



**USAID**  
FROM THE AMERICAN PEOPLE

# CAMBODIA MSME 2/BEE PROJECT

## QUARTERLY REPORT NO. 14

(JANUARY 1 – MARCH 31, 2012)

TASK ORDER NO. 04

**APRIL 30, 2012**

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

This page left intentionally blank for double-sided printing.

USAID Cambodia MSME2/BEE Project

# Quarterly Report No. 14

Task Order No. 4

<b>Program Title:</b>	<b>Strengthening Micro, Small and Medium Enterprises in Cambodia</b>
<b>Sponsoring USAID Office:</b>	<b>USAID/Cambodia</b>
<b>Contract Number:</b>	<b>EEM-I-00-07-00009-00/04</b>
<b>Contractor:</b>	<b>DAI</b>
<b>Date of Publication:</b>	<b>April 30, 2012</b>
<b>Author:</b>	<b>Cambodia MSME 2/BEE Project</b>

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.

# Contents

## Contents

<b>Introduction</b> .....	<b>1</b>
<b>Background</b> .....	<b>1</b>
<b>Project Objectives and Approach</b> .....	<b>2</b>
<b>Summary of Project Highlights this Quarter</b> .....	<b>3</b>
<b>Component 1 - Strengthening Value Chains</b> .....	<b>6</b>
<b>Aquaculture Value Chain</b> .....	<b>6</b>
Summary of Actions, Activities and Accomplishments This Quarter.....	6
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.	7
Activity 2. Diversify and expand aquaculture production. ....	7
Activity 3. Strengthen retail and consumer market demand for aquaculture (and swine) products. ....	9
Development Partners Coordination Meetings .....	10
Constraints Encountered and Unresolved Issues.....	13
Main Events Planned for Next Quarter .....	13
<b>Swine Value Chain</b> .....	<b>14</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	14
Activity 1. Facilitate the Sustainable Delivery of Technical and Business Skills Development in the Swine Sector.....	14
Activity 2. Lower Input Costs by Expanding and Diversifying Local Production of Swine Feed.....	16
Development Partners Coordination Meetings .....	19
Constraints Encountered and Unresolved Issues.....	19
Main Events Planned for Next Quarter .....	20
<b>Brick and Tile Value Chain</b> .....	<b>21</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	21
1. Facilitate Investment In And Implementation Of Improved Production Standards. ....	21
Other Activities in Progress .....	23
Development Partners Coordination Meetings .....	24
Constraints Encountered and Unresolved Issues.....	24
Main Events Planned for Next Quarter .....	24
<b>Honey Value Chain</b> .....	<b>24</b>

Summary of Actions, Activities And Accomplishments This Quarter .....	24
Activity 1. Further Expand Honey Production and Post Harvesting Practices and Build On this Progress to Strengthen Management of Bee Habitats. ....	25
Activity2. Facilitate Diversification And Expansion Of Market Channels (Buyers) In The Honey Value Chain. ....	26
Development Partners Coordination Meetings .....	27
Constraints Encountered and Unresolved Issues by each respective activity. ....	27
Main Events Planned for Next Quarter .....	28
<b>Resin Value Chain.....</b>	<b>29</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	29
Activity 1. Strengthen Network Of Resin Producers To Reinforce Technical Skills And To Interact With Other Landscape Area Actors To Preserve Resin Resource Area.....	29
Activity 2. Strengthen Market Linkages Between Resin Communities And Traders, Processors And Exporters.....	29
Development Partners Coordination Meetings .....	30
Constraints Encountered and Unresolved Issues By Each Respective Activity. ....	30
Main Events Planned For Next Quarter .....	30
<b>Natural Resource Management .....</b>	<b>31</b>
Summary Of Actions, Activities And Accomplishments This Quarter .....	31
Activity 1. Improve Sustainable Natural Resources Management And Cooperation Among Relevant Stakeholders In Four Targeted Landscapes.....	31
Activity 2. Promote Awareness Of And Support For Stronger Natural Resource Management And Conservation In Four Landscape Zones. ....	32
Buddhist Tree Ceremony.....	33
Development Partners Coordination Meetings .....	34
Constraints Encountered and Unresolved Issues by each respective activity. ....	35
Main Events Planned for Next Quarter .....	35
<b>Tourism.....</b>	<b>36</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	36
Activity 1. Support the Promotion of Eco-Tourism Through Private Sector Linkages. ....	36
Development Partners Coordination Meetings .....	37
Constraints Encountered And Unresolved Issues By Each Respective Activity. ....	37
Main Events Planned for Next Quarter .....	37
<b>Water Supply and Sanitation .....</b>	<b>38</b>
Summary of Actions, Activities and Accomplishments This Quarter.....	38

Activity 1. Improve Water Services Operations And Address Industry Regulatory Issues Through Strengthened Networking Among WSPs And Other Water Value Chain Actors.....	38
Activity 2. Build on MSME Supported Water System Investments to Increase Awareness of the Importance of Safe Water and Adoption of Good Hygiene Practices.....	39
Development Partners Coordination Meetings .....	39
Constraints Encountered and Unresolved Issues.....	39
Main Events Planned for Next Quarter .....	39
<b>Component 2 – Strengthening Private Sector Voice .....</b>	<b>41</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	41
Activity 1. Create And Strengthen Local Business Organizations (Cooperatives, Water User Groups, CWGs) as Vehicles of Industry Strengthening.....	41
Activity 2. Improve The Business Enabling Environment (BEE) For Target Industries.....	44
Activity 3. Support VC Actors in Building National Level Representation to Address Business and BEE Issues. ....	45
Activity 4. Translation and Interpretation .....	45
Development Partners Coordination Meetings .....	45
Constraints Encountered and Unresolved Issues by Each Respective Activity..	45
Main Events Planned for Next Quarter .....	45
<b>Component 3 - Public Sector Strengthening to Improve the Business Environment .....</b>	<b>46</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	46
Activity 1. Address And Solve Value Chain Driven Policy And Regulatory Constraints. ....	47
Activity 2. Provide Systemic Policy Advice and Training Services to RGC Counterparts.....	52
Activity 3. Other Outputs.....	53
Constraints Encountered and Unresolved Issues.....	56
Main Events Planned for Next Quarter .....	56
<b>Operations and Administration .....</b>	<b>57</b>
General Operations .....	57
Procurement.....	57
Study Tour for Next quarter .....	58
Staffing .....	59
Constraints Encountered and Unresolved Issues This Quarter .....	60

