining high standards of hygiene and food safety,” said Mr. Neang Chantha, owner of Svay Rieng's Chi Phou market. “I will improve hygiene at my market by first sharing what I learned with retailers and consumers through banners and posters about hygiene. I am also planning to invest in a recycling site away from the market and converting the market rubbish into fertilizer and useful items,” he added.

Constraints Encountered and Unresolved Issues

A major challenge encountered is the lack of faith that our clients have in the legal system. Many clients do not believe that real change can be effectuated and thus were not inclined to join the MSME workshops. However, upon seeing the benefits of working together and witnessing economic and political space begin to open up for them, clients have become more enthusiastic and participatory.

Main Events Planned for Next Quarter

- In collaboration with Components 2 and 3, facilitate workshop on the practice of fish transportation in Kampong Thom province for MSME aquaculture clients from Kampong Thom, Siem Reap, and Takeo province.
- In collaboration with Components 2 and 3, support training workshop on Joint Prakas on Minute Format of Aquaculture Offenses.
- Facilitate exchange of lessons learned from the Philippines on food safety for retailers and traders in Chi Po market, Svay Rieng by Chi Po's market committee.
- International Technology and Governance Mission on Aquaculture Hatchery Management to Viet Nam, Tile Mission to Vietnam, Slaughterhouse Mission to Vietnam, Animal Feed Supply Mission to Vietnam, Market Upgrading Mission to the Philippines, Eco Tourism Mission to Nepal, Eco Tourism Mission to Laos, and Trade Remedies Mission to Malaysia.

Swine Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Coordinated six training courses building technical and business capacity provided by 6 input suppliers in six target provinces.
- Facilitated one trip of artificial insemination.
- Coordinated one course on feed making training in Kampong Speu province.
- Facilitated one cross provincial visit on feed making.

Activity 1. Facilitate the sustainable delivery of technical and business skills development in the swine sector.

In this quarter, the swine value chain team has focused on building collaborative relationships between input suppliers, swine producers, provincial departments of agriculture (PDA) and the Office of Animal Health and Production (OAHP) of the respective target provinces.

This effort promotes sustainability of business relationships after project completion to foster and improve the swine industry. The input suppliers have plans to expand their products and services to different clients and geographic locations.

In this quarter the team facilitated six embedded technical and business trainings. The trainings were designed and delivered by four companies in six provinces under close collaboration with PDAs. Below is a table summary of the training for the quarter.

Table 1. Technical and business trainings of swine value chain

N°	Input Suppliers	Main Topics	No of Course	No of Clients	Female Clients	Provinces
1	Phal Heng	Antibiotic use, bio-security measures, prevention and treatment of Circo and respiratory diseases	3	171	21	Kg. Cham, Kg. Speu, and Battambang
2	Medivet	Bio-security, prevention and treatment of Pest, PRRS and Measles diseases	1	32	6	Takeo
3	Vypharvet	Prevention and treatment of swine contagious diseases and management of lactation sows	1	27	0	Siem Reap
4	BKP	Vaccination programs, treatment and control of respiratory and Aujesky diseases	1	35	2	Battambang
	Total			265	29	

To improve swine breeds, a cross visit on artificial insemination was conducted by bringing 12 swine raisers from the provincial town of Sampov Meas district to observe and learn from an AI practitioner and service provider in Kravanh district of Pursat. Mr. You Heng, AI practitioner, has improved his business by providing AI service to about 100 sows a month. He shared technical practices with pig farmers. The chief of OAHP in Pursat recently contracted Mr. Heng to provide a practical and theoretical training on artificial insemination to 30 leading sow raisers in Odor Meanchey province.

The swine team coordinated 2 meetings with input suppliers, OAHP, district vets and community chiefs to plan training to swine raisers or VAHWs as requested by communities or PDA or OAHP.

One coordinating meeting was held in Pursat province with participation from 3 companies (Medivet, Hok Hieng and Vypharvet), OAHP, districts vet and community chiefs. In total, 8 persons participated in this meeting.

Picture 1. The coordination meeting between OAHF and input suppliers in Takeo



This quarter, a meeting was conducted in Takeo province with 6 companies (Vypharvet, Phal Heng, CentralVet, Hok Hieng, BKP and WorldVet) participating this event. The meeting focused on future plans of training provision to swine actors in Takeo province. There were 20 participants including district vets, community chiefs and an OAHF chief. Mr. Thai Ly, chief of OAHF, said he “will welcome all input suppliers to provide training, workshops and other meetings and will try to find suitable venues and potential clients to participate in the events”.

This meeting was significant in promoting public and private sectors to work together to improve livestock production in Takeo province. Due to the MSME project’s support, public and private sectors in the province were able to collaborate together to discuss and resolve technical and business issues and challenges. Strong relationships have been nurtured and sustained to the mutual benefit of both sectors.

Activity 2. Lower inputs costs by expanding and diversifying local production of swine feed.

To achieve the above key activities, the following were sub-activities carried out during the quarter:

Training on Feed Making

One training course on feed making was conducted in Kampong Speu province with participation from 11 swine raisers (2 women). Logistical support was provided by the raw material company, CPH Glory Co Ltd.

Cross Provincial Visit

Following theoretical training on feed making, an exposure trip was facilitated by bringing the trained clients to Phnom Penh to visit raw materials and feed mill companies. The purpose of the visit was to link clients to raw material suppliers for swine feed to enable them to produce their own feed and thus improve supply chain in the industry. At present, feed makers have multi-linkages with supply chains to purchase feed materials.

This quarter, we have updated pig feed manual on diversifying feed formula including piglet, boar, pregnancy, lactation sow, and fattening pigs. This manual will be printed and shared with all partners and clients starting in early February, 2012.

Picture 2. Participants visiting a raw material supplier in Phnom Penh



Diffusion of Feed Making

In each quarter, there has been a noticeable crowding-in effect where non-MSME feed makers have been observed applying techniques learned from MSME-trained feed makers to their own businesses. Below are names of some of these non-MSME trained feed makers that have copied techniques learned from MSME clients, several of whom are out of the target area of the MSME Project.

Table 2. New diffusion feed makers, who have copied techniques of feed making

N°	Name of Diffusion Feed Makers	Quantity Made (kg)	Province	Phone Number
1	Rath Borey	3,000	Odarmeanchey	012 637 686
2	Suy	500	Kratie	077 307 106
3	Ty Try	700	Kratie	012 762 462
4	Vy	600	Kratie	097 478 5293
5	Sok	2,000	Veal Rinh	081 640 675
6	Lim Ngea	1,300	Sihanouk ville	011 554 144
7	Tha	2,000	Battambang	012 821 170
8	Sea Seang	1,000	Battambang	012 638 521
	Total	11,100kg		

Development Partners Coordination Meetings

Training provision on feed making to NAPA in Preah Vihear province

National Adaptation Program of Action (NAPA) organization in partnership with the Provincial Department of Agriculture (PDA) of Preah Vihear province contacted the chief of Samrong Feed Community in Takeo province to provide training on feed making to beneficiaries. Theoretical and practical application training was conducted in Preah Vihear over 3 days covering feed mill installation and the feed making process. Ten leading farmers of this organization attended the training.

This Preah Vihear PDA and the Takeo feed community traveled to the Samrong community after contacting the MSME Project's animal feed value chain coordinator and inquiring about technical support. The Project thought the relationship would be sustainable if the two communities organized the training together.

Visit by students of the Royal University of Agriculture (RUA) to artificial insemination (AI) training in Pursat province

This quarter, 30 students from the Royal University of Agriculture traveled to Pursat to learn about artificial insemination from MSME Project clients in Kravanh district of Pursat province. Mr. You Heng, who provides good AI services to sow raisers in his area hosted the students and spoke on the importance of AI services in the Cambodian swine industry as well as in local rural communities.

The student delegation was led by Mr. Kong Reatrey, chief of the Office of Animal Health and Production (OAHP). The visit was broadcast on Bayon television channel, which credited the USAID Cambodia MSME Project for helping in the commercialization of AI in Cambodia.

The OAHP Chief, Mr. Kong Reatrey, took 35 Veterinary Animal Health Workers (VAHW), including one woman, to visit Mr. You Heng, an AI service provider and chicken raiser in Kravanh district, Pursat province. The aim of this visit was to promote AI services and improve swine breeds in Kravanh. Mr. Heng presented on how he became a good AI service provider and businessman.

Initially, some swine producers were skeptical about whether this new technology would work so Mr. Heng addressed this by showing the producers a newborn piglet that was conceived through artificial insemination. After delivery of heavy and healthy piglets, the swine producers have come to understand and trust this technology and have started using his services. Mr. Heng also has a chicken hatchery where he breeds chicks. Thus far, he has sold 45 chicks per month at \$1 USD per chick.

Mr. Heng sells swine sperm at \$3.75 per unit from his home. For the provision of AI services, however, Mr. Heng charges \$10. Since working with the MSME Project, Mr. Heng now has 60 clients per month and has increased his income ten-fold.

Case Study 2. National Swine Industry Business Forum in Svay Rieng

Businesspersons Plan for Cambodia's Future at National Swine Industry Business Forum in Svay Rieng

The USAID Cambodia MSME Project supports many mechanisms, including cooperative business forums and working groups, to encourage dialogue that solves business problems.



Mr. Neang Chantha, Chief of the Svay Rieng Swine Cooperative, encouraged more than 100 participants to present and discuss their business issues, provide ideas on how to solve them, and share their ideas on the long term plans for Cambodia's swine industry.



Managing Director Try Bunlay of the BKP Input Supply Company, shares information about new swine medicines, vaccines, and staged immunizations with business forum participants. Mr. Bunlay has been an active provider of embedded (free) technical training and supporter of agricultural cooperatives since the MSME Project began activities in 2006.

More than 100 leading rural businesspersons from nine provinces gathered on a rainy day in early October to discuss their business concerns, learn about the latest vaccines and medicines available in Cambodia, plan for their industry's future, and share a delicious lunch provided by the Svay Rieng Swine Cooperative.

The Cooperative co-funded the business forum with Mong Reththy Group's M's Pig ACMC Cambodia, and the Svay Rieng Provincial Department of Agriculture. The meeting included swine raisers, veterinarians, input suppliers, swine traders, representatives of M's Pig ACMC, BKP Input Supply Company, several micro-finance institutions (MFIs), representatives of the Provincial Department of Agriculture, and leaders from 8 agriculture cooperatives located in other provinces.

"This business forum is a place where we can all discuss our business problems and constraints openly, and where we can propose solutions to develop Cambodia's swine industry," said Mr. Soeng Virak, Chief of the Takeo Swine Cooperative.

"To ensure growth, the members of the cooperative have to be committed. When there is a challenge, there must be a solution and that solution requires our joint efforts," said Mr. Thach Ratana, Director of the Provincial Department of Agriculture. "Business forums like this are the best way for business persons and governments officers to discuss how to improve the business environment," Mr. Ratana added.

The forum provided participants opportunities to share best practices and discuss important issues, such as swine import surges from regional neighbors. Input suppliers provided information on new medicines and genetically improved swine breeds, while the MFIs shared information on available local financing and borrower requirements.

In opening remarks, the representative of the MSME Project said, "In 2005, when the MSME Project started, there were very few swine producers in Svay Rieng province; most raised only two or three animals. There were no swine cooperatives in any of the 17 provinces in which MSME is currently active. Now there are hundreds of producers with 10 to 1,000 pigs and more than 16 active cooperatives in Svay Rieng alone. The issues facing swine businesses are difficult to solve, and the solutions depend on the private sector and government cooperating to improve the business environment for all Cambodian businesspersons."

"The Svay Rieng Cooperative, with more than 150 members, is the most active agricultural cooperative of the 16 cooperatives in Svay Rieng Province. You have provided an excellent model for other cooperatives to follow", Mr. Thach Ratana concluded.

Constraints Encountered and Unresolved Issues

In September 2011, 5 companies from Thailand resumed importing pigs into Cambodia as a result of re-licensing regulations instituted by MAFF. This has led to a drastic decrease in the price of live pigs from 11,000 riel per kg to 8,000 riel per kg as well as large profits to the importers, as well as the collection of license-related fees to the ministry. Because these transactions are not transparent, it is difficult to determine how many pigs are really imported and how much profit the ministry makes on the licenses.

What we do know is that, as a result, Cambodian swine raisers have been met with difficulties in selling their live pigs as traders have been delaying purchases waiting for the devaluation in the cost of Cambodian pigs. This has been the most dominant factor inhibiting swine industry expansion at both the individual and firm level. However, swine cooperatives have banded together to engage with Cambodian authorities to attempt to resolve this import challenge.

Main Events Planned for Next Quarter

- Facilitate workshop on feed lessons learned in Kampong Thom, Battambang and Kampong Cham.
- Facilitate two international exposure trips to Vietnam and the Philippines on feed facilities and improving retail markets.

Brick and Tile Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated brick and tile business forum on sharing information and strategy development.
- Began preparation for an international exposure trip on clay brick and tile technology and governance to Vietnam to take place February 19-24, 2011.
- Facilitated a cross-provincial exposure trip on production technology and network building among brick and tile manufacturers.

Activity 1. Upgrade production capacity to expand and diversify market penetration.

Facilitate understanding by producers of market opportunities.

The tile market in particular offers opportunities for expansion and diversification, especially in higher quality products. The clay brick and tile industry is beginning to play an important role in this context both from a business and socio-economic perspective by providing both a good source of income and profit, as well as, improving construction value and creating jobs.

Picture 3. Brick and Tile Business Forum for sharing of information and strategic development



As a result of previous project interventions, brick and tile manufactures are now moving from handmade bricks and tiles to a mechanized production process and new, productive and cost effective kilns.

Through partnership with provincial departments of industry, mine and energy in Kampong Thom and Battambang provinces and especially MSME brick and tile manufacturers, the project facilitated a business forum in Kampong Thom province on December 15, 2011 with 35 participants including 2 government officers of DIME in Kg. Thom and Battambang, 30 brick and tile manufacturers from 8 provinces of Pursat, Battambang, Siem Reap, Kg. Thom, Kg. Cham, Kratie, Prey Veng and Kandal and 3 representatives from Canada Bank. The business forum was chaired by Mr. Nem Chantha, director of mine resource-DIME, Mr. Curtis Hundley, MSME COP, and Mr. Ek Monorith, private sector representative.

The objective of the business forum was to assist brick and tile manufacturers in improving relationships among old and new brick and tile manufacturers, improving networking with public

sector, promote new products, promoting expansion of the market, and improving access to finance and discussing criteria requirements to get credit from Canada Bank.

During the business forum, 3 representatives from Siem Reap, Kg. Thom and Kratie conducted a presentation on their progress, market opportunities and discussed newly implemented technology (kiln and machinery). The forum fielded questions and answers about business, technology and business enabling environment. After the business forum, all participants participated in a sited visit to Mr. Be Rithy and Ek Monorith to learn about new kiln and production chains.

Facilitate investment in and implementation of improved production standards.

The MSME project will facilitate an international exposure visit on brick and tile technology and governance in Vietnam, on February 19-24, 2012. The trip will include participants from 15 brick and tile manufacturers from Pursat, Battambang, Siem Reap, Kg. Thom, Kg. Cham, Prey Veng and Kandal provinces, along with 2 government officers from Kg. Cham and Battambang provinces.

The overall aims of an international exposure trip are to:

- ✓ Encourage more business transactions, investment and contractual relationships between Cambodian and Vietnamese brick and tile value chain actors.
- ✓ Learn and share industry best practices on the brick and tile production chain, i.e. different types of kilns and kiln operations with different firing materials, new methods of clay preparation, grinding, molding, drying, firing, tempering, loading and unloading.
- ✓ Understand the modern machinery system for producing quality brick & tile and use high technology in order to conserve natural resource and environment.

Table 3. Total Private Sector of Brick and Tile Manufacturers

No.	No. of participants	Occupation	Provinces
1	1	Brick Manufacturer	Pursat
2	1	Brick and Tile Manufacturer and Chief of brick and tile association	Battambang
3	3	Brick and Tile Manufacturer	Siem Reap
4	3	Brick and Tile Manufacturer and Chief of brick and tile association	Kg. Thom
5	4	Brick and Tile Manufacturer	Kg. Cham
6	2	Brick and Tile Manufacturer	Prey Veng
7	1	Brick and Tile Manufacturer	Kandal

Table 4. Public Sector Selected Officers

No.	No. of Participants	Occupation	Provinces
1	1	Director of Industry Affair (PDIME)	Kg. Cham
2	1	Director of Industry Affair (PDIME)	Battambang

Table 5. Hosting Facilitators

No.	No. of Facilitator	Name of facilitator	Remark
1	1	Asian Institute of Technology, Vietnam (AITVN)	Vietnam

Other Activities in Progress

The MSME Project has invested modest resources in support of the brick and tile sector. These resources resulted in investments by over 50 firms in 8 provinces (Pursat, Battambang, Siem Reap, Kampong Thom, Kampong Cham, Kratie, Prey Veng and Kandal) to upgrade their production methods, leading to increased sales, employment and income. Despite these improvements, our recent analysis of industry constraints and opportunities revealed an evolving brick and tile market with new market opportunities, especially with large-scale construction companies. The industry continues to increase production capacity to expand and diversify products.

Picture 4. Cross-provincial trip on high technology of Brick production


In collaboration with Mong Riththy Company, the Cambodia MSME project facilitated a cross provincial exposure trip to Mong Riththy brick and tile manufacturing factory in Sihanouk province for 12 brick and tile manufacturers from 4 provinces (3 from Siem Reap, 3 from Kampong Thom, 3

from Kampong Cham and 3 from Prey Veng provinces). The objective of this trip was to learn about new production technology, clay preparation and grinding systems, and modern machinery systems that are able to produce higher quality brick and tile and preserve natural resources.

During the cross provincial exposure trip we observed that participants were very eager to share ideas related to business practices, technology and labor issues. They also believed that the relationships created and networking would continue beyond the MSME project.

Case Study 3. Design Innovations, Fuel Technologies and Industry Growth Discussed at National Tile Business Forum

Design Innovations, Fuel Technologies, Markets, Transport, and Industry Growth Discussed at Tile Business Forum

The USAID Cambodia MSME Project assists rural tile manufacturers to improve their businesses and industry through networking.



Twenty of rural Cambodia's leading tile manufacturing firms from Battambang, Pursat, Kratie, Prey Veng, Kampong Cham and Kampong Thom provinces attend the December 2011 National Tile Business Forum in Kampong Thom. The Forum promoted sharing about new products, services, and technologies, and encouraged discussions about access to finance and business expansion.



Participants inspect new tile products and discuss new production methods, kiln designs and fuel sources. Several firms have created innovative roof tile designs and have initiated aggressive marketing campaigns.

When Mr. An Han, a leading roof tile producer from Kratie, started his business in 1990, he operated his small family business alone using technical knowledge and business skills handed down from his parents. Production volumes were small because his manufacturing processes were manual and time consuming. One production batch took more than three months from start to finish.

“I sold all my products to a few close neighbors and delivered them by ox cart”, An Han recalled. “Our product quality was very low and our marketing skills were weak. We didn’t know how to improve our operations and we didn’t have any relationships with other manufacturers by which to share information or learn”, he added.

His traditional operation continued as it had for 16 years when, in 2006, he met the team from the USAID Cambodia MSME Project. “I think back and realize now that if I hadn’t participated in the events promoted by the MSME Team, I may still be using my old methods and may even be out of business by now”, reflected Mr. An, during December’s National Tile Business Forum in Kampong Thom. “By participating in MSME Project events, I developed friendships with manufacturers from Cambodia, Thailand, and Vietnam. From this network, I learned new kiln designs and discovered new production techniques and technologies. I now have automated production and new kilns.”

The National Tile Business Forum, held this year in Kampong Thom, was the fourth business forum organized by Cambodia’s rural roof tile manufacturers. The Forum’s objectives were simple: invite leading tile producers meet each other, encourage sharing of successes and experiences, discuss problems and identify solutions, and strengthen business relationships across several provinces. This year’s Forum included other actors in the tile supply chain such as banks, microfinance firms, and provincial government officers.

Networking among brick and tile value chain actors is new for most of these businesspersons. But thanks to these forums and other collaborative activities and events, Cambodian manufacturers are building a productive tile industry to compete regionally. In February 2012, 15 firms will participate in shared-cost international governance and technology mission to Vietnam. The MSME Project will facilitate the week-long mission where Cambodian firms will gain access to new technologies and processes, and understand how the Vietnamese organize their industry and compete.

Factory owners now often seek advice and contract for services with experts from Vietnam and Thailand to improve Cambodia’s production quality and designs. The business forums demonstrate the value of working together; Cambodia’s tile leaders no longer need to go it alone.

Constraints Encountered and Unresolved Issues

- Brick and tile manufacturers are competing against labor migration to garment factories in Thailand and Phnom Penh.
- Fire wood costs have been steadily increasing, raising input costs for brick and tile manufacturers. Alternative technologies are being sought to counter this.
- There is very limited government support for the brick and tile industry.

Main Events Planned for Next Quarter

- Organize cross provincial exposure trip to Kratie province on January 25, 2012.
- Facilitate an international exposure trip to Vietnam from February 19-24, 2012.
- Coordinate with Vietnamese brick and tile machinery company (Rong Viet) to organize and facilitate a business linkage workshop which will be held in Siem Reap on March 19, 2012.

Honey Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Provided honey zoning maps and provided skills training on reading and using maps.
- Facilitated coordination with key local authorities to strengthen habitat management.
- Followed-up on bee box bee keeping practices for Apies Cerena in Bosh Veng, Kampong Thom.
- Facilitated bee box bee keeping trainings for Apies Cerena for Bosh Veng from Kg Thom and other 3 honey groups from Koh Kong to Kamping Puoy, Battambang.
- Conducted a rapid market assessment for market channel expansion with Ms. Bagie Sherchand, DAI and international honey expert, and developed honey community profiles.
- Facilitated participation of honey groups in Trade Fair.
- Participated in Arun LLC Symposium of Social Investment.

Activity 1. Further expand honey production and post harvesting practices and build on this progress to strengthen management of bee habitats.

Within this quarter, the MSME GIS specialist on the biodiversity conservation team facilitated meetings to transfer skills on how to read honey resource zoning maps to honey hunters in Preah Vihear and Koh Kong provinces. Reading and understanding zoning maps is critical for community honey groups in our target landscapes because will not only enable them to understand the maps for themselves but will also enable them to inform and enforce their zoning boundaries amongst surrounding communities and relevant stakeholders . These maps were used as tools to demonstrate how to protect their community forest areas from outsiders who want to claim the areas.

To further enforce understanding of honey zoning mapping areas, the biodiversity team conducted ground verification exercises with honey hunters to familiarize them with bee habitat boundaries.

Table 6. Participants in Map Reading

Honey Group Name	Commune	District	Province	Numbers of Honey Hunters	Coaching Topic
Tameak	Andoung Teuk	Botum Sakor	Koh Kong	36 P	Honey Zoning Map Reading
Tany	Srae Ambil	Srae Ambil	Koh Kong	58 P (6F)	
Prang	Srae Ambil	Srae Ambil	Koh Kong		
Chamkar Kroam	Srae Ambil	Srae Ambil	Koh Kong		
Prolean	Kondol	Srae Ambil	Koh Kong		
Peuk	Putrea	Chey Saen	Preah Vihear	9 P	

Facilitated coordination with key players to strengthen habitat management

Within this quarter, the biodiversity conservation team met with local authorities, including the village chief and commune chief in Dang Peng and Kondol commune Srae Ambil, Koh Kong, to update them on MSME led biodiversity conservation activities and discuss commune participation in community meetings on honey bee habitat management and protection, and community forestry management. During the meeting, the team provided honey zoning maps and explained the role of honey boundary demarcations and resource management in ensuring effective protection of bee habitats.

As a result, village and commune chiefs agreed to facilitate regular community meetings and invite honey representatives from honey groups to take part. The meetings will allow honey groups to provide updates on progress and challenges encountered and discuss plans of action to resolve raised concerns with participation from local authorities.

Monitor current bee box operations and facilitate expansion into new communities:

Followed-up bee box bee keeping in Bosh Veng, Kampong Thom

The biodiversity conservation team conducted regular follow-up meetings with honey bee keepers in Bosh Veng and Trapeang Kroal village, Salavisay commune, Prasath Balangk district, Kampong Thom. The meetings centered on ongoing bee keeping activities in their area and providing additional technical training to improve their practices.

From these meetings, the team observed that the bee box keepers have been applying the technical practices introduced to them at this early stage of bee box expansion. Each bee keeper has one to three box and some bee keepers are preparing more boxes through the queen rearing process. However, the team also observed that there is still limited capacity and a need to understand more about bee box harvesting and processing techniques. This will be addressed through the cross-provincial trip.

Facilitated bee box bee keeping exposure trip to Kamping Puoy Area in Battambang

To intensify honey production, the biodiversity conservation team organized meetings with honey groups in Kampong Thom and Koh Kong to introduce bee box bee keeping activities and develop calendars showing bee forage plants. The team also facilitated two bee box keeping cross-provincial trips for two honey groups from Bosh Veng and Trapeang Kraal from Kampong Thom and Toap Cheang, Tany and Prang from Srae Ambil, Koh Kong to Kamping Puoy bee box keeping area in Battambang province. The cross-provincial trip aimed to strengthen understanding on bee box bee keeping, harvesting and processing practices.

Participants from these two provinces learnt about bee box construction, bee illness prevention methods, and hive expansion. As a follow on to the cross provincial trip, technical training on bee box keeping will be conducted to other interested members in an effort to promote increased honey production.

Table 7. Participants in Bee Box Bee Keeping Cross-Provincial Trips for Apies Cerena

Honey Group Name	Commune	District	Province	Numbers of Honey Hunters	Coaching Topic
Bosh Veng	Salavisay	Prasath Balangk	Kampong Thom	10 P	Honey Zoning Map Reading
Trapeang Kraal	Salavisay				
Prang	Srae Ambil	Srae Ambil	Koh Kong	11 P	
Toap Cheang	Srae Ambil	Srae Ambil	Koh Kong		
Tany	Kondol	Srae Ambil	Koh Kong		

Activity2. Facilitate diversification and expansion of market channels (buyers) in the honey value chain

Conducted honey market assessment for expansion led by Honey Expert, Bagie Sherchand

Market expansion significantly contributes to the sustainability of community honey enterprises. As such, MSME has endeavored to facilitate market linkages and business partnerships amongst various actors in the honey value chain, especially amongst communities and honey processors.

In this quarter, the team worked with Ms. Bagie Sherchand, STTA from DAI, in conducting a rapid honey market assessment by visiting supermarkets and meeting with senior managers in Phnom Penh (Thai Huot, Sydney, Bayon, Lucky, Pencil, Dragon, Vietnam super market, City Mall) to collect data on honey sales volumes, honey origins, consumer behavior towards local honey, and constraints of local honey. Furthermore, the team, along with Ms. Sherchand, met with other potential end users and processors in Siem Reap such as Triple F, FCC and Santeur D'angkor representatives, Lucky super market and Angkor shopping mall in order to collect data on honey business, purchasing interest, purchasing volume, and source of honey, honey processing, labeling and packaging for potential linkage with honey producers.

Honey processors raised some binding constrains that mainly focused on the quality, price and reliable supply of honey. These concerns are directly associated with honey production and can be addressed by introducing bee box expansion activities which encourage communities to increase production and respond to market need.

Developed honey community profile:

In an effort to market honey products from MSME supported honey groups in various communities, the MSME biodiversity conservation team, with assistance from Ms. Sherchand, developed community honey profiles for all participating honey groups in Sre Ambel, Botum Sakor in Koh Kong, Bosh Veng and Trapeang Kraal in Kampong Thom, Peuk in Chey Sen in Preah Vihear and Chamkar Leu in Thala Borivath in Stung Treng province.

These profiles give basic summary figures of honey production volume and other necessary information on honey enterprise operations. The profiles were developed and delivered to new potential up-market players. Some honey processors (new potential up-market buyers) requested

honey samples to examine its quality in the lab and also proposed to visit some of the honey groups.

Facilitated participation of honey groups in MSME Rural Trade Fair:

Honey market expansion is the key to honey industry success. To achieve this, the MSME biodiversity team facilitated the participation of five honey representatives (from Bosh Veng honey group of Kampong Thom and Toap Cheang honey group from Koh Kong province) in two Trade Fairs that were held at the Night Market in Phnom Penh and in Takeo province. The exhibitors were community members, local enterprises and companies supporting forest community products and government line departments. There were also many private companies represented showcasing their products. The two honey group representatives did an exceptional job in displaying their community products and in explaining their products to customers coming to their booths. They were also able to sell large amounts of honey.

The trade fair not only provided economic benefits through selling honey and other NTFP products like medicinal products, but also provided a good business-linkage and business networking opportunity for the two honey groups.

Table 8. Participants in Trade Fair and Numbers of Litters of Honey Sold

Honey Group Name	District	Province	Honey Rep join in Trade Fair	Numbers of Honey Sold (L)	Trade Fair
Bosh Veng	Prasath Balangk	Kampong Thom	3 P (1F)	40 L and 5kg of bee wax	Trade Fair in Phnom Penh
Trapeang Kraal					
Toap Cheang	Srae Ambil	Koh Kong	2 P	25 L	Trade Fair in Takeo

Development Partners Coordination Meetings

Participated in ARUN LLC’s Symposium of Social investment

The MSME biodiversity conservation team participated in the “Symposium of Social investment” conducted by ARUN LLC, a social investor from Japan, who has invested in the CEDAC enterprise that buys honey from MSME-assisted communities in Koh Kong, Preah Vihear, Stung Treng provinces. The symposium mainly discussed opportunities and challenges of social enterprise transformation, financial assistance, loans to small businesses, and the emerging trend of the social enterprise sector in Cambodia. The participants in this event came from different local and international institutions including food processing enterprises, micro-finance institutions, academic institutions, research institutes and NTFP-related communities.

Constraints Encountered and Unresolved Issues.

- Honey production of Apies Dorsata (Khmum Thom) is seasonal, which limits production for many MSME-assisted communities.

- Bee box bee keeping activities for Apis Cerena is a relatively new concept to community members and some technical constraints may occur over time.
- Participation in habitat management from local authorities and government line departments are still limited in many communities, so further collaboration is needed.
- While some processors are interested in using honey for their food processing, other are hesitant as they still lack confidence in the quality of the honey.
- Stable supply is still a challenge for honey processors making them reluctant to partner directly with honey communities.

Main Events Planned for Next Quarter

- Facilitate international trip for bee box bee keeping to leading bee keeping areas in Vietnam;
- Facilitate bee box bee keeping for 3 additional honey groups in Koh Kong;
- Facilitate participation of honey groups in MSME Rural Trade Fair;
- Facilitate market linkages/expansion and site visits by 4 potential processors/buyers (Triple F, KMF, Cambodian Harvest and Santeur D'Ángkor);
- Facilitate additional technical assistance in bee box bee keeping and post harvesting practices.

Resin Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated resin enterprise strengthening and provided resin zoning maps and training on reading and using these maps;
- Assisted resin tapping communities in conducting resin resource inventories;
- Mapped out geographic-based resin value chain actors;

Activity 1. Strengthen network of resin producers to reinforce technical skills and to interact with other landscape area actors to preserve resin resource area

Facilitated resin enterprise strengthening and provided resin zoning maps and transfer skill in reading and using these maps

Within this quarter, the biodiversity conservation team facilitated meetings with 190 (29 females) resin tappers and resin management committees in all resin tapping communities in Preah Vihear, Kampong Thom, Stung Treng and Oddar Meanchey provinces.

The meetings provided: coaching on how to read resin zoning maps; ground verification exercises for resin tappers to familiarize them with the resin boundaries; discussions on resin market opportunities and challenges including resin pricing issues; and training on basic book keeping and financial recording systems was conducted for resin enterprises to strengthen and encourage clear and transparent management of their capital. The MSME team also followed up on the application of resin tapping techniques and strengthened resin resource management capacity to promote more sustainable resin tapping.

At the end of the meeting, the MSME team provided the resin zoning maps to the resin-tapping communities and local authorities so that they had a better understanding of the resin tapping boundaries and to encourage cooperation in resin resource management.

Table 9. Participants in Resin Enterprise Strengthening

Community Name	Commune	District	Province	Participants
Chi Oak	Romany	Rovieng	Preah Vihear	40 P (1F)
Romchek				
Ou Pou				
Bangkeurn Phal	Romany	Rovieng	Preah Vihear	62 P (12F)
Prix	Sakream	Prasath Balangk	Kampong Thom	
Srae Veal				
Veal Chas				
Trapeang Pring				

Community Name	Commune	District	Province	Participants
Kbal Takong	Dang Kambet	Sandan		18 P (1F)
Kbal Ou Thnong				
Prey Labos Sros	Mean Rith			21 P (2F)
Prey Hong Chamtit				
Samaky Sangkrous Prey Chheu	Anlong Veng	Anlong Veng	Oddar Meanchey	14 P (3F)
Tonsoang	Siem Bouk	Siem Bouk	Stung Treng	35 P (10F)
Ou Long				
Siem Bouk				

Assisted resin tapping groups in conducting resin resource inventories

Resin tappers normally tapped resin trees outside the official CF and CPA areas because the government limited the size of the CV and CPA concessions. Owners of economic land concession (ELC) companies are cutting down tens of thousands of resin trees without any compensation paid to the villagers who have managed them for decades. This has led to a decrease in resin production and has seriously affected the sustainability of the resin business. To sustain the resin business, assistance to resin committees needs to be provided in resin tree inventory management through counting current resin trees, identification of potentially mature resin trees within respective CPA and CF areas, resin enterprise management strengthening, and strengthening of internal community management control.

Within this quarter, the team facilitated meetings with resin tappers, resin management committees and local authorities in all resin tapping communities in Preah Vihear, Stung Treng, Kampong Thom and Oddar Meanchey to discuss their resin tapping practices, assist in designing a resin tree inventory list of current resin trees being tapped, and begin identifying mature resin trees to be tapped in the future. The resin inventories are the key to sustaining the resin industry.

Each resin tapper has been using the resin inventory list designed during the meeting to count their current resin tapping trees and potentially mature resin trees to be tapped. When all the data is collected, the MSME team will organize a resin business forum and invite resin tappers from respective communities to present their data to resin collectors, traders and whole sellers/exporters.

Table 10. Participants in Community-Led Resin Inventory Preparation

Community Name	Commune	District	Province	Participants	
Samaky Sangkrous Prey Chheu	Anlong Veng	Anlong Veng	Oddar Meanchey	9 P	
Song Rokhakvon	Trapeang Tav and Samrorng	Anlong Veng and Samrorng		5 P	
Samaky	Trapeang Tav	Anlong Veng		22 P (2F)	
Thmor Da Teuk Khiev	Phaav	Trapeang Prasath		10 P	
Chi Oak	Romany	Rovieng	Preah Vihear	40 P (1F)	
Romchek					
Ou Pou					
Bangkeurn Phal	Romany	Rovieng	Preah Vihear	62 P (12F)	
Prix	Sacrum	Prasath Balangk			Kampong Thom
Srae Veal					
Veal Chas					
Trapeang Pring					
Kbal Takong	Dang Kambet	Sandan	Preah Vihear	18 P (1F)	
Kbal Ou Thnong					
Prey Labos Sros	Mean Rith			Sandan	Preah Vihear
Prey Hong Chamtit					
Tonsoang	Siem Bouk	Siem Bouk			
Ou Long					
Siem Bouk					

Activity 2. Strengthen market linkages between resin communities and traders, processors and exporters

Mapped out geographic-based resin value chain actors

To ensure long-lasting business relationships between resin tappers and traders in the entire resin value chain, mapping of resin value chain actors will play a critical role.

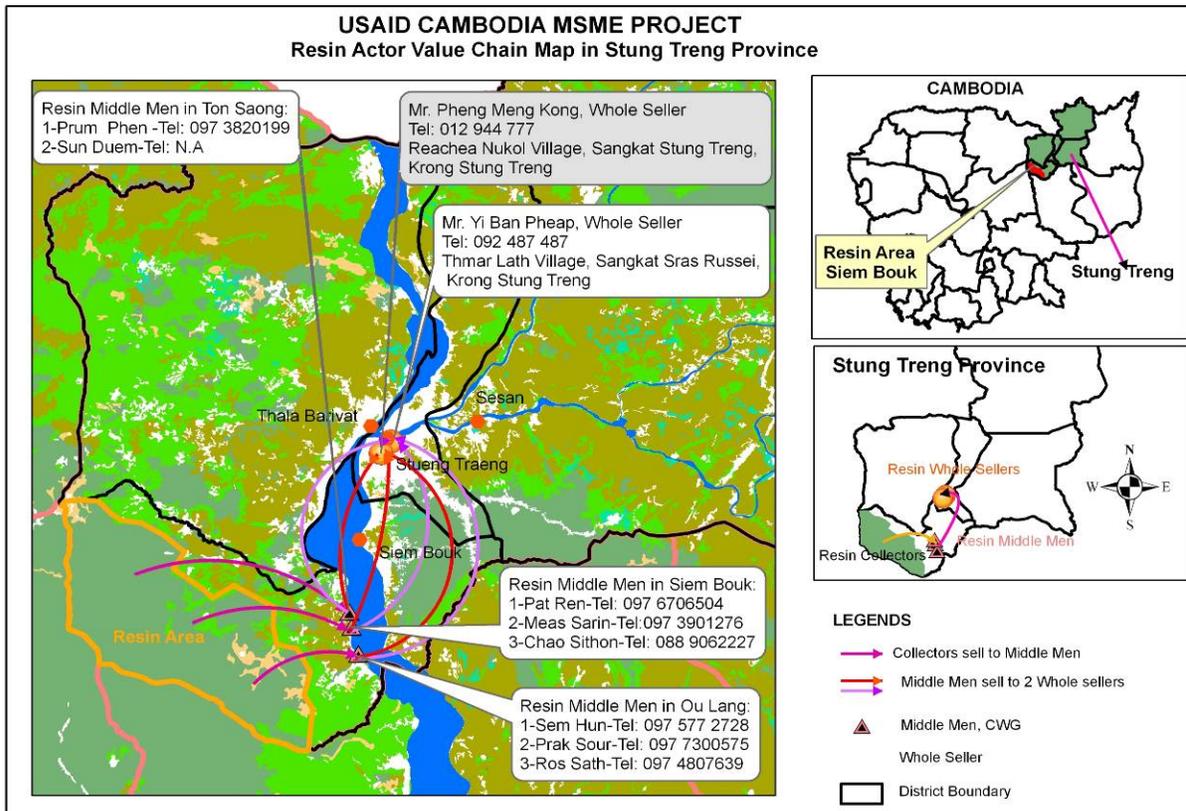
Within this quarter, the biodiversity conservation team conducted meetings with various resin traders ranging from village collectors, district traders, provincial traders, processors, wholesalers and exporters to discuss efforts to create market linkages.

The value chain actors were happy with this initiative and provided their contact address including location, contact sales person, and phone numbers. The traders suggested that community resin tappers contact them first to check prices and to inform the traders on the resin volume for sale so that they can be prepared.

The MSME GIS specialist will use the traders’ information to create a digital geographic-based map of value chain actors. These maps will be delivered to resin-tapping communities for use in future resin sales.

Below is the sample of resin value chain actor mapping:

Map 1. Resin Value Chain Actor Mapping in Stung Treng



Constraints Encountered and Unresolved Issues

- The main constraints of the resin value chain are the decreasing quantities of resin production threatened by illegal logging and forest clearance and economic land concession (ELC). In most cases, the community resin tappers reported that most of the resin trees in many CF and CPA communities in Prey Lang, Boeung Pe Wildlife Sanctuary and Oddar Meanchey province have been totally eliminated.
- Resin market linkages are limited due to difficulties in transporting resin from the community forest to district towns or provincial towns and price fluctuations. It is anticipated that the mapping of resin value chain actors will help address these challenges because the resin tappers could contact traders first to discuss price and volume of sale before transporting their resin to the market.

Main Events Planned for Next Quarter

- Facilitate resin business forum in Boeung Pe, Prey Long and Oddar Meanchey.
- Digitize geographic-based map of resin value chain actors.
- Facilitate site-specific business linkages with specific traders.
- Facilitate trainings on sustainable tapping practices to resin tapping groups.
- Train community on data collection of community-led resin resource inventories.

Natural Resource Management Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated cross-provincial trip on biodiversity conservation.
- Coordinated with FA and local authorities to strengthen CF management in Sandan, Prey Long.
- Coordinated with MoE’s Boeung Per officials on CPA management strengthening.
- Coordinated completion of CF Video Documentary Film in Prey Long.
- Facilitated flooding video documentary film bidding proposal assessment.
- Coordinated with Equal Access’s Radio program to promote biodiversity awareness.
- Participated in forest governance training course in Bogor, Indonesia.
- Participated in MoE project launch in Boeung Per Wildlife Sanctuary.

Activity 1. Improve sustainable natural resources management and cooperation among relevant stakeholders in four targeted landscapes.

Facilitated cross-provincial trip on biodiversity conservation

Within this quarter, the MSME biodiversity team facilitated 2 cross-provincial trips for 18 (5 women) CF Management Committees, local authorities from the Samaky CF from Oddar Meanchey to visit Tbeng Lech CF and from Bosh Veng CF from Kampong Thom to visit Sang Rokhakvon CF in Oddar Meanchey province.

The biodiversity conservation comparative trip provided great opportunities for the CF committees to learn about forest management and protection practices, benefit-sharing from NTFP collection, and conflict resolution. As a result of these facilitated exposure missions to Siem Reap and Oddar Meanchey provinces, the committee has improved community management capacity and set up regular meetings and regular turns for forest protection (patrolling) in each village. In addition to these, there was strengthened community solidarity among the management committees and strengthened relationships between CF management committees, CF members and local authorities along with increased regular communication. There has also been improved cooperation with authorities in these areas.

Table 11. Participants in Biodiversity Conservation Comparative Trip

Community Name	Commune	District	Province	CF committees
Samaky CF	Trapeang Tav	Anlong Veng	Oddar Meanchey	8 P (4F)
Bosh Veng CF	Salavisay	Prasath Balangk	Kampong Thom	10 P (1F)

Coordinate with FA and Authorities to strengthen CF Management in Sandan Prey Long

The biodiversity team coordinated meetings with the FA Triage and Dang Kambet commune in Sandan district Kampong Thom to discuss CF management and protection, illegal logging and forest clearance for farming in Kbal Ou Takong CF and Kbal Ou Thnong CF. As a result of the discussion, the FA and Commune council began working with CF management committees and members to collect information about illegal activities and established measures to stop these activities. In addition, the FA, commune chief and CF management committees are planning to facilitate community-level dialogue to improve natural resource management in these CF areas.

Coordinate with MoE’s Boeung Per Officials on CPA Management Strengthening

The biodiversity team cooperated with Boeung Per rangers in Preah Vihear province to facilitate a meeting with Charpoy Rong Rong CPA management committees, CPA members, 1 MoE representative, and 3 Commune Council representatives in Rovieng district, Preah Vihear province with total of 69 (25 women) participants. The meeting led by the MoE (Boeung per ranger) focused on strengthening CPA management capacity by disseminating CPA by-laws to CPA committees and members.

The dissemination of this information and ensuing discussions encouraged community members to agree as a team to reinforce patrolling to stop destructive illegal logging activities and deforestation in their community protected areas and follow the rule and regulations of Community Protected Areas. Regular meetings have been instituted to share information so that timely monitoring can take place to discourage people from encroaching into the CPA communities.

Table 12. Participants of CPA communities

CPA Name	Commune	District	Province	Community Members	Disseminated by-law
Croupy Rong Rong CPA	Rong Rong	Rovieng	Preah Vihear	69 P (25F)	Roles, Responsibilities and CPA law

Activity 2. Promote awareness of and support for stronger natural resource management and conservation in four landscape zones.

Coordinated completion of CF Video Documentary Film in Prey Long

Coordinated field interviews with Equal Access firm and relevant players in the field, including FA officials, provincial officers and community members for the forestry documentary film. The team also visited Prey Long to interview villagers and to field CF and CPA areas. The film aims at promoting the importance of CF and CPA and the consecration of biodiversity and natural resources in Cambodia.

Flooding Video Documentary Film: Bidding Proposal Assessment

Biodiversity conservation is not just about maintaining the diversity of plant and animal species but also about conserving the habitats and ecosystems that harbor diverse flora and fauna. The loss of biodiversity has real economic impacts that are already being felt by Cambodians in the form of

diminishing water supplies and, for community forest families, non-timber forest products.

The MSME Project initiated work to develop and promote an awareness-raising campaign. The campaign is designed to improve outreach that builds commitment and support for biodiversity conservation by raising the profile of the importance of biodiversity and conservation.

Radio Program to promote awareness in natural resource management

The MSME biodiversity conservation team worked with Equal Access' radio program team to review and comment on radio storyboards on 'CF Agreement', 'Keep the Forest Litter Free', 'To Save the Forest' and 'Value of the Forest, Resin Quality Improvement'.

In addition to this, the MSME biodiversity team also arranged field interviews for Equal Access on resin tapping quality improvement with resin collectors in Preah Vihear, CPA members in Chambok, Kampong Speu and FA and CF committees in Sandan, Kampong Thom.

Development Partners Coordination Meetings

Participated in forest governance training course in Bogor, Indonesia

In this quarter, Mr. Chhem Leang Song, CBNRM specialist, attended a training course on 'Governance for Forests, Nature and People: Managing multi-stakeholder learning in sector programs and Policy Processes Governance' in Bogor, Indonesia provided by Wageningen UR Centre for Development Innovation from October 24 to November 04, 2011.