Activities Planned For The Next Quarter .....	60
Staffing Constraints .....	60
<b>Financial Report: January1– March 31, 2012 .....</b>	<b>62</b>
<b>Communications and Media Outreach.....</b>	<b>63</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	63
Produce Project Outreach Materials.....	64
Develop Radio Broadcasts .....	65
Audience Feedback (Listener Highlights and Successes).....	75
The Success Starts With You Radio Program Provides Audiences with Good Opportunities to Build their Businesses: .....	75
Capacity Building on the Effective Use of Media & Communications for Private Clients & Gov't Officials .....	82
Main Events Planned for Next Quarter .....	82
<b>Monitoring and Evaluation .....</b>	<b>83</b>
Summary of Actions, Activities and Accomplishments this Quarter.....	83
Constraints Encountered and Unresolved Issues.....	88
Main Events Planned for Next Quarter .....	88
<b>Annex .....</b>	<b>95</b>
<b>Annex 1: Key Events Calendar from April through June 2012 .....</b>	<b>95</b>

## **Tables:**

Table 1: Technical and Business Training:.....	14
Table 2: Diffusion Clients of Feed Making:.....	17
Table 3: Number of Clients Producing Feed: .....	18
Table 4: Private Participants: .....	22
Table 5: Public Participants:.....	23
Table 6: MSME Project Staffs: .....	23
Table 7: Participants In Map Reading .....	25
Table 8: Participants In Bee Box Bee Keeping (Apis Cerena) Training.....	26
Table 9: Participants In Trade Fair And Numbers Of Liters Of Honey Sold.....	27

Table 10: Participants In Map Reading And Ground Check Cpas Boundary Demarcation .....	30
Table 11: Participants In The Meeting To Discussed The Ways To Reduce Threats And Improve Forest Management .....	31
Table 12: Participants of Buddhist Tree Ceremony .....	33
Table 14: Participants In Consultation Meeting: .....	36
Table 15: Participants in CBET Cross Provincial Trip .....	37
Table 16: USAID Cambodia MSME Meeting With Private Organizations .....	44
Table 18: Summary of Staff Recruited in this Quarter .....	59
Table 19: STTA Mobilized during the Project's this Quarter .....	60
Table 20: Project Positions To Be Filled In The Next Project Quarter .....	60
Table 21: STTA Anticipated To Be Mobilized In Next Project Quarter .....	61
Table 22: Project Communications and Outreach Materials .....	64
Table 23: Broadcasting Summary: TV PSA Promotion .....	65
Table 24: Broadcasting Summary Pre-Recorded Program .....	66
Table 25: Broadcasts of "Highlight Episodes" Provided For Free.....	67
Table 26: Broadcasting Summary- Radio PSA .....	67
Table 27: Popularity Of Pre-Recorded Programs.....	68
Table 28: Broadcasting Summary Of MSME Radio Roundtable Talk Show Program...	70
Table 29: Total Number of Audience Interactions with the Live Radio Call-In Show.....	71
Table 30: Stations that Rebroadcast the Live Roundtable Talk Show from RNK .....	71
Table 31: Live Talk Show Caller Demographics by Sex and Location (out of the 108 on and off air calls) .....	72
Table 32: Live Talk Show Caller Demographics by Age.....	72
Table 33: Live Talk -Show Caller Demographics by Profession.....	72
Table 34: Live Talk Show Caller Demographics by province .....	73

Table 35: Why Did The Caller Contact The Live Program?.....	74
Table 36: The Popularity of Live Show Programs Conducted on RNK.....	74
Table 37: Audience Feedback On Issues And Guest Speakers.....	76
Table 38: Monitoring Indicators Follow up for Quarter 14, January to March 2012 .....	89

## Figures

Figure 1 - Project Private Clients Compared to PMEP Targets FY 2008 and 2012 .....	5
Figure 2 - Number of MSME Public Sector Partners .....	5
Figure 3 - Group picture of participants .....	21
Figure 4 - Grinding Machine .....	22
Figure 5 - Molding Machine .....	22
Figure 6 - Callers By Sex and Area .....	72
Figure 7 - Callers by Age.....	72
Figure 8 - Callers by Profession .....	72
Figure 9 - Callers by Province .....	73
Figure 10 - Number of Callers by Topic (Live Show on RNK Only).....	74
Figure 11 - Embedded Technical and Business Training Participants Q14 2012.....	85
Figure 12 - Workshop Participants Q14 2012 .....	85
Figure 13 - Cross-Provincial Exposure Trip Participants Q14 2012 .....	86
Figure 14 - International Study Tour Q14 2012 .....	86
Figure 15 - Workshop Participants Q14 2012 .....	87
Figure 16 - Meeting Participants Q14 2012.....	87
Figure 17 - Trade Fair Participants Q14 2012 .....	88

**Case Studies**

Case Study 1 - Business Forums for Promoting Technical Skill and Good Business Relations ..... 11

Case Study 2 - Business Forums for Promoting Technical Skill and Good Business Relations ..... 12

Case Study 3 - Rural water service businesses continue expanding systems; adding customers and profit..... 40

## 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 Quarterly Report No. 14 covering the period January 1-March 31, 2012.