The training course covered right-based approach methodology and claiming rights, aspects of forest governance and stakeholder analysis, the Reduce Emission from Deforestation and Degradation (REDD+) project, forest governance and sustainable livelihood development.

Participated in MoE project launching in Boeung Per Wildlife Sanctuary

Within this quarter, the team participated in a project launch workshop on Capacity Strengthening for CPA Communities in Boeung Pe to Adapt to Climate Change Impact.

There were 52 participants from MoE, CPA reps, local authorities and local & international NGOs.

The project is being implemented by Ministry of Environment and funded by EU, UNDP, Danida and Sida. The workshop's objectives were to introduce the project to all relevant partners who have projects in Boeung Per as well as seek further cooperation and collaboration in project implementation.

During the workshop, the team shared MSME biodiversity conservation component activities, progress and challenges encountered over the last 3 years of implementation as well as suggested to meet together to share the MSME workplan. The MoE team, Recoftc and other stakeholders supported MSME team initiatives and agreed to meet and share the workplan to ensure smooth project implementation to assist communities.

Constraints Encountered and Unresolved Issues

- Illegal tree cutting in CF areas by outsiders and neighboring communities.
- Economic Land Concession has become the growing threats to the conservation of the resources.

Main Events Planned for Next Quarter

- Facilitate international trip on biodiversity conservation.
- Facilitate community meeting on reducing threats and improving management of resources in Prey Long, Boeung Per and Oddar Meanchey.
- Coordinate finalization of CF Documentary Film in Prey Long.
- Coordinate work with O Republicca on development of a video documentary on flooding.
- Assess proposals for the biodiversity awareness raising campaign.
- Coordinate work with MoE to strengthen CPA Management in Boeung Per Wildlife Sanctuary.

Eco-Tourism Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Mapped out ecotourism site-attraction.
- Worked with Tour Operators to facilitate awareness initiative for CBET fundamental implementation and management structure development.
- Facilitated Tatai Kroam's management capacity strengthening.
- Facilitated CBET market linkage with CATA and Non-CATA members.
- Facilitated completion of Tourism Sector Investment Profile.

Activity 1. Support the promotion of eco-tourism through private sector linkages.

Map and assess the market potential of eco-tourism sites in the four landscape zones.

CBET Site-Attraction Mapping Development

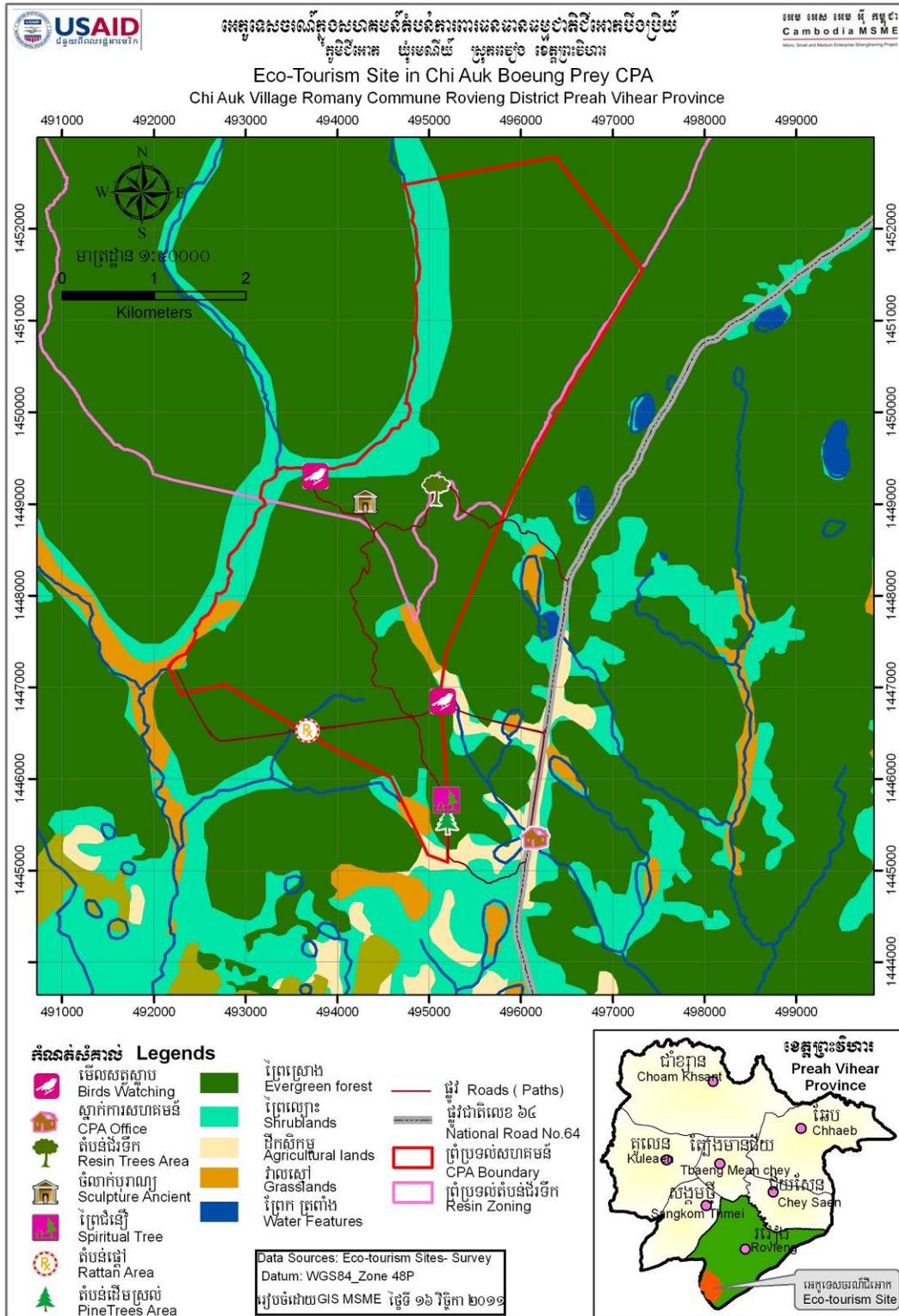
The biodiversity conservation's ecotourism team facilitated meetings with CF/CPA management committees, ecotourism committees, village and commune chief, and Boeung Pe rangers in 4 ecotourism sites including Toap Cheang CF in Koh Kong, Tbeng Lech FC Siem Reap, Thmorda Teuk Khiev CF in Oddar Meanchey and Chi Oak CPA in Preah Vihear to discuss potential tourism sites and attractions. The sketch maps of attraction points were drafted.

With the sketch maps in hand, the biodiversity conservation's ecotourism team together with community representatives, local authorities, and rangers conducted ground verifications and marked all of these attraction points by using a GPS tool. The GIS specialist used these data collected to digitize the specific site-attraction maps to provide to the community to use as a tool to promote their communities.

These site-attraction maps are very important in marketing and promoting each community-based ecotourism site to relevant key industry players including local and international tour operators, travel agents, hotels, etc.

Samples of CBET site-attraction mapping are shown as follows:

Map 2. Chi Auk Boeung Prey CBET Site-Attraction Mapping



CBET Site and Product Development

Awareness-Raising for CBET Fundamental Implementation and Management Structure

In order to help CBET sites improve the management of their ecotourism program, the conservation ecotourism team facilitated meetings for two tour operators, Eurasie Travel and Asia Explorer Travel, to raise awareness on fundamental eco-tourism and management structure development with 110 community members (20 women) from Torp Cheang CF in Koh Kong, Tbeng Lech CF in Siem Reap, Thmorda Teuk Khiev CF in Oddar Meanchey and Chi Oak CPA in Preah Vihear.

During the meeting, Eurasie Travel and Asia Explorer Travel staff gave a talk on ecotourism product creation to meet the needs of the tourists, the importance of tourist security, and management structure development with clear roles and responsibilities for each committee members.

With improved knowledge, community members demonstrated better understanding of their potential sites and significance of natural resources in contributing to eco-tourism development, basic understanding on how eco-tourism works, and the management structure of the communities. Clear ecotourism management committees and the management structures have now been formed in each CBET site.

Facilitated Tatai Kroam's Management Capacity Strengthening

In order to help Tatai Kroam CBET in Koh Kong better run their CBET sites and improve their service quality, the team met with Mr. Ly Sokhavan from the provincial department of tourism in Koh Kong to discuss how to improve the management of Tatai Kroam CBET sites as well as strengthen management capacity and community solidarity of the ecotourism committees in order to deliver better services.

Participants in the meeting agreed that there was a need to improve Tatai Kroam CBET management committees in managing and delivering services. Mr. Ly Sokhavan offered help in efforts lead and coordinate with Tatai Kroam CBET committees and members, and to include the commune council on Tatai Kroam CBET's management restructured committee. The MSME team assisted the community with the development of by-laws to prepare the community to register as a legally recognized entity at the provincial level.

Facilitate the Promotion of Eco-tourism Sites

Facilitate Market Linkages with CATA and Non-CATA Members

The biodiversity team met with Cambodia Association of Travel Agents (CATA) and Tour Operators (S.I. Travel, Premier Travel, Senses Journeys, Merry Travel, Kambuja Voyages, Asia Explorer Travel, Eurasie Travel and 5Oceans Travel) to facilitate private sector partnership approaches with community based ecotourism sites at Torp Cheang CF, Koh Kong, Tbeng Lech FC, Siem Reap, Thmorda Teuk Khiev CF, Oddar Meanchey and Chi Oak CPA, Preah Vihear.

Tour operators expressed a desire to partner with the communities to promote these destinations, however, these tour operators raised some concerns regarding community readiness namely in the low quality of tourism infrastructure and the limited understanding of ecotourism by the communities. The operators encouraged communities to improve local resources and knowledge in order to effectively serve eco-tourism operations and visitors.

Development Partners Coordination Meetings

Eco-tourism Sector Investment Profile

Tourism Sector Investment Profile is the key document designed to guide and promote the tourism sector investment and also promote sector business enabling environment.

The team completed editing the Khmer version of the Tourism Sector Investment Profile for publication and for dissemination to provincial governments as a tool to attract investors.

Case Study 4. Cambodia's Forest Communities are Promoting Eco-Tourism to Conserve the Remaining Forests

Cambodia's Forest Communities are Promoting Eco-Tourism to Conserve the Remaining Forests

The USAID Cambodia MSME Project assists forest communities to promote eco-tourism sites to tourists interested in visiting Cambodia's rich, but quickly disappearing, forest landscapes.



Koh Kong province's Peam Krasaop community forest leader, Mr. Senath, is pictured here with four Thai tour operators. Mr. Senath attended the two-day Eco-Tourism Familiarization Exposition held in Sihanoukville Town, which was organized to promote Cambodia's eco tourism sites to operators in Thailand.

Community-Based Eco-Tourism (CBET) in Cambodia has been developing very well for the past decade, thanks in large part to enlightened forest communities, responsible government officers at the Department of Forestry, rigorous efforts by international, regional and local conservation organizations, and through donor-funded initiatives such as the Cambodia MSME Project.

Recently, forest communities have come under increased pressure to not only improve conservation, but also demonstrate the economic value of the forest resources entrusted to them. Economic land concessions surrounding protected forest areas are threatening to eliminate many of Cambodia's remaining biodiversity areas as tens of thousands of hectares of rubber and cassava are planted in huge swaths of land that were formerly pristine and secondary forest.

Natural resource management expert, Ponreay Phoung, describes the situation well. "Developers who obtain the economic concessions use a method we refer to as 'clear cut and clean'. This method of land development completely destroys the forest's eco-systems, removes all wildlife, eliminates all resin trees, rattan, bamboo, honey bees and all other products by which forest communities depend to make a living", says Mr. Ponreay. "Cambodia's landscapes of biological significant are quickly being reduced to unsustainable islands of insignificant forest. It is important that we save these forests."

By promoting eco-tourism, forest community members can earn money while clearly demonstrating that Cambodian and international tourists highly-value Cambodia's rich biodiversity.

The MSME Project has identified 20 eco-tourism sites located in protected forests that offer unique and sometimes breathtaking pristine nature. Tourists can hike, watch birds, spot wildlife and observe honey and resin harvesting using centuries-old practices.

Peam Krasaop CBET, located in the mangrove forests of Koh Kong province, is one CBET the MSME Project is assisting by training members how to promote their site. Community members were recently able to test their new product and site promotion skills when they participated in the Eco-Tourism Familiarization Exposition in Sihanoukville Town, where 72 representatives of Thai tour agencies and 63 representatives of Cambodian tour agencies discussed the variety Cambodia's eco-tourism attractions.

"Participation at the Expo provided us with a valuable opportunity to promote our eco-tourism site, as well as to learn what tourists require in terms of customer service, lodging, hygiene, and food", said Mr. Senath, community leader the Peam Krasaop CBET site.

Constraints Encountered and Unresolved Issues

None

Main Events Planned for Next Quarter

- Facilitate CBET business forum to promote ecotourism market, disseminate site profiles and improve business linkages among key stakeholders in Phnom Penh and/or Siem Reap.
- Facilitate the development of a seasonal tourism calendar for each CBET site as a promotion and marketing tool.
- Develop a site-profile for each CBET site for promotion and marketing.
- Facilitate exchange of experiences through cross-provincial trips to upgrade service quality and products of each CBET site.
- Foster relationships between tour operators and CBETs to strengthen basic services that respond to tourist needs.
- Coordinate CBET groups to meet with Royal University of Phnom Penh and Norton University to present and promote tourism product sites and to participate in regular Friday gatherings organized by CATA in Phnom Penh.
- Assist community to disseminate site-attraction maps of their CBET sites to different interest groups.

Water Supply and Sanitation

Summary of Actions, Activities and Accomplishments This Quarter

- Conducted two forums on the formation of Water Service Provider business network on November 23, 2011 at Phnom Penh Hotel and on December 28, 2011 at Cambodiana Hotel, resulting in WSPs agreement to form a WSP association and in the election of seven WSPs to serve as board members.
- The quarter saw 1,500 people gain access to safe drinking water. To date, a total of 95,515 people have access to safe drinking water, which is 191.03 % of the target.

Activity 1. Improve water services operations and address industry regulatory issues through strengthened networking among WSPs and other water value chain actors.

The water team monitored and verified quality and quantity of water system expansions by WSPs. To date, 25 of 26 contracts have completed their expansions, in which 19,103 households or 95,515 people have received safe drinking water.

The team facilitated two forums on the formation of the Water Service Provider business network. The first forum was conducted on November 23, 2011 with 33 (5 women) WSP members at Phnom Penh Hotel. The WSPs raised the following issues and challenges encountered:

- ✓ Road construction damaged their pipes with no compensation provided.
- ✓ Lack of capital to increase investment.
- ✓ The license of water supply business is short and unattractive for investment.
- ✓ Water consumers don't like the smell of chlorine.
- ✓ Water source contain very high harness.
- ✓ Lack of water sources.

WSPs agreed to work as a group to tackle the above challenges. Next step will be to form an association and register it.

The second forum was conducted on December 28, 2011 with 34 (5 women) WSP members at Cambodiana Hotel in Phnom Penh on the formation of a WSP Group. The majority, 32 out of 34, of the water service providers favor the formation of the group as an association to be registered at the Ministry of Interior. As result, 7 people were elected to represent water service providers and become the members of the Board of Directors. As a next step, the MSME legal team will work with the board members to help draft and finalize the statute of the Association.

Activity 2. Build on MSME supported water system investments to increase awareness of the importance of safe water and adoption of good hygiene practices.

The water team worked with RHAC, RACHA, MRD, and MIME to discuss educational materials on water and hygiene. The team also worked with the media coordinator to draft promotional posters on piped water, hand washing, and hygiene. The promotional posters aim to raise awareness among rural households on the importance of hygiene and hand washing.

Constraints Encountered and Unresolved Issues

- WSP association has only recently been formed and will require intensive work to make it functional and effective.

Main Events Planned for Next Quarter

- Plan a cross provincial trip to bring WSPs from Takeo and Kampong Speu to visit Kampong Cham and Kandal.
- Organize a PPD between MIME and WSPs.
- Meet with WSP board members to discuss WSP association regulations.

Garment Industry Productivity Centre (GIPC) – Completed in FY 2011.

Component 2 – Strengthening Private Sector Voice

Summary of Actions, Activities and Accomplishments this Quarter

- Strategic communication training to Public and Private Clients in collaboration with Equal Access.
- Facilitated follow up training on record bookkeeping for 8 Swine CWGs/Cooperatives and 1 Aquaculture CWG in collaboration with BD Link Consulting Firm.
- Facilitated a meeting with Amatak Agriculture Cooperative on activity plan and revised committee member structure.
- Conducted cross Provincial Exposure Visit for Dambe Meanchey Agriculture Cooperative to visit Svay Rieng Swine Cooperative.
- Facilitated transition of Prey Veng Krong CWG to Prey Veng Krong Agriculture Cooperative.
- Facilitated embedded technical training on chicken raising to Chhouk Aquaculture CWG members in collaboration with KIP in Kampot.
- Held a workshop on sow management for Swine Producers in collaboration with Hok Hieng Input supplier at the Himawari Hotel in Phnom Penh.
- Assisted in the Annual General Assembly Meeting for Steung Trang Senchey Agriculture Cooperative in Steung Trang District, Kampong Cham Province.
- Facilitated formation of Safe Water User Groups.
- Facilitated Public Private Dialogue on Svay Rieng Swine Business Industry Opportunity.
- Facilitated Public Private Dialogue on sub-decree 66 dated 1988 on Fisheries/Aquaculture Product Transportation.
- Facilitated Business Forum on WSP business and initiated idea of a WSP group/association.

Activity 1. Create and strengthen local business organizations (cooperatives, water user groups, CWGs) as vehicles of industry strengthening.

Facilitated strategic communications training to Public and Private Clients in collaboration with Equal Access, Cambodiana Hotel, Phnom Penh

The USAID Cambodia MSME Project coordinated with Equal Access to design and deliver two trainings courses on “Strategic Communication Training” for government officials and private sector from Aquaculture and Swine value chains. The two trainings for the private and public sector were conducted separately. There were 25 participants (3 women) from private sector from 7 cooperatives in 7 provinces in the two-day training. Additionally, 25 government officials (6 women) from 10 provinces, representing the Provincial Department of Agriculture, Fisheries Administration,

Department of Animal Health and Production, and Fisheries Administration Cantonment attended the one day training.

The training focused on building confidence of private and public sectors clients to improve relationships between private sector firms and between firms and government officers. The training for the private sector was opened by Ms. Angela Hogg, Private Enterprise Officer from USAID/Cambodia, and Ms. Janet Lawson presided over the training for the public sector.

As a result of the training, the private and public sector were better able to strengthen communication skills with business partners and develop key messages to lobby for their businesses and to dialogue with the public sector. The participants could also share experience from their respective provinces, especially with public sector, to improve communication to resolve technical and business issues.

Facilitated follow up training on record bookkeeping to 8 Swine CWGs/Cooperatives and 1 Aquaculture CWGs in collaboration with BD Link Consulting Firm

The USAID Cambodia MSME Project contracted BD Link, a Cambodian business consulting firm, to strengthen existing cooperatives and CWGs on savings and credit management capacity. After conducting a preliminary assessment, BD Link provided a training workshop on business management plans, savings and credit risk management as they had done in the previous quarterly report. Additionally, they conducted a follow up training for cooperative and CWG committees involved in bookkeeping and management.

USAID Cambodia MSME team coordinated with BD Link to conduct a follow up training to strengthen community saving-bookkeeping capacity for 8 Agriculture Cooperatives. The cooperatives included Chhouk Chey Thmey, Dambe Mean Chey, and Kasikor Kasikam Mean Chey Prey Chhor in Svay Rieng, Ponleu Kaksekor, Sonitrkum Agricultures in Kratie, Kampong Cham, Svay Rieng, Siem Reap and Kampot provinces and 1 Aquaculture Working Group in Kampot Province. There were 77 clients (13women) that took part in the training.

Facilitated meeting with Amatak Agriculture Cooperative on activity plan and revised committee member structure

For improving management structure and develop business plan activities, USAID Cambodia MSME Project facilitated meeting with Amatak Agriculture Cooperative in Kampong Speu on activity plan and revised committee member structure with 10 clients (7 committee members, one Extension Department of Agriculture in Kampong Speu and one Chief of Chbamorn District Agriculture in Kampong Speu Town, Kampong Speu Province). For improving management structure, Amatak Agriculture Cooperative committees decided to select Mr. Gneb Neoun for replacing Ms. Chik Chanra as she is inactive but she is still Amatak Agriculture Cooperative member.

Cross Provincial Exposure Visit for Dambe Meanchey Agriculture Cooperative to visit Svay Rieng Swine Cooperative

USAID Cambodia MSME Project partnered with the Provincial Department of Agriculture to form business clients into cooperatives in order to support their members and form communication links across actors in an effort to create an atmosphere where businesses can address and solve issues. Some cooperatives have become strong in setting up business activities to support their members while others are still learning from successful cooperatives.

To learn from more experienced and successful cooperatives, the MSME Project conducted cross provincial exposure visits for 13 Dambe Meanchey Agriculture Cooperative committees comprising of 2 commune council representatives, 1 District Agriculture Department representative and 10 cooperative members to visit Svay Rieng Swine Cooperative to learn about cooperative management and functions, to exchange experiences of saving schemes, and to learn the process of applying for transport licenses for cooperatives.

A meeting was also held with Mr. Sok Sotheavuth, Chief of Animal Health and Production with the Svay Rieng Provincial Department of Agriculture, to discuss how public sector services could support the private sector. He stated that his department could help provide training services, but the cooperatives need to take the lead and ask for this support.

Preparation on transition from Prey Veng Krong CWG to Prey Veng Krong Agriculture Cooperative

In order to transition from a Prey Veng Krong Community Working Group to a Cooperative for Prey Veng swine value chain clients, the USAID Cambodia MSME Project collaborated with the Prey Veng Provincial Department of Agriculture (PDA), especially the Prey Veng Extension Office, to prepare statutes, regulations and membership fees for registration to become a cooperative. The meeting was chaired by Mr. Som Sarun, Deputy Director PDA, with 27 participants (15 women) present - 24 CWG committee members from Prey Veng Krong Swine CWG and 3 officers from Prey Veng Department of Agriculture.

The MSME team, in collaboration with the PDA, facilitated a one day meeting for Prey Veng Krong CWG committee members to discuss the cooperative by-laws. From this meeting, a final draft of the cooperative by-laws was completed and the cooperative is anticipated to be formally registered in January 2012. The first General Assembly meeting on the transformation from Prey Veng Krong CWG to Prey Veng Krong Agriculture Cooperative will be held in mid-January 2012.