## Background

The USAID Cambodia MSME 2/BEE Project, referred to throughout this document as 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. Sun Boreth; Value Chain Advisor and Component Team Leader, Mr. Oeun Sophath; Private Sector Voice Component Team Leader, Mr. Kimhor Proum; and Public Sector Strengthening Component Leader, Mrs. Ly Sopheap. The core technical team is comprised of a Senior Better Regulations Advisor, Mr. Paul Dodds, Technical Advisor, and 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.



## **Project Objectives and Approach**

The MSME Project operates in 17 provinces of Cambodia: Battambang, Siem Reap, Kampong Thom, Kampong Cham, Kampong Speu, Kandal, Kratie, Prey Veng, Svay Rieng, Pursat, Takeo, Kampot, Oddor Meanchey, Koh Kong, Preah Vehear, Stung Treng, and Banteay Meanchey. The Project improves the performance of thousands of firms in several value chains, facilitates 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 facilitate development of 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, community working groups, cooperative or business associations and then engage with the government at national and provincial levels 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 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 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.

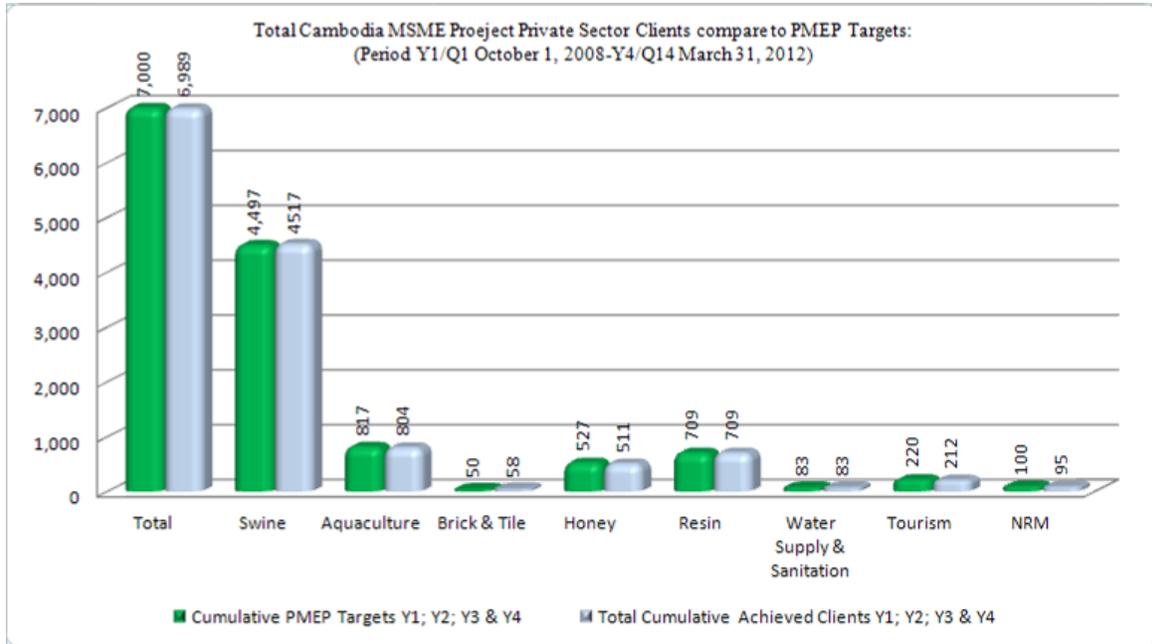
## Summary of Project Highlights this Quarter

- The MSME team facilitated a one day training workshop on Filing Procedures of Fisheries Offices at Kampong Cham Province. The workshop was attended by 49 people (4 women) from both the private and public sector and was chaired by the Deputy Governor, HE. Meng Soun, of Kampong Cham province. Mr. Sam Sathya and Mr. Heng Piseth from the Department of Administration Affairs and Litigation of FiA facilitated the workshop. Public sector participants included officials from relevant provincial departments, local authorities, prosecutors and police officials. Private sector participants expressed their appreciation for the official explanation of filing procedures, while the local officials acknowledged concerns raised by the private sector on the actual implementation of the procedures. Both sides intend to continue dialogue on the issue to improve communication. The event was broadcasted on Bayon TV station.
- In collaboration with the Fishery Administration (FiA), the team facilitated a PPD with 45 aquaculture value chain clients in Kampot and Preah Sihanouk province including Fishery Administration Cantonment officers and other government officials. Chaired by H.E. Heng Vantha, Deputy Governor of Kampot province and Mr. Sam Sathya, Deputy Director of Administration and Litigation Affairs of FiA, the dialogue and discussion aimed to raise and discuss concerns, and provide training on the new filing procedures to report and document fishery offenses.
- The MSME team facilitated two Buddhist Tree Ceremonies in Samaky Songrous Prey Chheu CF and Samaky Community Forestry in Oddor Meanchey province in an effort to raise environmental awareness and promote the need to protect vulnerable community forests and ecosystems through linking local beliefs and traditional practices with conservation efforts. The ceremonies attracted 304 (81 women) participants including community members, forestry administration representatives, environmental officials, commune council members, monks and military officials.
- The USAID Cambodia MSME Project launched three Rural Trade Fairs in Pursat Province from January 27-28, in Kampong Cham Province from February 17-18 and in Battambang Province from March 9-10. The three fairs included over 300 exhibit booths and attracted more than 100,000 visitors. The exhibit booths showcased Cambodian products - agricultural products, agricultural inputs, agro-processed food and handicrafts. Small businesses, business associations and cooperatives, several educational institutions, NGOs and social enterprises displayed and sold their products. The event saw the launch of the “biodiversity awareness campaign” where community forestry groups and members from protected forestry areas showcased their challenges facing their communities and promoted the conservation of Cambodian natural resources and biodiversity areas. The event received national television and radio media coverage.
- Senior officials from the Ministry of Agriculture, including HE Chan Sarun, Minister of Agriculture, conducted a visit to Prey Veng Province to meet Mr. Keo La, a leading fish raiser in PV and the leader of the aquaculture cooperative there. The Minister was very impressed with Mr. Keo La’s success under the MSME program. Mr. Keo La and his family used to live in a grass hut. After becoming an MSME client, receiving technical assistance from input suppliers and joining cross provincial missions, he is now a leader in the community and the president of the cooperative. Mr. Keo La’s improved skills enabled