Embedded Technical Training on chicken raising to Chhouk Aquaculture CWG members in collaboration with KIP, Kampot

Chhouk Community Working Group focuses mainly on Aquaculture business. Prior to working with the MSME project, they cultured fish for daily consumption. After receiving assistance from the MSME Project, they have increased fish production and have managed to produce excess for market. They have changed technology and management practices and improved their business networks.

The CWG committees also partook in chicken raising but it was not profitable. The USAID Cambodia MSME Project facilitated meetings between the CWG leader and KIP Officer. The KIP officer agreed to provide technical assistance on chicken raising. The KIP team designed and delivered technical training for 25 fish clients (8 women) in Chhouk district, Kampot province. The training focused on chicken raising techniques. The trainings led to increased productivity and even excess production for market, transforming chicken raising into a viable business.

Training on Sow management to Swine Producers through collaboration with Hok Hieng Input supplier at Himawari Hotel, Phnom Penh

To build confidence and improve service support to the clients, many swine input supplier firms used different ways to attract to their clients. They provide technical training, business advice, and promotional materials to cooperative members. Hok Hieng Input Supplier conducted a workshop on sow management at Himawari hotel, Phnom Penh for 9 cooperative leaders from Kampot, Kampong Cham, Kratie, Kampong Speu, Takeo, Battambang and Kampong Thom provinces. The workshop provided a chance for cooperative leaders to link with this firm for technical support and will foster business relationships among cooperative leaders. It is observed that cooperative leaders also began tapping into technical support for various products provided by Hok Hieng firm to improve their businesses.

Facilitated Annual General Assembly Meeting for Steung Trang Senchey Agriculture Cooperative, Steung Trang District, Kampong Cham Province

The Steung Trang Senchey Agriculture Cooperative has been officially recognized since December 2010. In one year, the Cooperative, in an effort to support members, established a feed making business to reduce production costs.

At the end of December 2011, in compliance with the by-laws, the project team helped facilitate the first Annual General Assembly meeting of the Steung Trang Senchey Agricultural Cooperative at Steung Trang District, Kampong Cham province where the cooperative committee members presented the first year results to 160 cooperative members (41 women). The Annual Assembly was also used to develop the cooperative strategic plan for year 2012.

The Annual Assembly was chaired by Mr. Chheang Sareth, Deputy Director of Kampong Cham Provincial Department of Agriculture and the Cooperative Leader. Participants included swine producers, traders, input suppliers, the Chief of Kampong Cham Extension Office, Deputy District Governor of Steung Trang, and Commune Chief of Sophea. To date the community has invested more than \$2,700 in cooperative businesses. All members noted the success of the cooperative and pledged their continued support to the cooperative. The cooperative committee and their members have developed a strategic plan for year 2012 with a strong focus on the following:

- a) Strengthen existing businesses and set up new businesses on buying agriculture products (rice, corn and soybean etc.) and animal medicine.
- b) Restructure share prices from \$12.50 per share to \$16.50 per share, totaling 247 shares for year 2012 (It has 217 shares for year 2011).
- c) Improve communication linkage with input suppliers to build capacity of cooperative members through technical training and business-to-business linkages.
- d) Build links with government officers to encourage increased government participation in resolving key challenges faced by businesses and provide business support to cooperative members.
- e) Build links with local and international NGOs.

Mr. Chheang Nareth, Deputy Director of Kampong Cham PDA noted that for the success of cooperative management, leaders and committee members need to be strong and build trust through demonstrating transparency between cooperative committee members and cooperative members.

Forming Safe Water User Group

The USAID Cambodia MSME Project has facilitated the formation of 4 Safe Water User Groups: 1 in Banteay district in Kampong Cham province, 1 in Kong Pisey district in Kampong Speu province, 1 in Kiry Vong district in Takeo, and 1 in Angkor Chey district in Kampot province. Each group is composed of 7 to 8 members representing water consumers, commune council members and health centre staff.

The safe water user group in Kong Pisey district, Kampong Speu province received training on how to use test kits and provide feedback to the Water Service Providers (WSPs), water consumers and villagers. This training was provided by a WSP with facilitation support from the USAID Cambodia MSME team. The group will work with the WSPs to monitor water quality. The group, led by the commune chief and health centre staff, has set up regular meetings among their team and are providing feedback and recommendations to WSPs every 6 weeks.

Activity 2. Facilitate strengthened capacity of local business organizations (CWGs, Cooperatives, etc.) to address regulatory issues at the local and provincial level.

Public Private Dialogue on Svay Rieng Swine Business Industry Opportunity

The USAID Cambodia MSME Project facilitated a meeting with the chief and committee members of the Svay Rieng Swine Cooperative and the director of the Svay Rieng PDA to discuss Svay Rieng swine business issues through identifying key challenges in doing business and finding solutions to improve the swine business as a whole. In the discussion, Mr. Neang Chantha, Chief of Svay Rieng Swine Cooperative, pointed out that products from his community are difficult to transport to Phnom Penh and Kandal markets because Kandal and Phnom Penh Animal Health Officers did not acknowledge the pigs as being locally produced, rather they believed that “these are live pig from Vietnam”. He now sells his pigs to Vietnamese markets.

To improve and strengthen the Svay Rieng swine business, Mr. Neang Chantha, and his committee members conducted a PPD on Svay Rieng Swine Business Industry Opportunities. Participants included provincial authorities, NGOs, banks/MFIs, swine value chain actors (swine producers, farm owners, traders and input suppliers from Phnom Penh) and 9 swine cooperative leaders from Kampong Cham, Kampot, Kampong Thom and Kandal Provinces. Mr. Thach Ratana, Director of the Svay Rieng PDA, and Mr. Neang Chantha co-chaired the PPD. Comments were presented by Mr. Thach Ratana, director of the Svay Rieng PDA, Mr. Ly Lavelle, General Manager of Mong Riththy Group Swine Enterprise, and Mr. Curtis Hundley, Chief of Party of the USAID/MSME project.

The Svay Rieng Swine Cooperative will join in a business partnership with M’s Pig, Mong Riththy Group, on sow investment and technical raising. Mr. Thach Ratana pronounced his support of the Svay Rieng Cooperative to support local swine businesses and he is also very happy to see that the Svay Rieng Swine Cooperative is progressing and expanding in membership day by day.

Public Private Dialogue on sub-decree 66 on Fisheries/Aquaculture Product Transportation

The USAID Cambodia MSME team in collaboration with Mr. Sam Satya, Deputy Director of the Department of Administration and Legislation, Fisheries Administration facilitated a Public Private Dialogue (PPD) on the translation of sub-decree 66 OR NOR KRO dated November 1988 and signed by HE Chea Soth, Deputy Director of the Council of Ministers, as this sub-decree is still effective

even though a new fisheries law has been approved. Fisheries Administration Cantonment Officers were not clear on some regulations contained under Sub-Decree 66. For example, it was unclear who from the Fisheries Administration needed to provide approval for the transportation of fisheries products from province to province. The forum provided opportunities for aquaculture clients to ask questions and to seek clarifications. This forum also provided an opportunity for clients to foster relationships with the public sector to resolve future issues.

Business Forum on WSPs business and formation of WSP groups/associations

The USAID Cambodia MSME Project facilitated a WSP business forum on 23 November 2011 with 39 WSPs in attendance. Many issues were raised at the forum. The main issue raised was the impact of damages caused by road construction without compensation. The WSPs suggested forming a WSP association to improve their voice and strengthen their position to engage with government officials.

The WSPs also collected names of those who were interested in joining the association.

On 28 December 2011, the USAID Cambodia MSME facilitated a follow up forum with 40 WSP businesses in attendance. The objective was to formalize the formation of the WSP association, structure the association and elect Board members. The meeting resulted in the election of 2 WSPs as leaders and 5 potential members to serve on a committee. Oknha On Yuthy was chosen to be Chairman of the Board and Mr. Yong Phary was selected as vice chief. This committee will work closely with the MSME project team to draft a statute and member application form for their association and then finalize with all members before registering with Ministry of Interior (MoI).

Activity 3. Support VC actors in building national level representation to address business and BEE issues

Kandal Swine Interest Group (IG) was formed in 2009 and registered as a Swine Community Working Group (CWG) in 2010. They elected 2 members to act as leader and vice leader in order to upgrade to the Kandal Swine Cooperative.

Currently the team has been assisting the working group to draft by-laws and all documents needed to register as a cooperative. It is anticipated that this working group will soon be able to submit an application to formally register as a cooperative.

Case Study 5. Facilitating Saving Schemes to Improve the Performance of Rural Businesses

Saving Scheme Improves Access to Finance

The USAID Cambodia MSME Project introduced community saving schemes in rural business cooperatives to strengthen their communities and address financial needs.



Since Ms. Pat Sopheap joined the local swine cooperative and savings group, she increased her production from one sow in previous years to four sows and several fattening pigs now.



Posing proudly are four swine cooperative leaders and members in Kampong Cham during a ceremony to receive certificates of official Cooperative Recognition by the Extension Office of Provincial Department of Agriculture. Through MSME Project assistance, more than 20 working groups, cooperatives, and associations have formed, and 13 have started savings groups for their members.

Ms. Pat Sopheap is a 40-year old widow who is raising one daughter in Mean commune, Kampong Cham province. She earns some of her income by operating a small grocery store in front of her house. Prior to joining the local swine cooperative Ms. Sopheap raised one sow and sold the piglets every four months to earn about \$600 per year.

Last year, as result of her ability to borrow small amounts of money to invest in her swine raising business through the local Saving Group, which is a service supported by the Mean Commune Swine Raiser Association, she now raises four sows and several fattening pigs that earn her about \$4,000 per year.

Mean Commune Swine Raiser Association began a group saving scheme in 2009 as a way to reduce finance burdens and provide a service to the association's members. The group has 47 members and capital in their Savings Group of nearly \$8,000. These funds are lent to members at a reasonable interest rate and with repayment terms that mirror production cycles. Repayment rates are nearly 100%.

"I have borrowed \$250 three times now from the savings group. I used this credit to buy animal feed and medicines for the sows and piglets", informed Mrs. Pat Sopheap. *"The money is very helpful and there is a good feeling belonging to my local cooperative. Through this cooperative, besides being able to borrow money, I am also able to obtain better technical support from the other members."*

"We provide credit to members based on our mutual benefit and trust," said Mr. Nam Thearith, leader of Mean Saving Group, Mean Commune Swine Raiser Association. *"We operate our Savings Group using strict procedures and policies thanks to the skills we learned with the assistance of the USAID MSME Project."*

"The savings scheme has helped us grow our family businesses by reducing the financial and collateral burdens incurred when borrowing money from MFIs and banks. We are able to pool our savings to earn higher interest on our funds while providing loans to our members with better terms and more in-line with their production cycles," said Mr. Nam Thearith. *"After working with the MSME Project, the members of our cooperative now have the skills to operate and sustain their businesses, so the risk of default is greatly reduced,"* he added.

The MSME Project, in cooperation with the International Labor Organization, local consulting firm, BDLINK, and several government departments have provided training and other assistance to facilitate the development of community-based organizations, such as cooperatives and associations. Thirteen of these organizations have started their own savings groups that have proven highly beneficial to local business growth, rural economic development, and Cambodia's food security.

Constraints Encountered and Unresolved Issues

- N/A.

Main Events Planned for Next Quarter

- Facilitate first general assembly meeting for the Sneung Meanchey Agriculture Cooperative and Prey Veng Krong Agriculture Cooperative.
- Facilitate annual general assembly meeting for Kampong Trach Agriculture Cooperative.
- Cross Provincial Exposure Visit for Svay Rieng Swine Cooperative to Palin to find business partners to supply raw materials to the cooperative.
- Public Private Dialogue on translation of sub-decree 66 on fisheries/aquaculture transportation in Kampong Thom, Kampong Cham and Takeo Provinces.

Component 3 - Public Sector Strengthening to Improve the Business Environment

Summary of Actions, Activities and Accomplishments this Quarter

- Assisted swine CWGs in Prey Veng and Battambang to develop their statutes and internal rules to register as cooperatives with the Extension Office of Provincial Department of Agriculture.
- Submitted to the Department of Animal Health and Production the revised draft Prakas on Animal Farm Management with substantial changes and addition to the parts on procedural process to get license, redress measure and transitional period.
- Continued to work intensively with Department of Potable Water Supply, MIME to draft a simple, clear set of subordinate legal acts to help guide investment in private potable water sector and to provide practical tools to help MIME regulate water service providers.
- Facilitated a one-day consultative workshop on Aquaculture Draft Law in Phnom Penh for aquaculture clients in Kandal and Phnom Penh. There were 25 aquaculture clients that participated and 7 high ranking officers from FiA chaired and presented at the workshop.
- Facilitated a half-day workshop in Kampong Cham to discuss the procedure to apply for permit to transport fish and fishery product within province, across province and from province to Phnom Penh. There were 11 aquaculture clients and 5 officials from FiA's legal department and Kampong Cham and Prey Veng Cantonment.
- Conducted survey on legal compliance of slaughterhouse owners and to recruit slaughterhouse owners to join exposure trip to Vietnam.
- With MoC and WTO secretariat, co-organized a three-day sub-regional workshop on Trade Remedies Law. There were about 30 participants coming from Vietnam, Laos and Cambodia.
- Facilitated a half-day meeting of the drafting team of trade remedies law with Mr. Muslum Yilmaz, Counselor of WTO rules division and Mr. Andrew Stephens, senior trade advisor of USAID STAR Plus project.
- With MIME, co-organized in Phnom Penh the Business Forum on the dissemination of factory and handicraft regulations and discussion on forming SME associations in the province. There were 120 SMEs from different provinces and Phnom Penh and 70 government officials from relevant institutions joined the Forum.

Activity 1. Address and solve value chain driven policy and regulatory constraints.

Sub-activity 1.1: Strengthen legal structure and negotiation capacity of MSME supported cooperatives

Over the last quarters, Component 3 team has worked closely with the Component 2 team to facilitate the creation and registration of swine cooperatives with the Ministry of Agriculture, Forestry and Fisheries (MAFF) by helping in the drafting process of the cooperatives' statute and related documents for registration.

For Year 4, the team plans to facilitate establishing Community Working Groups (CWG) in Kampot, Prey Veng, and Battambang. The establishment and registration process of CWGs in Kampot as an agricultural cooperative was completed in October 2011. During this quarter, the Component 2 and Component 3 team worked closely to assist CWGs in Prey Veng City (Prey Veng) and in Snoeng (Battambang) to draft their statute and internal rules. The CWG in Prey Veng currently has 60 members and the CWG in Snoeng has 34 members. These two CWGs will hold their General Assembly meeting in early January to elect the members of the Board of Directors and members of the monitoring committee and to approve the statute for registering as a cooperative. As a next step, the team will help these two groups to prepare required documents to register as agriculture cooperatives with the Extension Office of the Province Department of Agriculture.

Sub-activity 1.2: Provide support in drafting regulation on community based eco-tourism legal structure and in the regulations to create a Tourism Marketing and Promotion Board

The legal status of some of the community based eco-tourism (CBET) sites has been unclear as there are different authorities staking claim of their jurisdictional power on this group. The Forestry Administration protested the creation of such communities under the umbrella of the Ministry of Tourism (MoT) in areas considered as protected areas, for instance, the CBET in Tatai Krom. To address this problem, the Department of Planning of the MoT is in charge of working with Ministry of Agriculture of Forestry and Fisheries (MAFF) and Ministry of Environment (MoE) to draft a joint Prakas on Community Based Eco-Tourism. Our project was approached a long time ago by MoT to help comment on this joint Prakas. It seems that the three parties have not agreed on the complex issues of their authority division. In a meeting with Mr. Sok Sokun, the director of department of planning in November 2011, we were told that the department will contact us once the joint Prakas is finalized by the three ministries. We are not sure if MoT still needs our technical assistance or not; but we are ready to respond to their request.

Since 2010, the project submitted a draft sub-decree on the Establishment of MPB to MOT and met many times with the Director General of Tourism, H.E. Tith Chantha to finalize the draft. Despite strong support of the contents of our proposed draft sub-decree from Tith Chantha, there is little backing from him to pass this sub-decree. In addition, the idea of establishing a MPB was strongly opposed by Secretary of State of MoT, H.E. So Mara.

As mentioned in quarterly report No. 12, our team has been contacted by the representative of the private sector, Mr. Ho Vandy, to present to the private sector, i.e. MPB private working group, on our assistance to date to MoT for the development of the legal framework for the establishment of MPBs. This meeting with the private sector was supposed to be organized by the Cambodian Chamber of Commerce in November 2011. However, we so far have not heard any news about this meeting. We

only heard that this delay was caused by internal conflict within the CATA management team. Ho Vandy informed us the meeting may be possible sometime in the next quarter.

Sub-activity 1.3: Forge an authoritative solution at the national level to reduce barriers to cross provincial swine transport

As highlighted in our previous quarterly reports, the issues of cross provincial swine transportation was tremendously eased by an instruction letter issued in January 2011 by MAFF, according to which, there is no limitation on quota and restriction on provinces to buy pigs from. This instruction letter is however effective only for the year 2011. Therefore, MAFF needs to issue a new Prakas on animal transport to override the provisions in the existing Prakas on animal transportation, for example, Prakas No. 178 issued in 2010.

According to Mr. Sar Chetra, a deputy director of Department of Animal Health and Production (DAHP) of MAFF, a new draft Prakas on swine transportation has already been finalized by DAHP and submitted to MAFF. He said this draft Prakas more comprehensively regulates swine transportation compared to the previous Prakas. Nevertheless, we have not yet seen the draft Prakas nor has our offer to comment on this new draft Prakas been accepted. After MAFF issues this new Prakas on swine transportation, our team will disseminate this to swine traders as well as government officials in the provinces.

Sub-activity 1.4: Provide technical input and legal support in drafting of Prakas on animal farm management

In April, Mr. Sar Chetra, deputy director of DAHP provided Cambodia MSME's policy team a copy of draft Prakas on Animal Farm Management, requesting us to comment on this draft. In response to this request, we had several internal meetings with the swine team and Component II.

According to our preliminary analysis of the draft Prakas, we found that the Prakas is poorly drafted, imposing heavy licensing and compliance burdens on all commercial scale livestock farms. Our team has then advised DAHP to establish a registration system for all animal farms rather than requiring licenses for all farms in order to encourage investment in the livestock sector.

The team met about 4 times with Sar Chetra and his drafting team between April and October 2011 to discuss our comments on the draft and their approach in revising the draft Prakas. As a result, our counterpart has been very receptive to our comments and agreed with some of the following main ideas:

1. Permit automatic renewal of licenses to animal farms. In the original draft, the license term is five years and thus has to be renewed every five years. What we have succeeded to change is to have the license renew automatically as long as the farm owner complies with some requirements, including providing regular reports, complying with laws and regulations, and paying the license fees.
2. Include a clause on the redress measure before revoking licenses.
3. Include a clause on the transitional period.

In early December 2011, the team submitted a revised draft Prakas to the DAHP with substantial changes and additions to the part on procedures and duration to apply for licenses, renewal process of

the license, redress measure and transitional period. We also suggested simple and clearer language for some articles.

In addition to the MSME's comments on the legal part, we also helped DAHP develop the models for pig farms. The swine team was working on this and has submitted the models to DAHP in October 2011. The swine team has also received a request from Sar Chetra to develop the farm models of other kinds of animal farms.

Sub-activity 1.5: Support Potable Water and Sanitation Department within Ministry of Industry to improve legal framework concerning licensing and regulating water service providers

During this quarter, the Component 3 policy team continued to work intensively with the Department of Potable Water Supply (DPWS) at MIME to develop a simple, clear set of subordinate legal acts to help guide investment in the private potable water sector and to provide practical tools to help MIME better regulate water service providers (WSP's). During the last few weeks of the prior quarter, we conducted a literature review of policy work done globally in this sector, and did a detailed analysis of a number of water and electric service provider contracts which MIME provided to us.

Based on this review, internal discussions and numerous meetings with MIME counterparts, as well as with the private sector, we gradually developed and refined a set of draft normative legal documents for MIME's further consideration and use. These included multiple drafts of a Prakas for water service providers, a contract between MIME and WSP's, a formal contract between WSP's and customers, a concept note on tariffs and a draft tariff on Prakas. All drafts were translated into Khmer and discussed in frequent meetings with MIME counterparts, some line-by-line.

In preparing the formal customer contract, we reviewed five WSP standard formal agreements with their customers, and prepared a detailed analysis for MIME of the widely varying terms, which WSP's now require of their customers. This comparison revealed 33 clauses in the five contracts, demonstrating wide range of terms, including those covering permissible customer fees, charges, billing practices, and connection and disconnection procedures. We hope to work with MIME, the private sector and stakeholders to develop a balanced and useful template agreement.

The team also prepared an analysis for MIME, other relevant RGC agencies and development partners of a MOWRAM draft sub decree on licensing water resources, from the point of view of MIME and water service providers. This review included the Law on Water Resources Management, prior consultant reports, draft sub-decrees and other relevant documents.

The team coordinated work in water regulation with colleagues from the World Bank, ADB and AFD to ensure that our suggestions are in line with their approach and do not overlap with their efforts. A meeting was held to discuss ideas about regulatory change with eight private WSP's and World Bank representatives. The WSP's present served over 20,000 households. The WSP's expressed real interest in having longer term license agreements, and willingness to consider assuming investment and service obligations as part of their license terms. They all expressed grave concerns about the past and potential impact on their businesses of road building or the installation of other infrastructure, such as fiber optic cable. This was clearly a topic around which a core of shared interest can be further explored.

In the wrap up meeting with the General Director of Industry in late November, before Mr. Dodds' departure, he suggested that we might consider reworking our draft Prakas into a sub-decree. This would provide MIME with a much firmer jurisdictional basis for action, and could provide WSP's with a stronger framework for dealing with a number of cross-cutting issues, such as road construction or access to and use of water sources. We will work towards this on Mr. Dodds' return for his final few days of time on the MSME project in February, 2012.

The Component 3 team was greatly helped by the active participation of DAI's Managing Director for Energy and the Environment, Mr. Del McCluskey and the MSME water engineering team. They analyzed the proposed draft documents regulating the sector, and the policy team made many revisions to reflect their input. Mr. McCluskey brought his decades of experience in water projects in many developing countries to help us deal with complex matters, such as when non-performing WSP's should be terminated and how, how to get needed reports without over-burdening the WSP's, and how to structure tariff setting policy.

Sub-activity 1.6: Reduce negative impact of road construction on water delivery systems

The impact of road building or the installation of other infrastructure, such as fiber optic cable, is one of the greatest concerns faced by water service providers. The Department of Potable Water Supply (DPWS) is aware of the negative effects of road construction, however, it has yet to take any concrete measures to resolve or ease this problem.