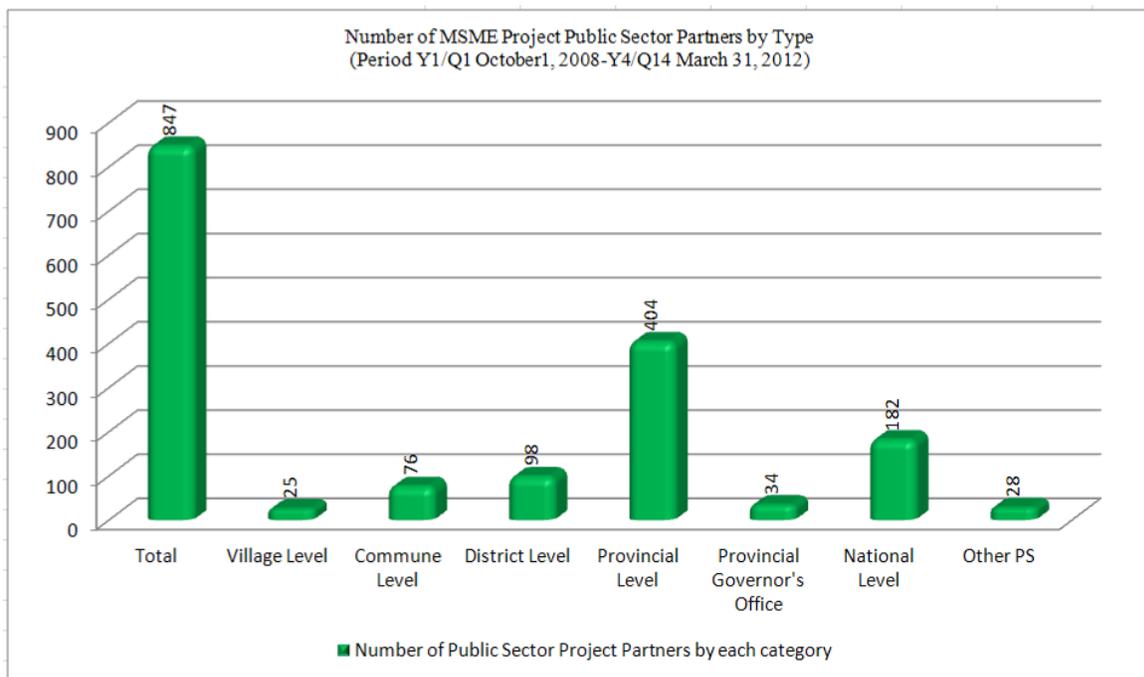
him to increase his fish pond yield from 700 kilos of fish to 10,000 kilos of fish. He now lives in a new two bedroom house and sends his children to private school in Phnom Penh. The Minister of Agriculture then requested an impromptu visit to Svay Rieng to meet with Mr. Chantha and the swine cooperative of which Chantha is president. The MSME Team accompanies the Minister. It is very high praise that the Minister has selected so many MSME clients as examples of best practice.

- Facilitated a Third General Assembly of Svay Rieng Swine Cooperative with 110 (21 women) members. The event aimed to highlight accomplishments in 2011 and to vote for a leader to manage the cooperative; the same leader was reelected. Cargill, an input supplier company, and Svay Rieng PDA contributed funds for the event. Mr. Sam Tha, Chief of Svay Treab district and Mr. Thach Rathana, Director of Svay Rieng PDA attended the event.
- Facilitated an International Exposure Trip to Vietnam with 15 brick and tile manufacturers and 2 government DIME officials from Battambang, Pursat, Siem Reap, Kampong Thom, Kampong Cham, Prey Veng and Kandal provinces. The trip focused on clay brick and tile technology and best practices. Participants are anticipated to adopt improved technology and to increase investment in their businesses. Feedback to date has been positive with some manufacturers already placing orders for new equipment.
- The Global Institute for Tomorrow (GIFT) invited Cambodia MSME to share the Project's success in promoting private sector growth in Cambodia to about 30 international investors/young leaders from the Asian region. Participants were interested in the success of MSME's work and wished to tap into the network of enterprises assisted by the project to explore investment opportunities and to meet with MSME WSP clients to explore future potential partnerships.

**Figure 1 - Project Private Clients Compared to PMEP Targets FY 2008 and 2012**



**Figure 2 - Number of MSME Public Sector Partners**



# Component 1 - Strengthening Value Chains

## Aquaculture Value Chain

### Summary of Actions, Activities and Accomplishments This Quarter

- Coordinated with Component 3 to facilitate a workshop on the practice of fish and fishery product transportation in Kampong Thom and Takeo province.
- Coordinated with Component 3 to provide training support on joint Prakas on format of filing procedures for aquaculture offenses in Kampong Thom, Kampong Cham, Battambang, Kampot, Kratie and Takeo provinces.
- Facilitated 2 embedded aquaculture technical trainings in Pearaing district and Sithor Kanda district, Prey Veng Province. The training was provided by Mr. Sin Chamroeun, a fingerling producer in Svay Antor district, Prey Veng Province.
- Facilitated an International Technology and Governance Mission on Aquaculture Hatchery Management to Viet Nam to learn about successful breeding technology.
- Facilitated cross provincial trip for fish producers in Kamchay Mear district to Kampong Cham province.
- Facilitated a group meeting with Oraing Ov market committees to begin developing a draft poster on food handling, safety and hygiene procedures as well as proper waste disposal techniques for aquaculture and swine products on the market.
- Met with Oraing Ov market committee and the Oraing Ov district Health Office to discuss the draft contents of the food safety and hygiene poster targeting retail markets.
- Met with market owner and retailers in Chi Pou market of Svay Rieng province to review and finalize presentation materials on food safety and hygiene to educate market vendors and consumers about food hygiene and sanitation in the market place.
- Facilitated a workshop for sharing lessons learned from the Philippines's mission on food safety for retailers and traders in Chi Po market, Svay Rieng by Chi Po's market committee.
- Facilitated a visit of the USAID Mission Director to Oraing Ov retail market upgrading in Kampong Cham to observe product zoning arrangements at the market as result of the project's intervention.