During our meeting with Mr. Tan Sokchea, the director of DPWS, in early December 2011 we reported to him about the results of the meeting with the water service providers in late November, where they discussed their technical problems and business environment-related issues. One of the major business environment-related issues is the negative impact of road construction. In response, he stated he would prioritize "the development of technical standards to lay water pipes along roads and bridges" in his action plan for year 2012. He and his team will coordinate with relevant government institutions, including the Ministry of Public Works, on the development of this technical standard. The department will also coordinate with local authorities to address the road construction problem. We remain skeptical if the department is really committed to this task.

Sub-activity 1.7: Support dialogue and improvement of draft aquaculture law; support drafting of fish transportation Prakas and Prakas on rate of premium

The policy team of Component 3 received draft law on aquaculture in late 2010 from the Fishery Administration (FiA). FiA requested us to prepare a concept note on aquaculture law. We had prepared the concept note and submitted it to them in May 2011 in both Khmer and English language. The concept note focused on how to encourage investment while protecting the public health. The project has actually prepared a detailed analysis of the draft Law from a business perspective but did not submit this analysis to FiA. FiA believes that their draft law conforms to our concept note, but our opinion differs. FiA, instead of requesting us to comment on the draft law, requested us to help organize public consultations. In response, our team, in coordination with the Aquaculture Value Chain team, organized three one-day consultative workshops with the private sector: in Kampong Thom for clients in Kampong Thom and Siem Reap in July 2011, in Kampong Cham for clients in Kampong Cham and Prey Veng in September 2011 and in Phnom Penh for our clients in Kandal and Phnom Penh in December 2011. In each workshop, there was between 5 to 7 high ranking officers from FiA that led the workshop. There were a lot of questions and comments from the private sector

during the three workshops and FiA promised that they will consider those comments and inputs from the private sector by revising the draft law accordingly. The private sector was happy with the opportunity to voice their concerns regarding the draft. FiA representatives were normally defensive with the draft law, but they also noticed loopholes and problems with the current draft. Our team will wait and see if the FiA drafting team will make any changes to the draft law in accordance with the inputs from the private sectors that attended the three workshops.

In late August 2011, our team received two draft Prakas prepared by the Department of Administration and Finance (DAF) of FiA since 2010. The two draft Prakas are Prakas on Fish transportation and joint Prakas on rate of premium. The department has requested us to comment on the two drafts. The joint draft Prakas on rate of premium requires aquaculture transporters to pay a new premium fee which was not required before. This is a new challenge for aquaculture businesses. Government should encourage farmers to increase aquaculture productions, not create additional burdens for them. We have expressed our concerns to the department on the increased burden to the private sector that will be caused by the levy of a premium fee for the aquaculture sector.

After reviewing the draft Prakas on transportation, we found that its content is very similar to that of the Sub-decree on fish transportation issued in 1988. It was then decided not to prepare detailed comments on it. Instead, we opted to focus on the basic principle that the FiA needs to regulate aquaculture differently from wild caught fish. The entire Fisheries Law and the regulations under it are designed to protect wild caught fish by limiting catch. When rules designed to limit catch are applied to farmed fish exactly as they are to wild fish, as they are here, this creates a fundamentally hostile business environment. Until the basic flaw in this approach is seen and appreciated by the FiA, the FiA will continue to prepare drafts like the one we reviewed, and will continue to resist alternate suggestions. Instead of taking the time, yet again, to make detailed comments on the draft, we prepared some basic principles for how the FiA could rethink its approach to encourage investment in a responsible, sustainable aquaculture sector. Our team discussed this with the relevant officials at FiA, who had never considered regulating aquaculture differently from wild caught fish. After the discussion, they said they will consider revising the Prakas to separately regulate the transportation procedures and requirements for wild caught fish and farmed fish. But they can do this only after June 2012. For this reason and that the fact that the current practice of fish transportation is ambiguous and different from one province to another, our team suggested to wait for the issuance of Prakas on fish transportation. FiA should clearly explain the legal requirements to fish traders and local officials at provincial levels who have authority to issue transport permit. As a result, FiA officials from the legal department agreed to explain the application and issuing procedures of transport permits to traders and provincial cantonment officials in four workshops from late December 2011 to February 2012. The four workshops will be conducted in Kampong Thom for traders and officials from Kampong Thom and Siem Reap; in Kampong Cham for those from Prey Veng and Kampong Cham; in Kandal for those from Kandal and in Takeo for those from Kampot, Takeo and Kampong Speu. After these workshops, we will continue working with FiA to improve the draft Prakas.

On 29 December 2011, our team and the aquaculture team facilitated a half-day workshop on the procedure to apply for fish transport permits in Kampong Cham. There were 11 aquaculture clients, 3 officials from Kampong Cham and Prey Veng cantonment and two speakers from FiA's legal department. The workshop clarified that the provincial cantonment cannot issue permits to transport aquaculture products across the provinces unless the cantonment gets authorization from the FiA after providing an estimate of the total amount of aquaculture products in their province that may be

transported across provinces in one year.

Sub-activity 1.8: Support Department of Animal Health and Production and Slaughterhouse Owners in Strengthening Legal Compliance and Sanitation and Hygiene Standards

The Component 3 team has been closely cooperating with DAHP to improve the implementation of the legal framework on slaughterhouses since early 2010. With DAHP we have facilitated slaughterhouse-related rules in 7 provinces in 2010.

As a continued effort to improve sanitation and hygiene standards of slaughterhouses, the team has included three main activities in the year 4 work plan including organizing an international exposure trip to visit slaughterhouse facilities in Vietnam, supporting DAHP to write slaughterhouse guidelines and translating into Khmer and publishing a book on “Abattoir Development: Options and Designs for Hygiene Basic and Medium-sized abattoirs,” published by FAO in 2008.

In early October 2011, at the end of the meeting organized by DAHP with about 35 slaughterhouse owners in attendance, our team conducted a short questionnaire to survey the legal compliance of those slaughterhouses, i.e. with sub-decree No. 108 and relevant Prakas. The questionnaire also aimed to survey how many slaughterhouses were willing to improve their hygiene standards and thus interested in joining an exposure trip to Vietnam. About 20 people filled in the questionnaire and 12 people expressed strong interest in joining the trip.

In early December, the team formulated a concept note for the study trip to Vietnam. We are now coordinating with DAHP to select slaughterhouses that show strong interest in improving their standards or increase their investment to join the study trip. DAHP is going to suggest and send us a list of slaughterhouses and from there we will select the best ones (about 12 of them) to participate in the trip. The trip is tentatively scheduled for February or March.

Our project’s translator has translated about 50% of the book on Abattoir Development and may complete translating the book in February 2012. The translation will then be edited, published and disseminated to slaughterhouse owners.

Concerning the development of slaughterhouse guidelines, it is still at an initial stage. DAHP will propose the scope of work for a possible consultant to develop these guidelines.

Activity 2. Provide systemic policy advice and training services to RCG counterparts.

Sub-activity 2.1: Support drafting and passage of Trade Remedies Law

- **Trade Remedies Regional Workshop**

On October 4-7, 2011, a sub-regional workshop on Trade Remedies Law was co-organized by the Ministry of Commerce, WTO secretariat and USAID in Phnom Penh. There were 29 trainees including 8 trade remedies law drafting members, 5 Vietnamese officials, 1 Laotian official and 15 people from the National Assembly, Ministry of Economic and Finance, BNG law firm, Bun & Associates law firm, BNO law firm, Bar Association of Cambodia, US Embassy and research institutes (Economic Institute of Cambodia and CDRI). There two trainers that hosted the event were Mr. Muslum Yilmaz, counselor of WTO rules division, and Mr. Andrew Stephens, senior trade advisor of USAID STAR+ project. The workshop aimed to provide introductory training on anti-dumping procedures. Both speakers gave very good explanations of anti-dumping concepts with

many case studies of anti-dumping in various countries like Turkey, Korea, China, and USA. Mr. Yilmaz was the main lecturer, providing in-depth detail on basic concepts of anti-dumping procedures. There was also a presentation on the estimated constructed value calculation of cold-rolled steel for the draft anti-dumping petition conducted by Vietnamese participants with assistance from Mr. Stephens.

- **Internal Meeting of Trade Remedy drafting team**

The Cambodian drafting team of the trade remedies law had a fruitful half-day meeting on October 7 with Mr. Muslum Yilmaz to get his comments on the draft trade remedies law. There were 10 drafting members and an assistant to the 9th commission of the National Assembly that took part in the meeting. Mr. Yilmaz is open to comment further on the draft law once it is finalized.

Based on his experience in drafting Turkish trade remedy law, Mr. Yilmaz made very good comments on the draft law and posed critical questions to the team regarding the idea of developing the law and the structure of the trade remedy committee. In general, Mr. Yilmaz considered the draft law to be good, but he suggested that it would be better to develop a long sub-decree covering the procedural part and a short law stipulating only the general concepts. Regarding the structure of decision making by the trade remedy committee, Mr. Yilmaz suggested the team to reconsider the process for decision making and conducting investigations. He thought it would take too much time to get the final determination on imposing duties from the Prime Minister. Additionally, Mr. Yilmaz also commented on the draft law article-by-article and its conformity to the WTO agreements.

The drafting team agreed with Mr. Yilmaz's comments to separate the draft law into a law which will state only the core points and a sub-decree which will detail the anti-dumping, countervailing and safeguard procedures and measures. Mr. Stephens will work on the revision and then send it back to the MSME team for review on the format and consistency of the English and Khmer version.

After that, the drafting team will meet to finalize the revised draft law and its' implementing sub-decree.

International Study Trip to Malaysia

As the review process of the draft law is now nearing completion, an exposure trip to learn from a more advanced and experienced country in the region is necessary. The objective of the trip is to provide 10 members of the drafting team with exposure to a developing country that has active experience implementing WTO-compliant trade remedy procedures. Malaysia has been selected as the most suitable model among Cambodia's regional neighbors as it has a well-crafted Law on Trade Remedies and active trade remedy experiences.

Our team has finalized the concept note for the study trip and we are now seeking facilitators for the trip. This study trip aims to learn from Malaysia's experiences in the following areas:

- ✓ how best to draft the law and implementing regulations;
- ✓ how best to organize the institutional responsibilities for carrying out investigations and decision-making processes;

- ✓ how best to develop the capacities and procedures needed to carry out the investigation and decision-making processes in practice, including how trade remedy margins or safeguard measures are implemented by the customs department and other relevant agencies;
- ✓ how Malaysia has responded to any WTO complaints or other international responses to their trade-remedy judgments; and,
- ✓ what the impact of trade remedy judgments have had on trade and investment flows, as well as domestic producers, workers, farmers and consumers, and on tariff revenue collection.

Sub-activity 2.2. Support law on animal health and production

The draft Law on Animal Health and Production was issued for public comment by MAFF since May 2011. The latest draft was finalized in September 2011. It contained a number of revisions from prior drafts. To help development partners better understand the changes and areas of possible discussion with MAFF, we prepared a detailed analysis of the most recent draft, which was circulated to development partners for their review. We also provided verbal briefings to interested development partners about the latest version.

Having reviewed this latest draft law, Mr. Paul Dodds, our senior legal advisor, prepared detailed comments on the draft law in English. We sent these comments to MAFF in early December, but we have not yet received any response.

Activity 3. Other Outputs

Business Forums on dissemination of factory and handicraft regulations and problem solving for SMEs

In the previous quarter, the MSME project provided support to MIME to conduct Business Forums on the Dissemination of Factory and Handicraft Regulations for small and medium enterprises (SMEs) in 3 provinces, including Battambang, Kampong Cham and Kampot. In this quarter, we supported the forum in Siem Reap in October and in Phnom Penh in early November 2011. The one-day event in Phnom Penh was attended by 190 people including 120 SMEs from the provinces and Phnom Penh and 70 government officials from relevant institutions.

The main purpose of the last event was to form SME associations in each province to strengthen SME voice. Four SME associations were invited to be key speakers including FASMEC, Young Entrepreneur Association of Cambodia (YEAC), Employment Chamber and Micro Enterprises of Cambodia, and Phnom Penh SME associations to represent their existing respective associations and the benefits of becoming a member.

Some participants raised concerns that it may be difficult to form SME associations in each province because SMEs have different fields of business. In this case, H.E. Meng Saktheara, Director General of Industry, suggested that SMEs could build a network using Hotline Service as a central point. The forum was not just about networking between SMEs themselves but also between MIME and SMEs. Through establishing these networks, members will be able to share information regarding training or donor support to SMEs. The establishment of associations will be a next step once this network becomes strong.

As general feedback, SMEs and government officers who have joined the five Business Forums organized by MIMÉ found these forums to be very interesting and useful in improving their knowledge about factory and handicraft-related legal framework. This will hopefully aid in enhancing law enforcement and legal transparency. At the same time, SMEs voiced their concerns over their competitiveness capacity with imported products from ASEAN countries when AFTA is implemented in 2015. In this case, they requested strong support from the government.

Development Partners Coordination Meetings

Our team continues to be active in participating in DP meetings and engaging with development partners to share experiences, leverage common efforts and achieve our program's objectives. We have participated in the following DP meetings:

- ✓ In October, participated in a meeting on new EU program in support to livestock-EU Multi-Annual Indicative Plan 2011-2013 at EU Delegation held in October 2011.
- ✓ In mid November, participated in a meeting at the World Bank office to discuss the approach to the current draft Law on Animal Health and Production and MAFF invitation to development partner meetings.

Besides joining DP meetings, we also work and consult with other development partners such as AFD, the World Bank, ADB and GiZ on a number of issues including the sub-decree on licensing water use (with AFD), draft regulation on water licensing (with World Bank) and regulatory impact assessments (with ADB and GiZ).

Constraints Encountered and Unresolved Issues.

- Government counterparts such as the Department of Potable Water Supply and Department of Animal Health and Production are slow to provide feedback on our work and continue developing draft laws and regulations.
- Limited time availability for the MSME technical team to cooperate with our team to provide support to DAHP and slaughterhouse owners in improving legal compliance and sanitation and hygiene standards.
- Limited time and capacity/expertise available to work on revising trade remedies draft law. Our international consultant, Mr. Andrew Stephens, is under time constraints to develop a comprehensive trade remedies draft law.

Main Events Planned for Next Quarter

- Support FiA to conduct training for FiA cantonment officers and other relevant institutions on the Filing Procedure of Fisheries Offenses in Kampong Thom, Kampong Cham, Battambang, Kampot and Takeo. The training is scheduled for early January to mid February.
- With Component 2 team, assist Snoeng and Prey Veng swine CWGs to conduct their first General Assembly on January 4 and January 12, 2012 respectively and to prepare supporting documents for registration as agricultural cooperatives.
- With aquaculture team, facilitate workshop on the Procedure to Apply for Permit to Transport Fish and Fishery Products within provinces, across provinces and from provinces to Phnom Penh

in Kampong Thom in early January 2012 and Takeo in early February 2012 for MSME aquaculture clients.

- Continue working with the Department of Potable Water Support to finalize a set of legal acts regulating private water service providers.
- Continue working with DAHP to revise and finalize the draft Prakas on Animal Farm Management and develop slaughterhouse guidelines.
- Continue working with international expert on trade remedies law to finalize the new trade remedies draft law and it's implementing sub-decree in English version.
- Facilitate internal meeting of the drafting team of trade remedies law to finalize the revised draft law and draft implementing sub-decree.
- Organize exposure trip of trade remedy drafting team to Malaysia.
- Organize international exposure trip of slaughterhouse owners and DAHP officers to Vietnam.

Operations and Administration

In this quarter, the operations, administration and finance teams supported the MSME projected in several different areas of general operations and procurement. The team handled many procurement processes and conducted the trade fair at Takeo province. Moreover, a lot of effort was put in to ensure that the operations functions were running smoothly and effectively, especially in supporting the many international study tours and management of events.

General Operations

- Provided support for 4 business forums, 5 local cross provincial trips and local study tours, about 19 training and workshops, and about 34 meetings with clients.
- Facilitated logistics arrangements, budget preparation for international study tours, and provided support in issuing client's passports.
- Provided regular updates of the Cambodia MSME website. The web site contains of 6 project sectors where visitor can browse to see project activities related to those sectors. The project events calendar, project manuals, posters, project newsletters, photos, and project activities were regularly updated. There were also a number of procurement announcements, procurement notices, expression of interests and job announcements posted on the web site.
- Created design and layout of the MSME poster, calendar, and 2012 greeting card
- Designed the Sector investment profiles.
- Conducted a physical inventory count of all offices.
- Provided vehicle rental justification documents to USAID in response to USAID audit findings.

Procurement

- Within this period the team have handled procurement process, managed their payments and issued purchase orders for services and as well as commodities. Below are the firms/vendors that were awarded and/or implementing contracts for services during the quarter:
 - 1) The O People – To organize 5 fairs trade fairs. One event at Takeo province has been completed. The team is continuing to monitor and collaborate with the firm to conduct another 4 events.
 - 2) Camerado SE Asia - Developed 12 short videos of four to five minutes in length on different careers and training opportunities in the garment industry plus 5 power point presentations.
 - 3) Web Essential - Developed an effective, dynamic and interactive website for SHRM&P . The contract is now completed.
 - 4) RIPPLE EFFECT Consulting- Converted current productivity training programs into teaching manuals and participant manuals for SHRM&P including the development and tailoring of some human resource-focused programs which may require additional research.

- 5) The O People - Video documentary of 15mn on the importance of water resources, and sound management and protection of forests – the source of much of the water in Cambodia – to Cambodia’s economic development and public well being. By widely disseminating a video that documents the massive flood of 2011 and its impact on farmers, livestock producers, aquaculture producers, provincial governments and towns, and its potential threat to public health, MSME can try show the linkage between forests and other economic enterprises in Cambodia, and in this manner broaden the range of stakeholders who will question RGC plans for wide scale conversion of forests to alternative economic uses.
 - 6) Broadcasted Aquaculture training video (30 minutes) and Aquaculture Promotional Video (12 Minutes) on Bayon TV, TVK &SEA TV.
 - 7) Broadcasted “Lucky pig of Kampong Trach” (26minutes), “Water Investment Strategy” (11 minutes) and “Sanitation-everybody's business” (13 Minutes) on Bayon TV, TVK &SEA TV.
 - 8) The O people – Legacy project. The O People will be responsible to collect materials developed during the course of the MSME Project, create and propose a product marketing plan and dissemination strategy, along with a detailed easy-to-access user-friendly product package design that can be used to broadly disseminate the materials beginning in mid-2012.
 - 9) Manich Enterprise- Create a central directory with contacts of public and private sector participants who are active in the value chains supported by MSME.
- The procurement of commodities during this period included the procurement of purchasing IT equipments, stop watch and sewing equipment for SHRMP project.
 - Prepared 8 service PO amendments and 3 water subcontract modifications.

Highlight of Local Conferences/Workshops

- Supported 4 business forums: 2 in the provinces and 2 in Phnom Penh.

Highlight of International Conferences/ Study Tours

- Prepared logistics arrangements, request for approval and budget for International study tour to Vietnam - Brick and Tile from February 19-24, 2012.
- Prepared logistics arrangements, request for approval and budget for International study tour to Vietnam -Animal Feed, Learn about Improved Feed Making Facilities from February 19-24, 2012.
- Prepared logistics arrangements, request for approval and budget for International study tour - Aquaculture Hatchery Management - to Vietnam from February 26 to March 3rd, 2012.
- Began preparation of logistic, request for approval and budget for International study tour for Natural Resource Management on Management and Non- Timber Forest Products Technology to Nepal in March 2012.
- Began preparation of logistics arrangements, requested for approval and budget for International study tour for Fish and Pork Retail Market Upgrading to Philippines in March 2012.

- Began preparation of logistics, approval request and budget for International study tour to Malaysia on Training and information sharing mission with government of Malaysia and discussion of the trade Remedy Law in March 2012.
- Assisted with logistic and air ticket arrangement for the trip to Bangkok for DCED seminar, Thailand on January 17-20, 2012.

Current status of large procurements

Table 13. Summary of Large Service Procurements and Volume in this Quarter

Work	Company Selected	Status
Conduct the Rural trade fairs and promotional Event Organizer from December 2011 through March 2012. \$ 90,175.66	The O People	On going
Develop at least 12 short videos of 5-8 minutes in length on different careers and training opportunities in the garment industry (SHRM&P). \$18,690.00	Camerado SE Asia	On going
To organize for exposure mission to Malaysia International Cooperative Governance. \$15,540.00	BNG	Completed
Video documentary on improved aquaculture production. \$14,825.00	The O People	Completed
Consultancy for Saving Groups. \$24,499.16	BD Link	Completed
Video documentary on the Biodiversity Conservation, Prey Long Community Forest \$9,980.00	Equal Access	On going
Video documentary 15mn on importance of water resources and sound management and protection of forests – the source of much of the water in Cambodia. \$11,898.56	The O people	On going
IT equipments, stop watch and sewing equipment for SHRMP project. \$33,895.00	Chheang Huort	On going
The collection of materials developed during the course of the MSME. \$25,325.30	The O people	On going

Staffing

The following full-time staff were recruited and started work in this quarter:

Table 14. Summary of Staff Recruited in this Quarter

Employee	Position
Kieng Sokneng	Junior Project accountant

The Project mobilized the following short term technical assistance in this quarter:

Table 15. STTA Mobilized during this Quarter

Consultant	Main Objective
Bagie Sherchand	Provided short term technical assistance to the project in Year 1. Her advice has lead to a significant increase in both the production of honey and the quality of that production.
Zan Northrip	The overall purpose of the assignment is 1) assess the Year 4 Work Plan to be submitted to USAID on October 30 with an emphasis on activity sustainability after the project ends in September 2012; 2) to assess progress on MSME Project activity implementation in all areas of the Cambodia MSME Project to-date; and 3) advise the Project Management team on how other DAI-implemented projects have significantly improved the sustainability of Project-facilitated interventions after Project close-down.
Andrew Stephens	Facilitate sub regional workshop on trade remedies
Del McCluskey	Review the Year 4 Draft Workplan for the Biodiversity and Water value chains. Assess implementation and accomplishments of Biodiversity activities.

Constraints Encountered and Unresolved Issues.

- N/A

Activities Planned for the Next Quarter

General Operations and Procurement

- Continue to manage and keep track of payments for purchase orders for services and goods.
- Support to the team in conducting the rural trade fairs for another 4 provinces.
- Continue to manage and maintain 8 existing water subcontractors including payments.
- Continue to provide support on logistics arrangements and per diem circulation to clients and facilitate international study tours.
- Provide a support and facilitate on the upcoming events managements.
- Continue to work on the close down plan for project.

Staffing

- Anticipate no new position to be filled in next quarter.