**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.**

**Fish Transportation Issue:** To improve knowledge of aquaculture producers and traders on regulations on transportation of fishery products, the Cambodia MSME project facilitated two workshops during the quarter on the practice of fish and fishery product transportation in Kampong Thom and Takeo Provinces. The workshop focused on regulations on fishery product transportation, challenges and practices in Siem Reap, Kampong Thom, Kampong Speu, and Takeo. For detailed information on this activity, please see the Component 3 section of this quarterly report.

**Joint Prakas on Format of Filling Procedures for Fishery Offenses:** Cambodia MSME supported 7 training workshops on the Joint Prakas on Format of Filling Procedures for Fishery Offenses from January to March 2012 in Kampot, Kampong Thom, Siem Reap, Battambang, Takeo, Kratie and Kampong Cham. For detailed information on this activity, please see the Component 3 section of this quarterly report.

**Activity 2. Diversify and expand aquaculture production**

The aquaculture team facilitated a one week International Technology and Governance Mission on Aquaculture Hatchery Management to Viet Nam. The visit was done in collaboration with AIT-Viet Nam (Asian Institute of Technology) based in Ho Chi Minh City.

The group consisted of 17 participants' including 11 leading clients, 2 Fisheries Administration officers, 1 USAID representative and 3 MSME Project staff members. The trip focused on breeding and nursing of three main aquaculture species: (1) Pangasius breeding, (2) Artificial Tilapia breeding, (3) Giant fresh prawn hatching. The main objectives of the mission were as follows:



- To learn fish breeding processes for Pangasius, Tilapia and giant fresh water prawn and to adapt this technology in Cambodia.
- To learn how to nurse fingerling and post lava technology.
- To visit small and medium scale hatcheries for Pangasius, Tilapia, and Giant fresh water prawn and to replicate this technology in Cambodia.
- To visit input supply companies or shops to learn about supporting products available to hatchery businesses.

- To understand the roles of Vietnamese government agencies in supporting the growth of the aquaculture sector, especially the hatchery business.

The team visited several southern provinces of Vietnam including Dong Nai, Tien Giang, Ben Tre, Can Tho and An Giang. Below are sites visited and activities conducted:

- Visited the Ngoun Lam Agriculture and Forestry University and NOVUS Ltd. Co. Farm to discuss the support of academic researchers to aquaculture development.
- Visited a commercial cage culture of Tilapia in Bien Hoa City to learn about techniques on how to culture red tilapia in the river-cage.
- Met with director of Research Institute of Aquaculture No.2 to learn about national governance models on sustainable aquaculture development, with emphasis on the Pangasius industry.
- Met with the director of the Seed production process of mono sex Tilapia in Cu Chi HCM City where our participant observed mono-tilapia breeding practices, hormone injection techniques, egg nursing (egg to fry), and feeding by hormone 17alfa.
- Visited Con Linh commercial catfish pond farm of Go Dang Company in Ben Tre province to learn about technical and management skills for catfish farming including Pangasius selection practices for breeding, question and answer session on hormone use and injection, stripping egg and egg development / nursing.
- Visited Southern Fresh Aquaculture Breeding Centre in Tien Giang for a briefing/discussion on breed selection and production for Tilapia, Pangasius and Giant Freshwater Prawns.
- Visited Newday Ltd. Co, a supplier of aquaculture / hatchery equipment and material. They provide consultation and supply materials and equipment used in the hatchery business.
- Met with the director of the College of Aquaculture and Fisheries at Can Tho University who gave a demonstration on hatching of giant prawn and catfish.
- Visited Thu Hong Company, a supplier of hatchery equipment and materials in Can Tho, for a consultation on supplying materials and equipments used in hatchery business.
- Met with the deputy director of Binh Thanh Hatchery of An Giang Fisheries Breeding Center to discuss technical skills used in catfish hatcheries and on cage culture.
- Visited Giant Freshwater Prawn hatching farms in Chau Thanh district of An Giang to discuss the technology transfer business and Giant Freshwater Prawn business, including observation of prawn hatching practices; question and answer session on brood stock selection; and post lava nursing.
- Visited Red Tilapia and Catfish hatching farms in Chau Thanh district of An Giang for a presentation on the technology transfer business and the high quality fish breed business, including observation of fish hatching practices; question and answer on brood stock selection; and post lava nursing.

Dr. Kimberley Lucas, Director of the Agriculture and Food Security at USAID participated in the first three days of the mission. The trip was successfully executed and participants demonstrated strong interest to adapt the technologies they observed upon returning to Cambodia.

Training has proved an effective method among all USAID-Cambodia MSME project strategic frameworks to introduce effective and efficient appropriate technologies for improving the USAID-Cambodia MSME Project's aquaculture enterprises' economic and socio-economic conditions. Therefore in this quarter, the MSME project facilitated two aquaculture embedded technical trainings in Prey Veng Province. The first training took place in Obama Commune, Kamchay Mear district, Prey Veng province with 24 aquaculture clients, including 4 women, participating in the training.

The second training was in Pnov Commune, Sithor Kandal district, Prey Veng province with 22 aquaculture clients, including 4 women, participating. These two trainings were conducted by a lead fingerlings producer in Prey Veng province, Mr. Sin Chamroeun. The training covered a range of topics including pond construction, pond preparation, criteria for species selection, fingerling transportation, and pond management and feeding, and disease prevention and treatment. The objectives of the trainings were to:

- Increase fish raising awareness to fish raisers in this area.
- Create the networking links between fish raisers in this area and fingerlings producers within the province.