Table 16. Project Positions to be filled in the next Project Quarter

Person	Position
TBD	M & E Specialist
TBD	Value Chain and Private Sector Voice components

Financial Report: October – December 31, 2011

Expenditures to Date against Total Contract Value

Expenditures to Date against Current Obligation

Communications and Media Outreach

Summary of Actions, Activities and Accomplishments this Quarter

The Cambodia MSME project's integrated Communications and Media Outreach Program has three main objectives:

- **Promote a branded approach to all project outreach activities.**
 - ✓ A branded approach to the MSME Project strengthens project themes and messages and helps attribute project outputs, results, and impact to USAID, support from the American People, the Royal Government of Cambodia and key project stakeholders. Communication materials include newsletters, weekly broadcast of success stories, backdrops and banners produced during Project's events and video documentaries.
 - ✓ The media and communication team has finalized a 14 minute aquaculture technical training video titled "The Happy Fish School" and an 8 minute aquaculture promotional video titled "The Big Fish". The videos have been broadcasted on 3 different television stations: National Television of Kampuchea (TVK), Bayon and SEA TVs. Furthermore, 3 other project's videos: Lucky Pig of Kampong Trach (26 minute video), Sanitation Marketing – Everyone's Business (13 minute video), USAID's Cambodia Water Investment Strategy (12 minute video) have been re-broadcasted on National Television of Kampuchea (TVK).
 - ✓ Project events; Consultative workshop on Aquaculture Draft Law, Business Forum on Swine Business in Kampong Cham and Brick and Tile Business Forum in Kampong Thom were covered by journalists and publicized. One article on Consultative Workshop on Aquaculture Draft Law was published on Rasmey Kampuchea, one news article on Swine Business Forum in Kampong Cham was aired on TVK and one radio news broadcast was broadcasted by Equal Access Radio.
 - ✓ The team finalized 2 video documentaries: "Business Success Begins with Cooperation", a 15 minutes video and video on "Forestry", a 12 minutes video. The videos will be broadcasted early next quarter. Another video production on flooding has started with plans to finish by the end of the next quarter.
 - ✓ Produced the project's calendar for 2012, size A1, and 2500 copies were published to be distributed to the project's clients, government department and target communities. A poster concept on Safe Piped Drinking Water is drafted and production will be finished by end of next quarter.
 - ✓ Communication team provided support to set up and decorate the MSME Project's booth at the rural trade fair in Takeo to display Project's IEC and visibility materials. During the fair, a quiz game was conducted to bring awareness to the Project. The project media coordinator facilitated and provided Project's information and materials to TV journalists who come to cover news on the event.

- **Promote a branded approach to all project outreach activities**

A branded approach to the MSME Project will strengthen project themes and messages and help attribute project outputs, results, and impact to USAID, support from the American People, the Royal Government of Cambodia and key project stakeholders. Communication materials include USAID and Royal Government of Cambodia branded technical training posters, manuals, newsletters and video documentaries.

- **Nationwide and local information dissemination and dialogue strategy**

The project used pre-recorded and live radio programming to provide information and generate dialogue about technical, business and governance issues. Radio is a powerful tool in rural Cambodia for publicizing key project activities, themes and messages to micro, small and medium enterprises, as well as national, provincial and district government officials.

- **Communications and media capacity building for public and private sector to provide BMOs**

Facilitated training for key government officials and agencies on skills to better communicate with one another and the general public on issues related to economic development and better governance.

The project produced the following Communications and outreach outputs this quarter:

Project Communications and Outreach Materials

Under task #1, Communication and media facilitated the activities with the outputs as below:

- Facilitated production and finalization of 2 video productions:
 - ✓ Agriculture Cooperative – Working Together to Improve Business for Many – 15 minutes
 - ✓ Forestry Video on Prey Lang – 12 minutes
- Coordinated the broadcast and re-broadcast of:
 - ✓ Big Fish, Aquaculture Promotional Video, broadcasted on TVK, Bayon and SEA TV.
 - ✓ A Happy Fish School, Aquaculture Technical Training Video broadcasted on TVK, Bayon and SEA TV.
 - ✓ Lucky Pigs of Kampong Trach re-broadcasted on TVK.
 - ✓ Sanitation Marketing – Every Body’s Business re-broadcasted on TVK.
 - ✓ USAID’s Cambodia Water Investment Strategy re-broadcasted on TVK.
- Coordinated journalists to cover news on Consultative workshop on Aquaculture Draft Law, Business Forum on Swine Business in Kampong Cham and Brick and Tile Business Forum in Kampong Thom. The project was able to attract journalists to cover news on the events.
 - ✓ Rasmey Kampuchea published 1 article on Consultative Workshop on Aquaculture Draft Law
 - ✓ TVK broadcasted one TV news on Swine Business Forum in Kampong Cham
 - ✓ Equal Access broadcasted 1 radio news on Brick and Tile Business Forum in Kampong Thom

Table 17. Project Communications and Outreach Materials

#	TOPICS	UNIT	NUMBER
1	Project Newsletter Publication	Copies	<ul style="list-style-type: none"> We don't produced newsletter anymore but we have replaced it with Weekly Broadcast of new activity updates, success stories and results of the Project to 1000 stakeholders e-mailing list. 10 articles have been broadcasted for the quarter.
2	Newspaper Publication	Time	N/A
3	Television Broadcasting	Time	<ul style="list-style-type: none"> Broadcasting two new videos: <ul style="list-style-type: none"> The Big Fish, Aquaculture Promotional Video (8 minutes) on TVK, Bayon and SEA TV The Happy Fish School, Aquaculture Training Video (13 minutes) on TVK, Bayon and SEA TV. RE-Broadcasting 4 videos: <ul style="list-style-type: none"> The Lucky Pig of Kampong Trach (26 minutes) on TVK Sanitation Marketing – Everybody's Business (13 minutes) on TVK Water Investment Strategy Video (12 minutes) on TVK Promoting Cambodian Provincial Investment video (12 minutes) on TVK
4	Radio Broadcasting	Time	<ul style="list-style-type: none"> 143 pre-recorded programs broadcast through local radio channels on 11 FM stations. 32live roundtable programs broadcast through local radio channels on 9 FM stations. 28 live roundtable programs rebroadcasted through local radio channels on 8 FM stations.
	Project's Calendar	2500 copies	<ul style="list-style-type: none"> 2500 copies of Project's calendar 2012 are produced and delivered
5	Technical Manuals - Pig Manual	1000 Copies	<ul style="list-style-type: none"> 1000 copies of technical pig manual were produced and published
6	Honey Book	50 Copies	<ul style="list-style-type: none"> 50 copies of honey books are delivered
7	Project's Brochure	100 Copies	<ul style="list-style-type: none"> 100 copies of project's brochure are delivered
	Pig and Fish Poster	Copy	<ul style="list-style-type: none"> 50 Pig Posters and 50 Fish Posters are delivered
8	T-Shirt	T-Shirt	<ul style="list-style-type: none"> 36 project T-shirts were printed and disseminated.

#	TOPICS	UNIT	NUMBER
9	Videos	Copy	<ul style="list-style-type: none"> Finalized 4 video productions during the quarter: <ul style="list-style-type: none"> The Big Fish, Aquaculture Promotional Video The Happy Fish School, Aquaculture Training Video Agriculture Cooperative – Working together to Improve Business For Many Forestry Video on Prey Lang One more on “Flooding video” is being drafted and finalized by the end of the next quarter.
10	Training/Workshop	Day	<ul style="list-style-type: none"> 2 days strategic communication training for private sector representatives (25 people) 1 day strategic communication training for public sector officials (25 people)
11	Others		<ul style="list-style-type: none"> 393 CDs of the radio program were disseminated

Develop Radio and TV Broadcasts

Pre-Recorded Program

There were 13 pre-recorded radio episodes broadcasted during this quarter, extending the broadcast of the series from episode 122 to 134. Each radio episode broadcasted once on each of the 11 partner FM stations. Thus, the total number of broadcasts of all episodes at all stations during this quarter was 143 (see table below).

Table 18. Broadcasting Summary- Pre-recorded Programs

No	DATE	RADIO STATION	LOCATION	BROADCASTS	# of EPISODES
1	02/Oct/11 –25 /Dec/11	FM 95 MHz	Phnom Penh	Episode 122 – 134	13
2	05/Oct/11 –28 /Dec/11	FM 102 MHz	Phnom Penh	Episode 122 – 134	13
3	08/Oct/11 –31 /Dec/11	FM 92.70 MHz	Battambang	Episode 122 – 134	13
4	07/Oct/11 –30 /Dec/11	FM 91 MHz	Battambang	Episode 122 – 134	13
5	03/Oct/11 –26 /Dec/11	FM 105.5 MHz	Siem Reap	Episode 122 – 134	13
6	08/Oct/11 –31 /Dec/11	FM 98.5 MHz	Kratie	Episode 122 – 134	13
7	08/Oct/11 –31 /Dec/11	FM 93.25 MHz	Kampot	Episode 122 – 134	13
8	07/Oct/11 –30 /Dec/11	FM 103.75 MHz	Svay Rieng	Episode 122 – 134	13
9	08/Oct/11 –31 /Dec/11	FM 98.5 MHz	Pursat	Episode 122 – 134	13

No	DATE	RADIO STATION	LOCATION	BROADCASTS	# of EPISODES
10	08/Oct/11 –31 /Dec/11	FM 88.5 MHz	Kampong Thom	Episode 122 – 134	13
11	03/Oct/11 –26 /Dec/11	FM 92.5 MHz	Kampong Cham	Episode 122 – 134	13
Total					143

Program Topic:

- Episode 122: Food Services in Community-Based Tourism
- Episode 123: Honey After Harvest: Improved Techniques
- Episode 124: Marketing Community Feed: Expanding Reach
- Episode 125: Water Treatment Plants for Rural Villages
- Episode 126: Environment and Tourism for Community Development
- Episode 127: Producing High Quality Resin for Market
- Episode 128: Ecotourism is Good Business
- Episode 129: What is Safe Piped Water System?
- Episode 130: USAID Cambodia MSME Project upgrades Brick and Tile Traditional Production Methods to Improve Market Demand by Introducing New Technology
- Episode 131: Cool Meat is Healthy Meat! Ice It.
- Episode 132: Improving Quality of Pork through Artificial Breeding
- Episode 133: To Save Our Forests, Communities Hold the Key
- Episode 134: Strengthening Capacity of Agricultural Cooperative of USAID Cambodia MSME Project

Audience Interactions with the Pre-Recorded Program through SMS Messaging

A total of 290 SMS messages were received during the last quarter, an increase of nearly 60-percent from the previous quarter. In a positive development, approximately 87-percent of SMS senders selected the correct answer in response to the SMS quizzes that were aired during the radio program, illustrating that SMS responders understood the core message of each of the radio episodes.

The popularity of pre-recorded programs

The number of SMS messages received from the audience is a good indication of the popularity of the pre-recorded radio program. By analyzing the number of SMS received by topic, we can see that radio episodes 126, 132 and 133 were the three most popular topics among all pre-recorded radio programs broadcast within this quarter.

Table 19. The popularity of pre-recorded programs

Episode No	Episode Title	# of SMS
Episode 121	Pangasus Breeding: What's the Market?	12
Episode 122	Food Services in Community-Based Tourism	12
Episode 123	Honey After Harvest: Improved Techniques	19
Episode 124	Marketing Community Feed: Expanding the Reach	18
Episode 125	Water Treatment Plants for Rural Villages	21
Episode 126	Tourism Plus Environmental Protection Leads Developed Communities	46
Episode 127	Producing High Quality Resin for Market	18
Episode 128	Ecotourism is Good Business	13
Episode 129	What is Safe Piped Water System?	13
Episode 130	USAID Cambodia MSME Project Upgrades Brick and Tile Traditional Production Methods to Improve Market Demand by Introducing New Technology	18
Episode 131	Cool Meat is Healthy Meat. Ice it!	26
Episode 132	USAID Cambodia MSME Project Promotes Artificial Insemination and Breeds to improve rural Cambodian swine meat and production	30
Episode 133	To Save our Forest, Communities Hold the Key	29
Episode 134	USAID Cambodia MSME Project Strengthens Cooperative through practical experience sharing of local and international exposure trips	15
	TOTAL	290

Roundtable Talk Show Program

In the last quarter, seven roundtable talk shows were broadcasted on all partner provincial FM stations and Radio National of Kampuchea (RNK). In total, there were 60 broadcasts, of which 32 were live broadcasts and 28 were rebroadcasts (see table below for the detail of broadcast date and status by each station).

Table 20. Broadcasting Summary of MSME Radio Roundtable Talk Show Program

No	DATE	RADIO STATION	LOCATION	BROADCAST		
				October	November	December
1	17/Oct/11 – 26/Dec/11	FM 92.70 MHz	Battambang	- Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
2	4/Oct/11 – 27/Dec/11	FM 105.5 MHz	Siem Reap	- R61 ® - Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
3	2/Oct/11 – 25/Dec/11	FM 98.5 MHz	Kratie	- R61 ® - Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
4	3/Oct/11 – 26/Dec/11	FM 93.25 MHz	Kampot	- R61 ® - Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
5	4/Oct/11 – 27/Dec/11	FM 103.75 MHz	Svay Rieng	- R61 ® - Live R62	- Live R63 - R64 ® - Live R65	- R66 ® - R67 ®
6	2/Oct/11 – 25/Dec/11	FM 98.5 MHz	Pursat	- R61 ® - Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
7	14/Oct/11 – 23/Dec/11	FM 88.5 MHz	Kampong Thom	- Live R62 - R63 ®	- Live R64 - Live R65	- R66 ® - R67 ®
8	4/Oct/11 – 27/Dec/11	FM 92.5 MHz	Kampong Cham	- Live R61 - Live R62	- Live R63 - Live R64 - Live R65	- R66 ® - R67 ®
9	12/Oct/11 – 21/Dec/11	AM 918 KHz	Phnom Penh	- Live R62 - Live R63	- Live R64 - Live R65	- Live R66 - Live R67
Total by month				11 reb.	1 reb.	16 reb.
				11 live	19 live	2 live
Total				60 (28 times Reb. + 32 times live)		

Note: ®: Rebroadcast / Repeat

R: Round table/call in discussion

Round table discussion topics:

- Round table 61: Pangasus Breeding: What's the Market? (*RNK show and live at FM92.5 KPC*)
- Round table 62: Less Sow Disease, Lower Costs (*Local*)
- Round table 63: Increasing awareness of the USAID piped water supply program (*RNK and live on FM103.75 and FM92.5*)
- Round table 64: Marketing Community Feed: Expanding Reach (*local, Rebroadcast at FM 103.75SVR*)
- Round table 65: What is a piped water system? (*RNK, live at FM92.5 and FM 93.25*)
- Round table 66: Cool Meat is Healthy Meat. Ice it! (*RNK*)
- Round table 67: To save our forests, communities hold the key (*RNK*)

Table 21. Total number of audience interactions with the live radio call-in shows

No	FM Stations	Province	Number of Audience Interactions			
			On-air Calls	Off-air Calls	Missed calls	Total
1	AM 918MHz	Phnom Penh	26	25	45	96
2	FM 88.5 MHz	Kampong Thom	4		0	4
3	FM 91 MHz	Battambang	12		10	22
4	FM 92.50 MHz	Kampong Cham	12		8	20
5	FM93.25 MHz	Kampot	6		0	6
6	FM 98.5 MHz	Kratie	0		0	0
7	FM 98.5 MHz	Pursat	4		4	8
8	FM 98.70 MHz	Svay Rieng	0		0	0
9	FM 105.5 MHz	Siem Reap	4		16	20
Total			68	25	83	176

Note: *Off air callers* refers to those who call the radio program but are not connected to talk on air due to the limitation of time. However, they can express their comments or ask questions to the program.

Table 22. Live Talk Show Caller Demographics by Sex and Location (out of the 108 on and off air calls)

Sex	Male	68
	Female	25
Location	Countryside	92
	Town	1

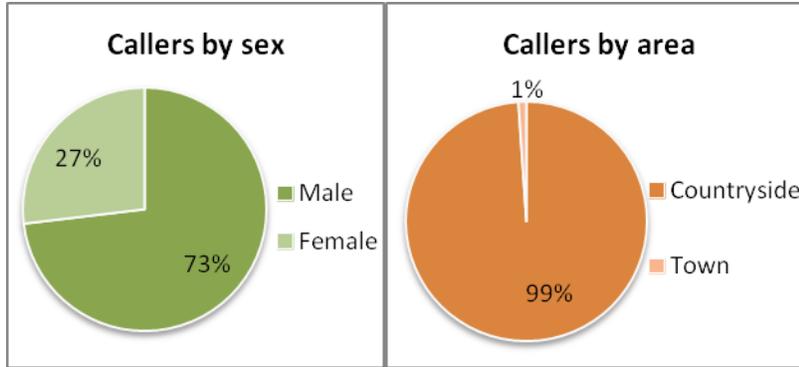


Table 23. Live Talk Show Caller Demographics by Age

Age	
< 18	1
18-25	12
26-35	38
36-45	21
46-55	5
56-65	6
>66	1
N/A	9

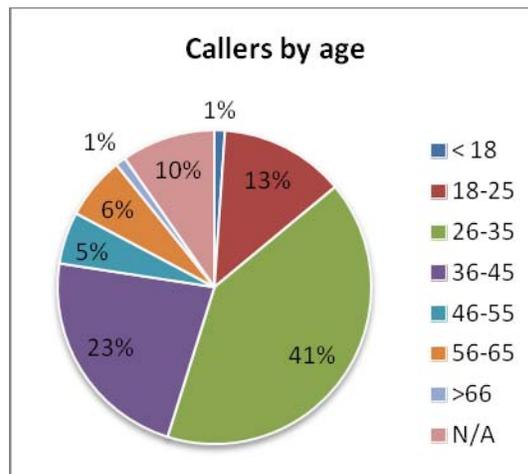
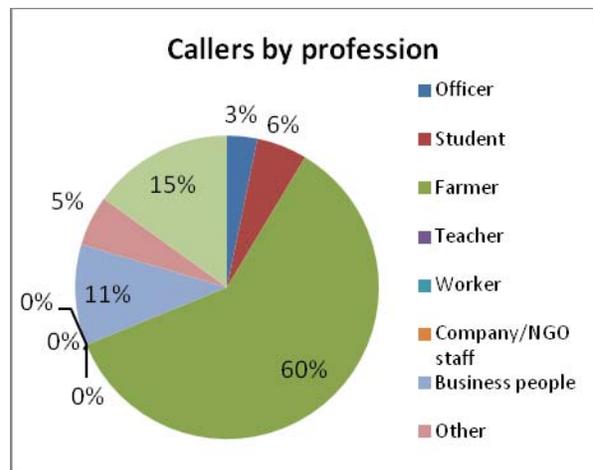


Table 24. Live Talk Show Caller Demographics by Profession

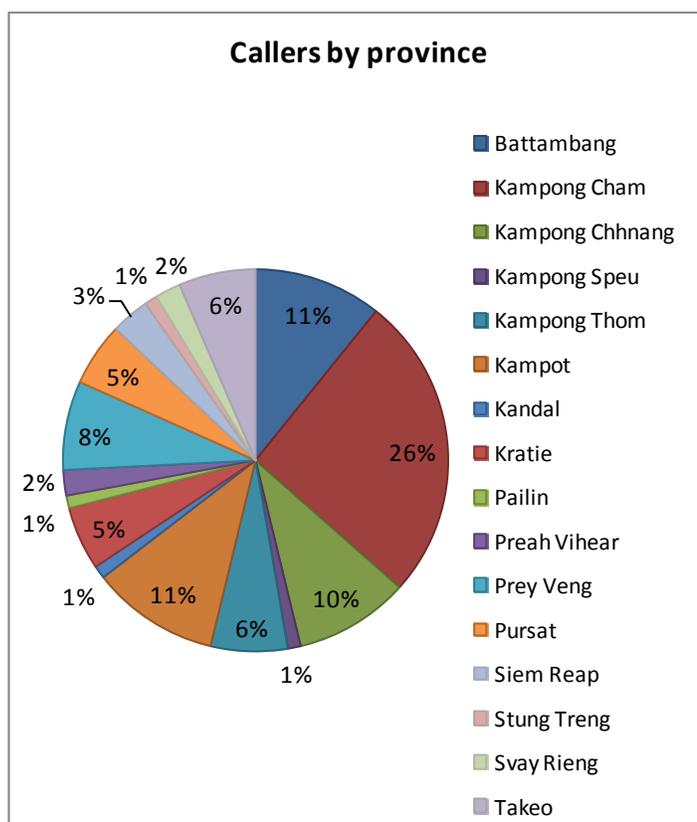
No	Profession	Total	Percentage
1	Officer	3	3%
2	Student	5	5%
3	Farmer	56	60%
4	Teacher	0	0%
5	Worker	0	0%
6	Company/NGO staff	0	0%
7	Business people	10	11%
8	Other	5	5%
9	N/A	14	15%



From one quarter to the next, farmers have always made up the largest proportion of the audience who interacted with the live show programs. Data above illustrates that 60% of all audiences calling to the programs are farmers.

Table 25. Live Talk Show Caller

No	Province	Callers
1	Battambang	10
2	Kampong Cham	24
3	Kampong Chhnang	9
4	Kampong Speu	1
5	Kampong Thom	6
6	Kampot	10
7	Kandal	1
8	Kratie	5
9	Pailin	1
10	Preah Vihear	2
11	Prey Veng	7
12	Pursat	5
13	Siem Reap	3
14	Stung Treng	1
15	Svay Rieng	2
16	Takeo	6


Demographics by province

The live radio call-in programs received callers from many provinces. The majority of callers are from Kampong Cham, Battambang and Kampot.

Table 26. Why did the caller contact the live program?

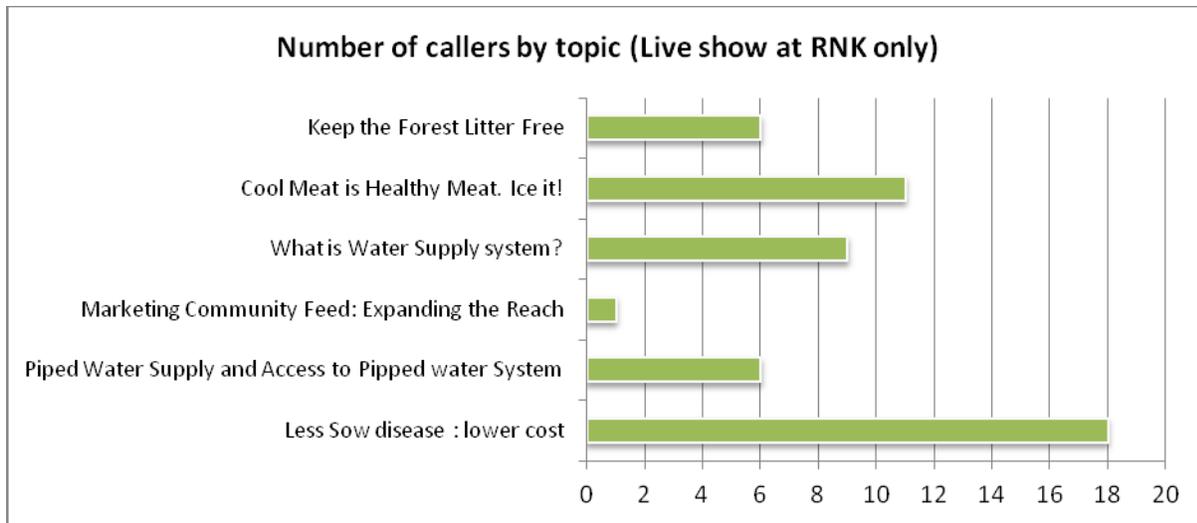
No	Calling purpose	Total	Percentage
1	To answer a question	2	2%
2	To share idea or experience	13	14%
3	To request a song	1	1%
4	To ask a question	75	81%
5	Other	1	1%
6	N/A	1	1%

The data shows that 81% of callers aimed to ask questions and 14% aimed to share ideas and comments. The majority called to ask questions related to round table topics, mostly question related to swine disease and the advantages of consuming cooled/iced meat. However, some other audiences also shared comments and suggestions with the radio programs; mostly related to forest community issues.

Table 27. The popularity of Live show programs conducted at RNK

Topic No	Topic Title	# of caller
Topic 62	Less Sow disease : lower cost	18
Topic 63	Piped Water Supply and Access to Piped Water System	6
Topic 64	Marketing Community Feed: Expanding the Reach	1
Topic 65	What is Water Supply system?	9
Topic 66	Cool Meat is Healthy Meat. Ice it!	11
Topic 67	Keep the Forest Litter Free	6

Figure 3- Number of callers by topics (Live show at RNK only)



Case Study 6. Audience Feed Back (Listener Highlights and Successes)

Success Story from Caller:

Round Table Discussion provides real-time solutions for swine raisers

Kroch Savoeun is a swine raiser in Kampong Trobaek district, Prey Veng province. He raises sows for meat and to sell piglets. He has faced challenges with illness among his sows and a number of sows have died after giving birth to piglets. Savoeun has used traditional techniques to raise his swine but when a pig is sick, he must pay money to have the vet provide treatments.

Savoeun is a new listener to the *Success Starts With You* radio program. One day he heard a *Success Starts With You* broadcast on the Radio National Kampuchea. He said,

“October 12, 2011, as I remember, I heard the program aired on Radio National Kampuchea and discussed the topic ‘Reduce sow disease, lower costs’. I was very interested in that program because it was talking about my problem. At the time, my sow was sick and did not produce enough milk for its piglets 7 days after delivery.”

Savoeun then called to the radio program and explained his problem to a guest speaker who was a swine disease treatment expert. He received advice and recommendations on how to treat his sow and to prevent it catching a disease. Since that time, Savoeun has followed the advice of the guest and used more modern techniques to raise his swine. As a result, he was able to cure his sow successfully. With this success, Savoeun has raised three more sows for breeding and has applied the new techniques successfully – his sows are no longer coming down with illnesses.

Savoeun acknowledged that the Success Start With You radio program taught him to raise and treat swine disease successfully. He said,

“This radio program is very useful for my business because the program invited guest speakers to provide good advice and experience on how to a business successfully. Before, I had never listened to this radio program, but since my first listen I have followed the good advice of other guest speakers and now I always listen to the program.”

Savoeun has recommended that the program be broadcast more frequently so that he can hear his favorite show every week.

Case Study 7. Success Story SMS Responder:

Success Starts with You Radio Program Contributes to the Improvement of Farmer's Living Standard:

Roeung Sokim is a farmer and swine raiser in Khna Thom village, Pear Ream commune, Bati district, Takeo province. He has sent dozens of SMS text messages to the program this quarter, the highest number of any listener. As a result, Sokim has won prizes distributed by the program to active listeners. Sokim is a loyal audience member who always listens to the *Success Starts with You* radio program. He said,

"It is very advantageous to listen to Success Starts with You because it provides good knowledge and experience about business issues and animal raising techniques. I have learned a lot of techniques and strategies about how to raise swine from this radio program."

Sokim said that he used to face many problems in his swine raising career, including vaccinations and feeding and in the past he struggled to find appropriate solutions to solve those problems. However, he has found answers to many of his questions on *Success Starts with You*. He said,

"After listening to the SSWY radio program, my business has improved a lot because I know how to feed, vaccinate and prevent swine from contracting infections. I have also learned about the proper price of pork on the market. I recognize that my living standard is better than before."

Besides swine related topics, Sokim is also interested in other topics on the radio program such as bee raising and piped water supply systems. He said that he always makes time to listen to the radio program, even though he is busy with his work. In addition, he shared information that he learned on the radio program with other listeners. He said that other villagers also enjoy listening to the radio program and have similarly benefitted from the new information and advice that reaches their radios every week.

Table 28. Audience Feedback on Issues and Guest Speakers

DISCUSSED ISSUES	COMMENT/SUGGESTION	QUESTION ASKED BY CALLERS
October 2011		
Roundtable Topic 62: Less Sow Disease, Lower Cost Key Message: To keep the sows healthy, to practice bio-security, to provide quality feed, and to use vaccines and medicines correctly.		
<ul style="list-style-type: none"> - How to prevent sow from contracting disease – proper vaccination and hygiene - Medicine and vaccines for pregnant sows - Reason why sow do not want to eat feed after delivering piglet for 10 or 15 days - How to make sow eat more feed - How to prevent sows from having wounds on their breasts —frequently clean the teats before allowing it to feed its piglets... - Reasons that young piglets are at higher risk of death after birth —lack of warmth and improper feeding, etc. - Appropriate feed for sow being pregnant and after sow has delivered piglet 	<p>This program was very attractive and important for audience especially those who are sow raisers. Almost all audience members who called to the program are facing problems with sows that have recently given birth. In most cases, their sows have gotten sick 10-15 days after giving birth. They did not know what to do to treat and prevent their sow from having such problems and they got lose as a result.</p> <ul style="list-style-type: none"> - Sareth, a swine raiser in Kampong Cham province said, “I became very interested in this radio program when I heard the discussion about the swine disease issue because my swine is now sick and I do not know how to treat it.” - Channy, a swine raiser from Prey Veng province expressed the problem with his sow, “My sow does not have enough milk to feed its piglets and then I injected to enable it to produce more milk. After than its teats have wounds.” 	<ul style="list-style-type: none"> - After delivering piglet for 10 days, can sows be crossbred? - Is it considered a problem when sows have been crossbred and do not get pregnant? - How to solve the issue of swine contracting disease and eating small amounts of food. - How many kinds of disease can be prevented through vaccination? - What kind of disease causes sow to have red spots? - What is the appropriate age to separate a piglet from its mother? - Why do some sows deliver only a few piglets? - How do you know which is a good sow species? - How to prevent sow from contracting diseases. - Can piglets be kept beside their mother after delivery? - How to help sow to develop more milk. - Is it possible to get sow to produce more piglets? - Is it right that pregnant sow should not be fed much to prevent from being too fat?
Round table Topic 63: Piped Water Supply and Access to Piped water System Key message: USAID's attribution is to provide you safe pipe water program.		
<ul style="list-style-type: none"> - Introduction to USAID-Cambodia MSME project support to piped water suppliers—fund, technical support, etc. - Coverage of piped water 	<p>Some audiences have piped water in their communities; others indicated that they do not have a piped water network. The callers talked about the conveniences/lack of conveniences for people with/without piped water.</p>	<ul style="list-style-type: none"> - How to produce clean water? - What are the sources of water for the piped water systems? - Can a water filter be used to make clean water?

<p>networks before and after getting support from USAID-Cambodia MSME project.</p> <ul style="list-style-type: none"> - How to make piped water clean - Advantages of using piped water supplies - Source of water extracted for processing - Water processing - Improvements in term of service provision and water quality after getting support from USAID-Cambodia MSME project - Affect of flood on water supplies - Effects of unclean water on business - How to get a license from the government to run a water supply business. - How to guarantee the quality of water supplied - How to start a piped water supply business 	<ul style="list-style-type: none"> -Thet, a farmer in Kampong Chhnang province said, “Here, in my community, there is no piped water supply yet. I use rainwater and water in the well. My community had a serious flood recently and it affected our water supply, so how can we get clean water to use?” -Sat, a farmer in Prey Veng province said, “Now there is a piped water supply available in my community. Before I used well water, but now I use piped water. The quality of piped water is better and it is easier to access.” 	
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November 2011

Roundtable Topic 64: Marketing Community Feed: Expanding the Reach

Key Message: To expand your community’s animal feed market, you should improve the quality of your product, sell it at a good price, provide good services, and develop attractive packaging and promotions.

<ul style="list-style-type: none"> - How to expand the reach of community feed on market— face to face meetings, advertising on radio, TV, with leaflet, etc. - Challenges that prevent community feed from reaching more markets - Types of feed and raw materials produced in the community - How to improve the quality of community feed - Advantages of expanding and marketing the feed on market 	<p>Community feed is not so popular in the market yet – typically it is just sold for people in the community. This radio program raised awareness to listeners especially those producing animal feed in the community to know how to market their feed to a wider customer base. There were no comments or suggestions from callers regarding this program topic because they mostly called to ask question.</p>	<ul style="list-style-type: none"> - Is the quality of community feed as good as the quality of mass-produced feed? - How many types of animal feed products can be produced in the community? - What are the raw materials needed to produce animal feed? - Where can animal raisers buy feed?
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Round table Topic 65: What Is Water Supply System?

Key Message: Water from a safe piped water system is safe to use.

<ul style="list-style-type: none"> - What is a piped water system? How is the water delivered? How is it clean? - What are the advantages of using clean water? - What are the disadvantages of using unclean water? - National policy relating to water supply in the countryside - How to market piped water supply businesses. 	<p>Some audience calling in this program had no clean water supplied in their community; they use rainwater, well water or water drawn from ponds. Some audience members have piped water access. Those living in the community that can access piped water supplies expressed that the advantages of piped water are: easier access to clean water and no need to spend time and energy to haul water back to the home. Those who do not have access to clean water expressed the difficulties and other possible effects that cause from using unclean water.</p> <p>-Chen, a farmer in Batheay district, Kampong Cham province said, “I have been using piped water for three years. It is very different between using water from a well or a pond. Piped water is easy to access and we can have water whenever we want after we hook up to the pipe.”</p> <p>-Thida, a farmer in Kampot province said, “Piped water is not yet available in my community. I use water from a well. I learn that water in the well is not so good to use – it can affect our health. I really want to have clean water supplied in my community.”</p>	<ul style="list-style-type: none"> - What are the advantages of using piped water? - How do you know if the water is good quality? - What is the difference in term of quality between piped water and boiled water? - Why is the quality of water supplied in the city or in provincial towns better than that in local communities?
<p>December 2011</p>		
<p>Round table Topic 66: Cool Meat is Healthy Meat. Ice it! Key Message: To keep meat fresh, hygienic and safe for eating, meat sellers must cool meat or fish at temperatures between 0°c and 4 °c.</p>		
<ul style="list-style-type: none"> - How to ice meat? - Problems caused by meat that has been kept out for long time in the heat. - The benefits of eating meat that has been properly stored. 	<p>Many audience members called the program and said that they do not eat meat that has been frozen or chilled as they believe it causes negative health effects. Callers assumed that iced meat meant that the meat had already spoiled and was frozen to hide the spoilage.</p>	<ul style="list-style-type: none"> - Is iced meat more delicious than meat that is not iced? - Does eating iced meat affect one’s health? - Does icing meat cause it to lose of quality?

<ul style="list-style-type: none"> - The appropriate temperature for storing meat 	<ul style="list-style-type: none"> - Chhlen, a farmer in Kampong Cham province said, “I have never eaten frozen meat because I think that it affects one’s health.” - Chhoeung, a farmer in Kampong Chhnang said, “I always thought that frozen meat causes health problem because it is kept for a longer time. But after hearing the guest speaker talk about the importance of eating meat that has been stored properly, I realize that eating chilled meat is good for one’s health. I would like suggest that meat consumers eat frozen meat because it does not affect health. Meat that has been properly stored will be less likely to cause infection. - Den, a farmer in Kampong Cham province said, “I first realized that eating normal meat (meat that has not been cool stored), but when hearing the Success Start With You talking about the advantages of eating chilled meat, I am surprised.” 	<ul style="list-style-type: none"> - Is there any evidence to prove that iced meat is good quality? - How to keep meat quality for longer periods of time? - Why meat iced between 0°C-4°C is safe to eat?
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Round table topic 67: Keep the Forest Litter Free

Key Message: Preserve and protect the forest to improve the lives of forest communities and all Cambodians.

<ul style="list-style-type: none"> - Definition of community forestry - Why community forestry plays an important role in conserving forest in the community? - How can people conserve forests in their community? - The benefits of forests to human beings, animals and plants. - Individual and institutions should be involved in forest conservation and protection. - Activities USAID-Cambodia MSME has supported to conserve forests. 	<p>Most audiences calling in this radio program expressed their awareness about community forestry and they mostly said interesting things about community forest conservation. Callers asked question relating to the possible actions that the forestry administration should take to prevent from illegal forest cutting.</p> <ul style="list-style-type: none"> - Korn, a forest community leader in Oral district, Kampong Speu province said, “This community forestry site was authorized by the provincial governor in 2009, but it is not effectively protected because people come to log illegally. Can community forestry groups fine those people?” - Bo Chanmony Udom, a monk 	<ul style="list-style-type: none"> - How does the forestry administration intervene to stop those who cut the forest illegally? - Should those using illegal machines to cut forest be fined? - How to fine those cutting the forest illegally?
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	<p>from Cholkiri district, Kampong Chhnang province said, “This radio program topic is very good to educate and raise awareness about the benefits of conserving the forest. Forests are natural resources for all people; they do not belong to any individual person. Community Forestry was created to conserve the forest. In my pagoda, we also grow tree in order to raise people’s awareness about the benefits of trees and encourage them to conserve the forest.”</p> <p>-Kean, a student from Kampong Chhnang expressed his comment, “I find that there is illegal logging in the community every day. I think that those cutting forest illegally should be seriously fined, but the forestry administration seems do not care much about his issue. It is because of corruption.”</p> <p>-Ry, a farmer from Preah Vihear province said, “We can help to protect community forest sites from illegal logging by cooperating with the forestry administration. Also, each community forestry leader has to educate people in the community to know the disadvantages of forest cutting and burning.”</p>	
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Capacity Building on the Effective Use of Media & Communications for Private Clients & Gov't Officials

In recognition of the importance of communication as an effective way of improving business relationships and increasing cooperation between the private and public sectors, Equal Access Cambodia, in collaboration with the USAID Cambodia MSME project, organized two training workshops over a period of three days, from 29th November to 1st December 2011. The training workshops took place at the Hotel Cambodiana in Phnom Penh.



The first workshop, which was held from 29th to 30th November 2011, was organized for USAID Cambodia MSME business association partners. Thirty-one participants attended this two-day training: 25 participants from swine and fish business association and another six from the USAID Cambodia MSME Project staff. The objective of the strategic communications training was to build the skills of businesspeople to design and implement effective communications strategies. The first day of the training focused on the technical skill of strategic

communications, which included strategic communications planning, crisis communications, and practical exercises on developing communication plans. The second day focused on building good relations with the press, public speaking and communications skills, and practical exercises such as one-minute at the microphone.



The second workshop lasted for one day following the training for private sector clients. This training was organized for 25 participants from different public institutions such as provincial departments of agriculture, departments of animal health and production, fisheries administration cantonment offices, offices of agricultural extension, and the ministry of agriculture, forestry and fisheries. The objectives of the strategic communications training were to increase the effectiveness of government communication with the private sector, and to ensure that those with communications responsibilities have improved skills and clear guidelines of how to communicate with businesses. The training focused on technical skills, such as strategic communications planning, crisis communications, public speaking and communications skills, and practical exercises such as one-minute at the microphone.

Case Study 8. Success Story from the 2nd Strategic Communications Training Participant: Private Sector

Knowing strategic communication is important A Case Study of Mr. Khoeng Rumcherb Director of Senkor Meanchey Association

Khoeng Rumcherb is a Director of the Senkor Meanchey Association in Kampong Thom province. This association was founded in September 2009 with support from the USAID Cambodia MSME project. It originally consisted of 58 members, including farmers, swine raisers, fish raisers, and other business people. In the first nine months after the associations founding, Rumcherb tried to open lines of communication with relevant individuals and institutions, such as provincial department of agriculture, district officials and other private companies. However, he was not successful and could not convince these stakeholders to get involved with the association. The problem was that Rumcherb did not approach this communications challenge strategically. He was invited to attend the second Strategic Communications Training organized by Equal Access Cambodia and USAID Cambodia MSME Project in June 2010. He said, “It was the first time that I attended such training and I gained a lot of knowledge and experience from it, which I put into practice with the association. I used my new knowledge about strategic communications to again approach the provincial department of agriculture, district officials and private companies, and I was more successful that time.”

Rumcherb used his communication skills to increase participation from various stakeholders, and the number of farmers in the association expanded. He said, “Presently, there are 156 members in the association. Eighty-percent of them are swine raisers and 20% are farmers and fish raisers. I have been able to encourage their active participation by spreading information about the association to the community and showing them the benefits they would gain from their participation.”

Rumcherb has recognized that his communication skills improved as a result of the training course. He said, “Before I was nervous when talking with people in high position and I did not know how to open a conversation with them. However, I took a different approach after the training and now I have more confidence to speak with these people. I approach each meeting with a clear goal in mind, and clearly state my purpose and objectives when I speak to them.”

Constraints Encountered and Unresolved Issues

None

Main Events Planned for Next Quarter

- Coordinate to produce Flooding video.
- Coordinate to produce Safe Piped Water Poster.
- Continue to produce activity updates and success stories.
- Produce materials such as backdrops, banners, stand banners and other materials for display booths of MSME during rural trade fairs.
- Continue to facilitate media liaisons for any important Project’s events.

Monitoring and Evaluation

Summary of Actions, Activities and Accomplishments this Quarter

This quarter, the Monitoring and Evaluation group completed the following main outputs:

- Entered 345 private sector clients' profiles (304 Bio-diversity, 26 swine and 15 brick and tile) into TAMIS.
- Completed Trainet reporting outputs which was conducted in Q11 and Q12
- Coordinated with all components and Value Chains to compile MSME weekly reports for the whole quarter.
- Coordinated with Value Chains and components to finalize rolling Key Event Calendar for the whole quarter.
- Coordinated with Ms. Tanja Lumba to build the finalized sub-forms of Swine and Aquaculture; and built Y4 workplan into TAMIS. As result, through coordination with provincial office managers, 13 swine and 2 Aquaculture clients' annual business performance have been uploaded in three different years, including 2009, 2010 and 2011.
- Worked with DCOP on presentation of MSME causal model to be presented at the DCED forum in Bangkok, from 17-21 January 2012.
- Conducted data quality assurance checks on TAMIS. Requested all relevant specialists/coordinators to update their respective outputs achievement during September through December 2011; sent quarterly report #12, workplan year 4 (2012) and final MSME mid-term evaluation report through publication form to DEC ; uploaded all weekly reports within this quarter.
- Developed quarterly report template No. 13 from October through December 2011 in line with activities/sub-Activities outlined in the Year 4 Workplan. Additionally, provided orientation to all Value Chains and component teams on the template.
- Organized meeting between MSME legacy team members and the O People to discuss preparation of the legacy materials and next steps.
- Coordinated VCs and Components, compiled Key Achievements Information and other regular requirements of COP & DCOP and management team members to report to USAID effectively.
- Coordinated Components and VCs staff to conduct field visits to interview clients for the business sub-form application and feed making assessment. Data collected was entered into the relevant sub-form and uploaded into TAMIS.
- Provided support to the DCOP and administration staff to create the SOW and provide relevant materials for the Final Evaluation request for proposals solicitation.

- Provided SPSS orientation for three O People staff and M&E Assistant/DAI. The orientations included merging files and multiple response analysis for the upcoming Trade Fair in Takeo province. After organizing and conducting the trade fair in Takeo province from 23-24 December 2011, a trade fair evaluation report was submitted by O People.
- Provided orientation for the M&E Assistant on the MSME Project weekly report preparation and the concepts of Results Chain Monitoring and Result Based Monitoring with its main tools application.
- Provided TAMIS operations orientation 2 administrations and 1 finance staff member.
- Participated in the meeting with Equal Access on the preparation of communication training.
- Drew two private sector client information graphs, which was disaggregated by value chain and by MSME target province in Kampong Cham province, for the team leader of component 1 to present to the DAI/HQ delegation mission to Cambodia.
- Collaborated with program staff to draft the international study tour selection criteria and sent to COP/DCOP for comments.
- Assisted component 2 to prepare documents for applying agricultural cooperative in Kampot province.
- Coordinated with teams to prepare report of WSP association forum held on December 28, 2011 at Cambodiana hotel.

The following charts give an overview of project activities implemented this quarter across value chains. They also indicate that one of our key challenges is increasing women’s participation in project activities.