To build capacity of aquaculture practical technique for fish producers in Kamchay Mear district, Prey Veng Provinces, MSME project arranged for 12 clients, including 3 women, who wanted to improve their fish business culture (especially carp and Pangasius culture) to meet with Mr. Keo La, leading Aquaculture producer at Damrey Poon Commune, Svay Antor District, Prey Veng Province and to visit Mr. Veng Nam's fish farm at Cheung Prey District, Kampong Cham province. They were interested in Mr. Keo La's model on Tilapia culture because his model generated more profit and required less investment in pond construction. The clients also observed new and improved production techniques: new models of aquaculture farm management, new feeding technology, and ways in which successful entrepreneurs plan and invest in their businesses.

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

The aquaculture team, along with the swine team, conducted the following activities related to upgrading retail markets.

**Workshop on food safety and hygiene:** To raise awareness and practical application of market cleanliness and food safety, stemming from a request from the Chiphou market owner, the team facilitated a workshop at a location near this market to educate market vendors on how to apply food safety and hygiene. During the workshop, best practices and experiences of food safety, hygiene and daily market cleanliness were shared by the market owner who joined the mission to the Philippines July 2011. Twenty-six pork, fish and vegetable vendors (24 women) participated in the workshop.

**Developing poster on food safety and hygiene:** The project team, in close cooperation with Oraing Ov district, organized several consecutive meetings with market committee members and the chief of Oraing Ov District Health Office to develop a poster on food safety and hygiene. The project hired a private firm to design the poster and take pictures of selling activities with improved and upgraded stalls and more hygienic applications resulting from an MSME sponsored study tour to the Philippines. The poster will be printed in late April 2012 and will be used as a tool and model for other target retail markets in raising awareness of market cleanliness and food safety.

**Identification and selection of markets and participants for trip to the Philippines:** As a result of the significant and remarkable changes that occurred after the international study tour visit to the Philippines on retail markets last year, the MSME team decided to conduct another study tour planned for April 2012 to further promote rural retail market upgrading. The team identified 11 leading market actors including market owners, district governors and pork and fish vendors from Prasaut market in Svay Rieng, Stung and Chimoan markets in Kampong Cham and Thnal Bek market in Kampong Thom to take part in the upcoming one week study tour.

**Visit by USAID Mission Director to Oraing Ov market:** The MSME team organized a visit for the USAID Mission Director, Mr. Flynn Fuller, to show changes made by participants in last year's study tour to the Philippines on retail market improvements. Mr. Fuller met with Oraing Ov market owners and vendors and visited stalls inside the market, many of which had installed tiling in an effort to improve stall cleanliness.

**Impact of trip to the Philippines:** During the international mission to the Philippines at in July 2011, five pork and fish vendors in Oraing Ov market were selected to join the one week mission. Soon upon their return, they began implementing stall improvements by tiling the floors, applying better hygienic practices through increasing the frequency of garbage collection and covering meats on display. Seeing these improved practices, nearby vendors in this market began to copy these techniques. Now around 40 stalls are covered with tiles, which have led to improved hygiene and cleanliness along with making the stalls more aesthetically pleasing. Compared with other rural retail markets across the country, the Oraing Ov market could be seen as a model for others to copy and learn from.

Aside from physical improvements of stalls noticed after the trip, there has also been a marked increase in market committee engagement whose make-up includes district governors and some district office chiefs. Representative from various vendor groups were selected with support and written recognition from the district hall to work closely with market owners and committee members in resolving problems that may arise and discussing what they need in terms of market infrastructure improvement among other things. These impressive and significant changes are regarded as the fruitful impact of the mission to the Philippines.

### **Development Partners Coordination Meetings**

- Met with officers from FiA/DANIDA to share the experience of MSME's aquaculture value chain approach.
- Facilitated field trip for Janet Lawson, private sector development officer, USAID to visit Mr. Keo La, a leading fish client in Svay Antor district, Prey Veng Province.

## Promoting Investments in the Aquaculture Sector by Drafting Business-Friendly Regulations

**The USAID Cambodia MSME Project assists aquaculture firms and government regulators so regulators can learn about business needs and firms can learn about regulatory and governance needs.**



*Representatives of private sector firms, cooperatives, and working groups ask clarifying questions about the draft Law on Aquaculture at a meeting in Kampong Cham province in September 2011.*



*Cambodian Fisheries Administration officers respond to the questions raised by participants during the day-long discussion. As a result of this discussion, several changes were suggested by the private sector and accepted by the Administration's officers. The private sector firms left the meeting with a better understanding of why the government needs to regulate the sector.*

Favorable and sound regulation is critical to motivating firms to invest in the aquaculture business; from fish pond diggers, to fingerling sellers, to fish raisers, to local traders, to physical market vendors.

In late 2011, the MSME Project, in collaboration with the Fisheries Administration (FiA) and more than 100 private sector firms, facilitated several milestone meetings. These meetings and the willingness of both parties to candidly discuss business issues and understand the need for regulation exemplifies the positive changes occurring in Cambodia's business and governance cultures.

Investments in the aquaculture sector are currently outpacing the ability of the government to institute effective regulations. This situation increases risks for investments in terms of safety and the ability to obtain a fair rate of return, but also increases risks for government in terms of the inability to ensure the industry develops in a manner that protects the public good, while creating a business environment that continues to attract investments that improve competition.

The Fisheries Administration (FiA) recently prepared a draft law on aquaculture to improve the sector's governance. In its analysis of the draft law, the Cambodia MSME legal team recommended the FiA improve its guidance on several critical areas of the law, including the procedures to request permits and licenses and penalty clauses.

The analysis recommended that the law provide more incentives for micro, small and medium scale businesses to invest and put less emphasis on requiring an inordinate number of permits and licenses. The objectives of the FiA and private firms are similar, to encourage a business environment where firms can confidently invest capital and obtain a fair return, where the business environment is competitive and sustainable, and where public safety and health is paramount.

In late 2011, the MSME team facilitated three meetings with more than 100 private firms and the government officers drafting the regulations. FiA's objective in participating was to improve the draft law by field testing the provisions and ensuring that, once the draft became a law, it could meet its objectives.

During and after the meetings, the FiA drafting team made several changes to the draft law, including adding clear and transparent procedures for requiring and granting permits and licenses, ensuring longer terms for licenses, providing exemptions for family scale businesses, and reducing penalties.

"We sincerely appreciated the first-ever chance to be involved in the aquaculture law drafting process and the opportunity to give comments and ask questions about the draft," said Mr. Ky Chhin, representative of Batheay's aquaculture community working group during his participation at meeting at September 2011 meeting in Kampong Cham.

## Local Markets Improve Food Safety and Hygiene to Attract More Customers and Increase Sales

**The USAID Cambodia MSME Project assists businesses across the product supply chain, including retailers and market owners.**



*O’Rieng Ov, Kampong Cham’s wet market fish retailers upgraded their displays, installed new ceramic tiles and improved trash handling to promote better hygiene and sanitation and attract more customers and sales.*



*Market vendors, market owners and market committee members alongside provincial district authorities share information and ideas at a workshop on food safety and hygiene hosted by the district governor’s office and facilitated by the USAID Cambodia MSME Project at O’Rieng Ov market, Kampong Cham province.*

Most of the physical markets in Cambodia’s provincial district towns are cavernous and dirty. Recent upgrades at Kampong Cham’s O’Rieng Ov market are a welcome sign of initiatives that promote food safety and hygiene. At a recent workshop in O’Rieng Ov market, vendors and government officers committed to make their market the cleanest in the province in terms of sanitation and to become the leader that others can look up to and emulate.

“We want our market to be a model for others in Kampong Cham province, and maybe all of Cambodia”, said Ros Sakhan, district governor, who presented ideas at the workshop. “This workshop will help us understand how, through simple upgrades, we can improve food safety and hygiene for our customers, while increasing sales and profits for vendors and owners,” he added. To demonstrate its commitment, the district governor’s office announced it will produce leaflets and posters to help inform customers and vendors of the benefits of improved sanitation.

As the final transaction point for Cambodian products, physical markets play a crucial role in promoting Cambodian-raised fish and pork products. During a recent international technology and governance mission to the Philippines, 17 Cambodians private sector and government officers observed how investments in food safety could increase sales. Retail markets in the Philippines provide an excellent example of how gradual market upgrading can be accomplished.

Soon after returning from the Philippines, market vendors began upgrading their market stalls with new tiles, better drainage, and regular cleaning. After observing these improvements, other vendors also upgraded their stalls, or risked losing sales to the more attractive competitors. Since September 2011, more than 35 fish and pork vendors in Oraing Ov market have upgraded their stalls and have joined together to improve trash collection, thus reducing flies and other pests. Another result is a closer relationship between the district governor’s office, market committee and market owners and vendors.

At the December 2011 workshop, hosted by the provincial district governor’s office, participants discussed topics such as food safety, hygiene and re-organizing the market to make it more attractive to customers. More than 92 market vendors participated. During the workshop, in close cooperation with the market owner, participants selected representatives of the fish, pork and vegetable vendors. These representatives will continue to work closely with the market owner and district governor to i the market infrastructure and disseminate information to enhance customer confidence in the products they buy at Kampong Cham’s O’Rieng Ov physical market.

## **Constraints Encountered and Unresolved Issues**

N/A

## **Main Events Planned for Next Quarter**

- Facilitate cross provincial exposure visit on upgrading retail market facilities and how to engage market owners and market vendors on new market rehabilitation.
- Facilitate an international exposure visit to the Philippines on upgrading retail markets.
- Develop and disseminate a poster on food safety and hygiene.
- Facilitate a Public Private Dialogue on Aquaculture Draft Law in Kampong Cham Province between the FiA officials and aquaculture clients from Kampong Cham, Kampong Thom, Siem Reap, Prey Veng and Kandal province.
- Meet with fingerling producers to review their plans and assess adoption of new production techniques from the international exposure visit.

## Swine Value Chain

### Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated 10 courses on technical and business trainings provided by 6 input suppliers.
- 1 course on AI was provided by a leading AI service provider.
- 2 provincial workshops on sow management and feed additive use were conducted by 2 input suppliers.
- Facilitated 3 cross provincial visits on AI.
- Organized 2 coordination meetings with participation from input suppliers, OAHF and community.
- 2 courses on feed making training were provided by a raw material supplier.
- Facilitated 1 cross provincial visit on feed making.
- Prepared an international mission to Vietnam on feed making facilities and good governance.
- Prepared an international mission to Vietnam on slaughterhouse management.

### Activity 1. Facilitate the Sustainable Delivery of Technical and Business Skills Development in the Swine Sector.

#### Technical and Business Trainings:

In this quarter, 10 technical and business trainings were provided by 5 companies in 6 provinces under close collaboration from PDAs, and 1 training course on artificial insemination was provided by a leading AI practitioner Mrs. Than Vanna. Trainer fees were provided by trainees as they believed that the training would be beneficial in the long term for their businesses as it would help them reduce transmission of diseases between swine, decrease the cost of production, and improve productivity.