Figure 4- Embedded Technical Training Participants Q13 2011

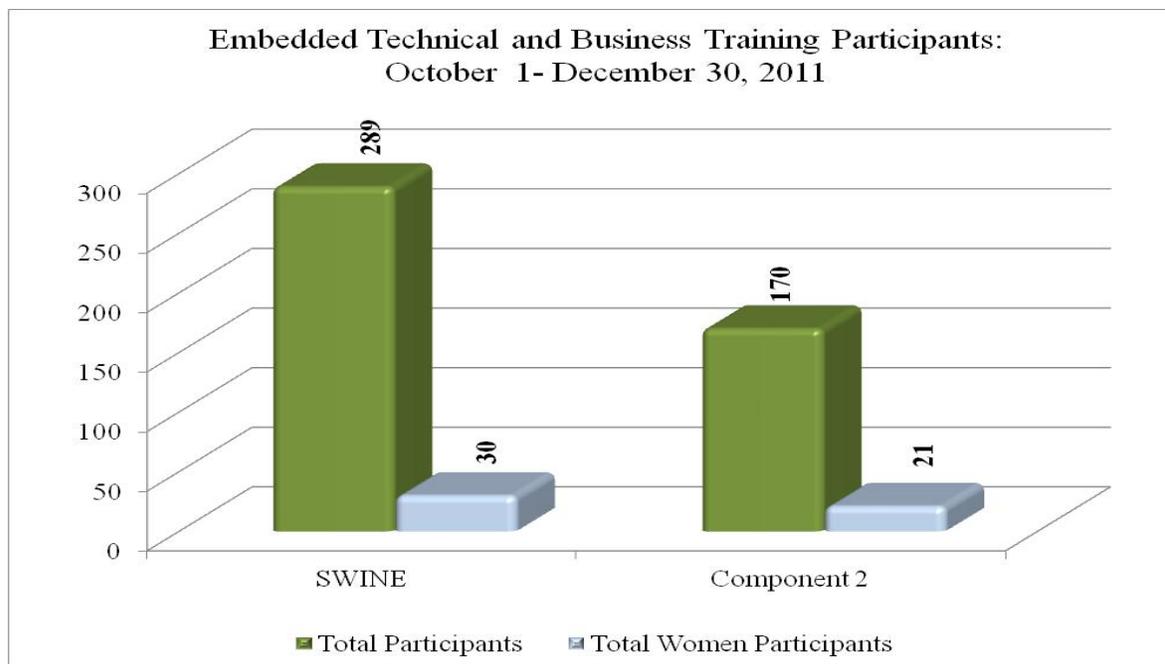


Figure 5- Workshop Participants Q13 2011

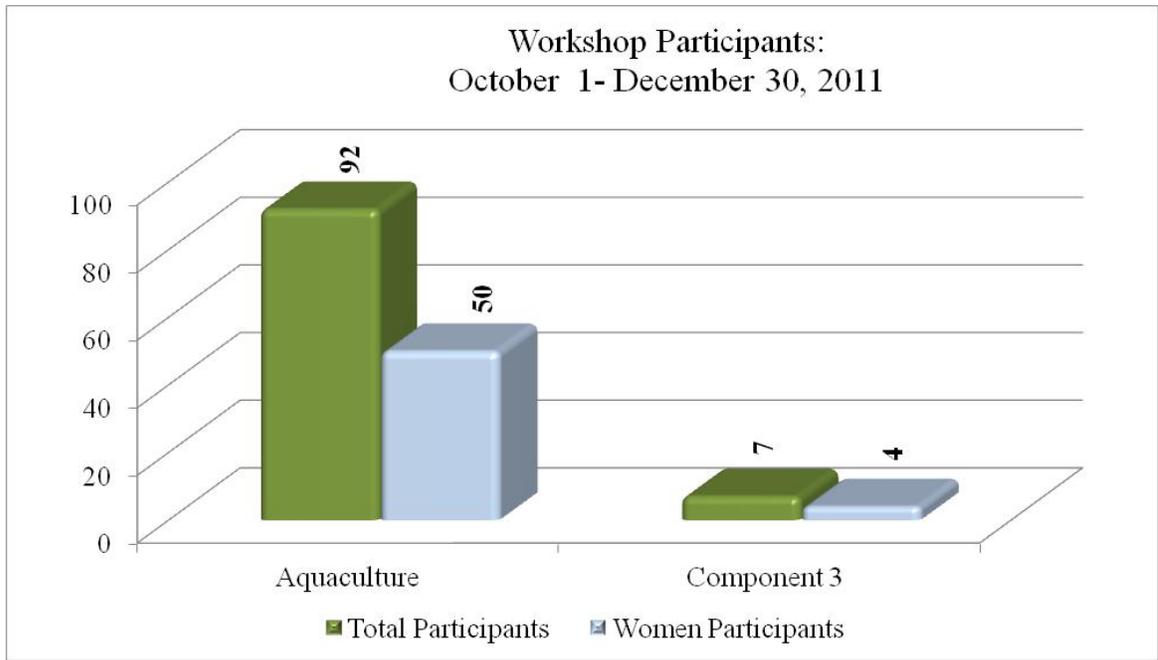


Figure 6- Cross-Provincial Exposure Trip Participants Q13 2011

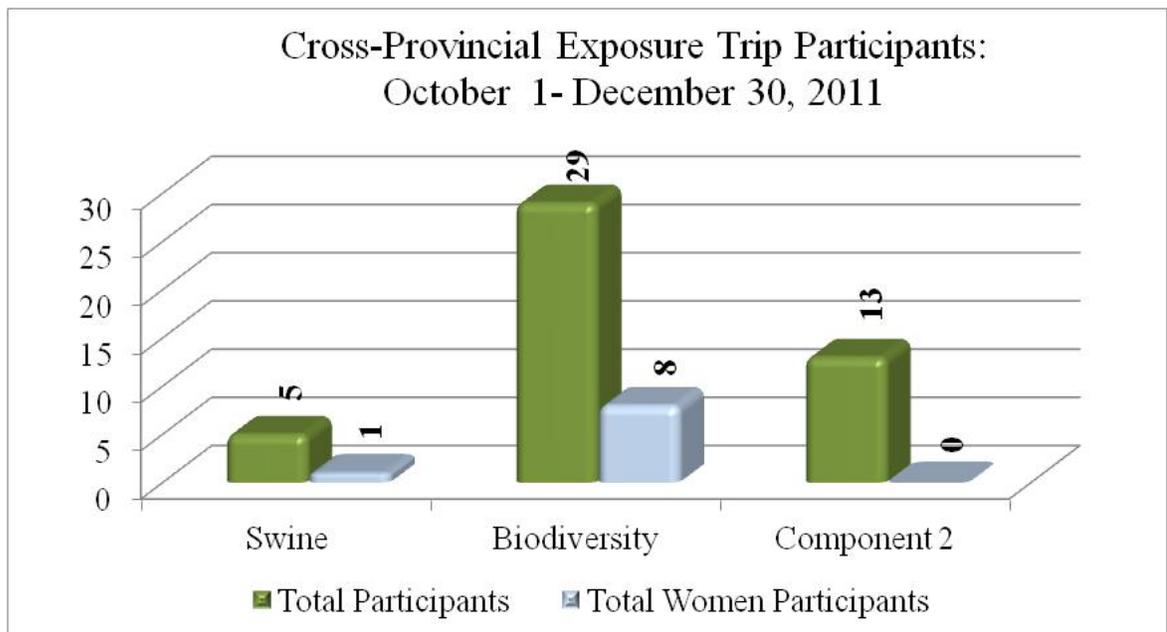


Figure 7- Public Private Sector Dialogues Participants Q13 2011

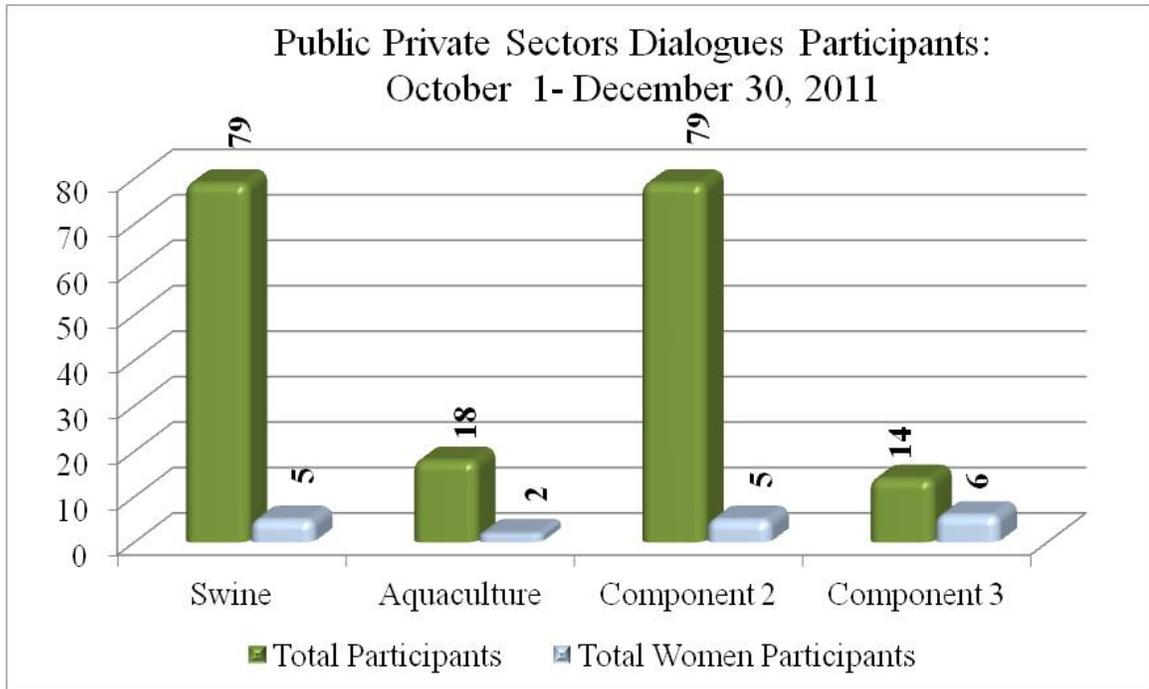
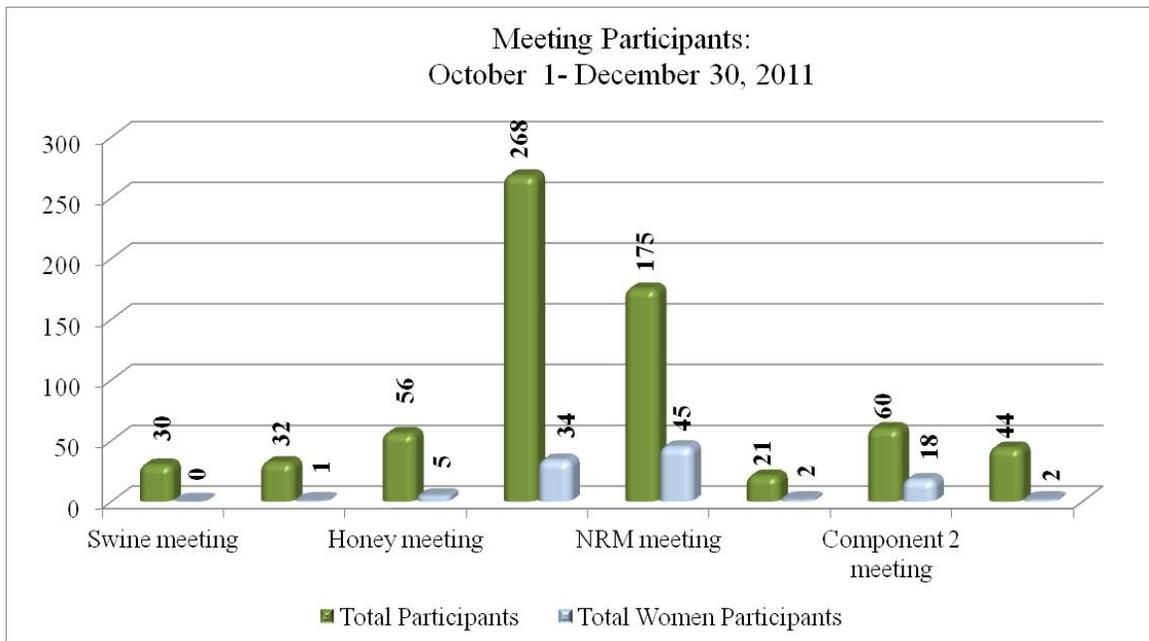


Figure 8- Meeting Participants Q13 2011



Constraints Encountered and Unresolved Issues

- None

Main Events Planned for Next Quarter

For the next quarter, the M&E group will participate in the following activities:

- Select the external consultant for the final evaluation and feed making assessment.
- Coordinate with external consultant to organize MSME Project Final Evaluation.
- Coordinate with external consultant to organize MSME Project feed making assessment.

Table 29. Monitoring Indicators Follow up for Quarter 13, October through December 2011

INDICATORS	UNIT	QUARTER #13	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT I: STRENGTHEN SELECTED VALUE CHAINS					
Number of enterprises benefiting from USAID development assistance*/**	No.	345	7,000	6,784	97%
Number of aquaculture enterprises benefiting from USAID development assistance*/**	No.	-1	817	804	98%
Number of swine enterprises benefiting from USAID development assistance*/**	No.	26	4,497	4,328	96%
Number of honey enterprises benefiting from USAID development assistance*/**	No.	8	527	511	97%
Number of resin enterprises benefiting from USAID development assistance*/**	No.	217	709	709	100%
Number of tourism enterprises benefiting from USAID development assistance*/**	No.	0	220	212	96%
Number of brick and tile enterprises benefiting from USAID development assistance*/**	No.	0	50	42	84%
Number of water enterprises benefiting from USAID development assistance*/**	No.	0	83	83	100

Number of NRM enterprises benefiting from USAID development assistance*/**	No	95	100	95	95%
Number of provinces supported by MSME 2/BEE	No.	0	12	12	100%
INDICATORS	UNIT	QUARTER #13	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
Percentage change in value of sales of project assisted enterprises*	%	Final Evaluation	75	69	92%
Percentage change in income of project assisted enterprises	%	Final Evaluation	100	66	66%
Percentage change in investments by project-supported SMEs	%	Final Evaluation	100	14	14%
Number of people with increased economic benefits derived from sustainable natural management and conservation	No.	1- 0	1- 3,000	1- 20,806	708%
		2- 0	2- 2,000	2- 14,436	
Number of people receiving USG-supported training in natural resources management and/or biodiversity conservation	No.	1- 0	1- 900	1- 2,560	270%
		2- 0	2- 300	2- 766	
Number of hectares in areas of biological significance under improved natural resource management**	HA	0	75,000	80,493	107%

Number of private sector water service providers	No.	0	26	26	100%
Number of people with improved access to drinking water supply as a result of USG assistance**	No.	1,500	50,000	95,515	191%
Sales of point of use latrines	No.	0	5,000	4,924	98%
INDICATORS	UNIT	QUARTER #13	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT 2: STRENGTHEN PRIVATE SECTOR VOICE					
Number of laws and regulations, etc. reviewed, changed or promulgated with private sector input	No.	1	9	8	89%
Number of provincial PPD forums developed and utilized as a result of USG assistance**	No.	4	24	38	158%
Number of Community Associations that are at least 50% self-funded by dues paying members	No.	0	15	16	107%
Number of MSMEs participating in policy advocacy meetings and PPDs	No.	1- 0 2- 0	1- 2,500 2- 500	1. 3,407 2. 612	129%
Number of community working groups that have clear market linkages in NTFP value chains	No.	0	30	32	107%
Number of project activities including of WSPs	No.	2	7	16	229%

INDICATORS	UNIT	QUARTER #13	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT 3: STRENGTHEN THE PUBLIC SECTOR TO SUPPORT the Business Enabling Environment					
Number of laws and regulations reviewed, analyzed or modified to improve the business enabling environment with USG assistance.	No.	0	30	35	117%
Number of relevant officials at the national and provincial levels demonstrating basic knowledge required for effective regulatory drafting, communications, investment promotion and public-private dialogue related to the implementation of policies or regulations that are relevant to the project's MSME clients	No.	0	400	790	198%
Improved legal and regulatory transparency, including increased communications of normative acts and regulatory procedures/fees	No.	1	15	17	113%
Number of policies, laws, agreements or regulations promoting sustainable natural resource management and conservation	No.	0	10	11	110%

INDICATORS	UNIT	QUARTER #13	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
GARMENT INDUSTRY PRODUCTIVITIES CENTER (GIPC)					
Number of factories/firms receiving USG assistance to improve management practices	No	0	55;34	68; 30	106%
Number of PPDs in the garment sector	No.	0	5	9	180%
Ratio of income from GIPC training service to salaries of the technicians**	%	0	86.25 (Average)	84 (Average)	97%
Number of participants in vocational trainings	No.	1- 0	1- 35	1-64	176%
		2- 0	2- 245	2-364	

* DCED indicator/requirement

** Operational Plan Indicator

Notes:

- 1- At the end of this quarter, our TAMIS system shows a total of 6,784 private sector clients (97% of the target), i.e. 216 additional private sector clients are needed to reach to the target of 7,000 (excluding the 847 public sector clients).
- 2- The following indicators will be calculated after the MSME Project final evaluation is completed: percentage changes in value of sale, income and investment.
- 3- For the indicators that did not change in quarter # 13 - this means that implementation activities occurred with the same target clients in the same target areas (for instances, WSPs, total number of biological significant areas in hectares, number of people with increased income benefits derived from sustainable natural management and conservation, number of community working groups that have clear market linkages in NTFP value chain, numbers of policies, laws, agreement or regulation promoting sustainable natural resources management and conservation, ...etc.).
- 4- Component 2 has worked on one sub-decree, namely fish and aquaculture products transportation.
- 5- Component 2 also achieved four Public and Private Sector Dialogues, including, Swine Business in Svay Rieng and Kampong Cham provinces and on fish and aquaculture products transportation in Prey Veng and Kampong Cham provinces.

Annexes

Annex 1: Key Events Calendar – January through March 2012

January

January 2 – 6

Aquaculture & Component 3

- **1/05:** Workshop on “Practice of Fish Transportation” in Kampong Thom and Siem Reap MSME’s clients, in collaborate with FiA.
- **1/06:** Workshop on “Joint Prakas on Minute Format of Aquaculture Offenses” for Kampong Thom cantonment officers in Kampong Thom with FiA.

Component 2

- **01/04:** General Assembly meeting on official forming of Sneung CWG to become Snoeng Chivah Pheap Thmey Cooperative, Banan district, Battambang province.

January 9 – 13

Aquaculture & Component 3

- **1/12:** Workshop on “Joint Prakas on Minute Format of Aquaculture Offenses” for FiA cantonment officers in Kampong Cham, in partnership with FiA.

Bio-Ecotourism:

- **01/10-12:** Bee box training for 3 honey groups (Tany, Toap Cheang and Prang) in Koh Kong.

Component 2

- **01/12:** General Assembly meeting on official forming of Prey Veng Krong CWG to be Prey Veng Krong Samaki Choukchey Cooperative.
- **01/10-12:** Cross-provincial trip for Svay Rieng Swine Cooperative committee members to Pailin to contract business partners to supply raw materials - corn, cassava, and soybean – for feed production.

January 16 – 20

Aquaculture & Component 3

- **1/19:** Workshop on “Joint Prakas on Minute Format of Aquaculture Offenses” for FiA cantonment officers in Battambang in collaborate with FiA.

Bio-Ecotourism:

- **01/18:** Buddhist tree ceremony in Samaky Sangrous Prey Chheu CF in Oddor Meanchey.
- **01/19:** Buddhist tree ceremony in Tmorda Teuk

Khiev CF, Oddor Meanchey.

Swine

- **01/19:** Cross provincial exposure trip on “farm management, bio-security and sty building” for 12 swine producers in Thmor Kol, Battambang to Banteay Meanchey province.

Component 2

- **01/18:** First Annual General Assembly meeting for Kampong Trach Agriculture Cooperative.

January 23 – 27

Aquaculture & Component 3

- **1/26:** Workshop on “Joint Prakas on Minute Format of Aquaculture Offenses” for Kampot cantonment officers, in collaborate with FiA.

Water

- **01/18-20:** Cross provincial trip for WSPs in Takeo and Kampot to visit WSPs in Kampong Speu, Kampong Cham and Kandal.

Bio-Ecotourism:

- **01/25:** CBET Business Forum on “Promoting Eco-tourism Market” by disseminating site profiles and improving business linkages in Siem Reap.

Rural Trade Fair

- **01/27-28:** MSME RURAL TRADE FAIR in Pursat province.

Swine

- **01/26:** Swine embedded technical-business training for new swine value chain actors in Krako, Pursat, provided by Vypharvet Company.

February

January 30 – February 3

Aquaculture & Component 3

- **2/2:** Workshop on “Practice of Fish Transportation” for Takeo and Kampong Speu aquaculture clients in Takeo Province, collaborate with FiA.
- **2/3:** Workshop on “Joint Prakas on Minute Format of Aquaculture Offenses” for Takeo cantonment officers in Takeo, collaborate with FiA.

Swine

- **02/02:** Business Forum on “Slaughterhouse Improvement” in Battambang province.

February 6 – 10

Aquaculture

- **02/9:** Workshop on “sharing the lessons learned from Philippine and food safety” for retailers and traders in Chi Po market, Svay Rieng by Chi Po’s market committee.

Brick and Tile

- **02/08:** Brick and Tile Cross provincial exposure trip to Mong Rithy Company to learn high production technology in Sihanouk province.

Swine

- **02/07-10:** Scope trip for international exposure mission on “Slaughterhouse Improvement” to Vietnam.

February 13 – 17

Rural Trade Fair

- **02/17-18:** MSME RURAL TRADE FAIR in Kampong Cham province.

Swine

- **Tentative - 02/13-17:** International exposure trip to visit feed facilities in Vietnam.

Water

- **02/14:** PPD for Water Piped supply clients on “Road construction issues and competition of untreated water systems.” in Phnom Penh.

February 20 – 24

Brick and Tile

- **02/19-24:** International exposure mission to Vietnam for 18 clients to learn on new technology and establish links with Vietnamese firms.

Swine

- **01/24:** Business Forum in Kampong Thom for sharing the results of assessment and lessons learn of best practices on feed making operations.

Water

- **02/22:** Facilitate promotional campaign on good hygiene – hand washing – and piped water among users in Mesor Chrey commune, Steung Trang district, Kampong Cham province.

February 27 – March 2

Aquaculture

- **Tentative - 02/26-03/03:** International Technology and Governance Mission on “Aquaculture Hatchery Management” to Vietnam.

Bio-Ecotourism:

- **02/29:** PPD between resin tapping communities in Rovieng district, PVH and other actors to reduce threats (tree cutting) to resin resource areas and to improve business environment focus on transportation.

Swine

- **03/02:** International exposure trip to visit

slaughterhouse improvement in Vietnam.

March

March 5 – 9

Rural Trade Fair

- **03/09-10:** MSME RURAL TRADE FAIR in Battambang province.

Bio-Ecotourism

- **03/06-07:** Cross provincial trip for Ecotourism working group of Toap Chheang CF on “experiences sharing” to Chi Phat and Trapeang Rong.

March 12 – 16

Aquaculture

- **03/15:** Workshop on “sharing knowledge and good practices” to improve retail market in Svay Rieng, collaborate with Svay Rieng market committee.

Brick and Tile

- **03/15:** Brick and Tile Business Forum on “Relationship linkages” between Cambodian brick and tile producers and

Vietnam equipments and machineries suppliers.

Swine

- **03/15:** Embedded Swine feed technical training in Soung, Kampong Cham province.

Water

- **03/13-15:** Training on “hardness removal of water treatment process”. This will be trained by ITC.

Component 2

- **03/15:** First Annual General Assembly meeting for Svay Rieng Swine Cooperative and strategic goal for strengthening and expanding cooperative members and business.

March 19 – 23

Aquaculture

- **03/22:** Workshop for sharing knowledge and good practices on “improving retail market” in Kampong Cham with collaboration of Oraing Ov market committee.

Component 2

- **03/22:** Training on “Record Bookkeeping and saving scheme for Snoeng Chivah Pheap Thmey Agriculture Cooperative, Battambang Province by Mr. Nam Thearith, Chief of Prey Totoeung Mean Chey Cooperative, Kampong Cham province.

March 26 – 30

Bio-Ecotourism:

- **03/29:** Business Forum for key resin industry actors on “Building linkages and sharing market information.” in Rovieng District, Preah Vihear.

Swine

- **03/28-29:** Cross-provincial trip from Kampong Kdey district to Siem Reap to learn on farm management, pig sty building and bio-security.

Component 2

- **03/29:** Business Discussion meeting between input suppliers and Kampot Krong Agriculture Cooperative.