**Table 1: Technical and Business Training:**

N°	Input Suppliers	Main Topics	# of Course	# of Clients	Female Clients	Provinces
1	Phal Heng	Antibiotic use, bio-security measures, prevention and treatment of Circo and respiratory diseases, vaccination program	5	184	37	Battambang, Kampot, Pursat, Kampot, Kratie
2	Centralvet	Bio-security, control and treatment of swine diseases	1	45	5	Kampong Thom

N°	Input Suppliers	Main Topics	# of Course	# of Clients	Female Clients	Provinces
3	Hok Hieng	Techniques of sow management	2	58	1	Pursat, Battambang
4	Vypharvet	Prevention and treatment of contagious swine diseases	1	42	6	Kampong Cham
5	BKP	Vaccination programs, treatment and control of respiratory and Aujeszky diseases	1	41	14	Siem Reap
6	Than Vanna	Artificial Insemination	1	7	2	Kampong Cham
	<b>Total</b>		<b>11</b>	<b>377</b>	<b>65</b>	

### **Cross Provincial Visit on Artificial Insemination**

To see how the MSME trained AI practitioners have applied and provided AI services to sow raisers for better genetic improvement, the team facilitated 3 separate cross provincial visits for participants to see and learn different techniques. 23 swine raisers (1 woman) from Kampong Cham, Siem Reap and Battambang provinces participated in the cross provincial visit to leading AI practitioners in Kampong Thom, Banteay Meanchey and Siem Reap provinces.

### **Provincial Workshops Materialized By Input Suppliers**

As a result of coordination meetings between input suppliers, communities and OAHP or PDAs, 2 respective input suppliers organized 2 separate provincial workshops through direct contact with OAHP and communities. One workshop on sow management and use of feed additives was conducted by Hok Hieng Company with participation from 45 swine clients (7 women) in Pursat province. Another workshop on bio-security, antibiotic use, sow management and swine feeding techniques was held by Cargill and Proveto Company in Svay Rieng province in which 79 community members (11 women) participated.

### **Coordinating Meeting with Input Suppliers, OAHP and Cooperatives or CWGs**

In continued preparation for the project's phase out and to ensure sustainable delivery of training provisions aimed at solving technical challenges faced by swine producers and Village Animal Health Workers (VAHWs), the swine team has been focusing on collaboration efforts between input suppliers, provincial departments of agriculture (PDA) especially office of animal health and production (OAHP) in the respective target provinces to implement these trainings. As agreed during the meeting, the input suppliers will cover logistics and partial costs for training events, and PDA or OAHP or communities will mostly provide training venues and invite all participants. This collaboration is a way ensuring the trainings continue to be provided after the project ends. Clients could let their training needs be known by directly contacting PDA representatives or input suppliers. In turn, the input suppliers also have their own plans to expand

their products and services to different clients and locations. For instance, three embedded technical trainings were conducted on bio-security, sow management, piglet dysentery, and vaccination programs by Hok Hieng, Vypharvet and Phal Heng companies without facilitation from the MSME project in Pursat and Takeo province with 126 clients (22 female) participating.

In this quarter, 2 coordinating meeting were organized in Battambang province with participation from 5 input suppliers (BKP, Worldvet, Centralvet, Greenfeed, and Hok Hieng) and 30 swine clients (2 women). Another meeting was conducted in Prey Veng province in which 20 clients including input suppliers from Cargill, BKP, CentralVet, Worldvet and Vypharvet attended.

## **Activity 2. Lower Input Costs by Expanding and Diversifying Local Production of Swine Feed.**

### **Feed Making Training:**

In an effort to reduce the cost of swine production, the project facilitated 2 courses on feed making in Kampong Speu (Borseth district) and Kampong Cham (Tbeang Khmum district) provinces to new and potential clients in these areas. In all, 35 leading swine clients (2 women) participated in the trainings which were logistically shared by the raw material supplier CPH Glory Co Ltd.

### **Cross Provincial Visit on Feed Making:**

Shortly after training, a group of 10 MSME swine clients from Borseth district of Kampong Speu province took part in a cross-provincial visit to see practical application of feed grinding and mixture by community members in Samrorn district, Takeo province.

As a result of the training and visit, one client, Mrs. Yeng Dany, in Tbeang Khmum district of Kampong Cham province with 70 sows and hundreds of piglets expressed her intentions to invest in making feed on her own as the raw materials needed are easily accessible and available in her province. Another client in Borseth district of Kampong Speu, Mr. Kok Ngan, with 10 sows and scores of piglets began applying what he had learned during the training by buying formulated feeds from the training provider company.

### **International Visit on Feed Making:**

As mentioned, the project has been providing technical support to more than 100 feed makers in making feeds for sale and own use. To encourage the upgrade of feed making facilities, in the short and long term, the project has been planning a one week technology and governance mission to Vietnam to observe medium-sized machinery producing high-quality, pelletized animal feed. Additionally, the mission aims to build contacts with Vietnamese technicians that can provide technical assistance to Cambodian feed makers and provide an avenue for the purchase and delivery of new equipment to Cambodian firms. The MSME team has identified 13 feed makers, 4 fish producers, and 2 government officers to join the mission planned for late May 2012.

### **Indirect Diffusion Clients of Feed Making**

In each quarter, there are clients who are not direct MSME project clients who have copied techniques of feed making from the project supported feed making clients. Most of these secondary clients are in Kratie province and in some cases they are outside the project's target provinces such as Oddar Meanchey, Sihanoukville and Stung Treng provinces. Below are the copy clients in this quarter who either bought feed mill or making feed on their own.

**Table 2: Indirect Diffusion Clients of Feed Making:**

N°	Name of copy feed makers	Quantity made (kg)	Province	Contact
1	Mr. Thy	1200	Kratie	088 537 2938
2	Ms. Kina	800	Kratie	097 711 9839
3	Ms. Ley	Just installed engine	Kratie	017 393 642
4	Mr. Sophea	Just installed engine	Stungtreng	012 432 198
5	Mr. Ngien Saro	3000	Battambang	012 918 380
6	Mr. Khun Eang	600	Kampong Cham	012 620 849
	<b>Total feed made by copy clients in this quarter</b>	<b>5 600</b>		

### Sustainability and Impact of Feed Making

The project's feed making technical and business intervention activities have been carried out since May 2009. In a period of almost 3 years (from May 2009 to March 2012), there are 112 feed-making establishments spanning across the 12 target provinces in the form of groups, communities, private firms or individuals. Amongst 112 feed establishments, 35% (40 persons) are feed makers who are not direct clients but have applied techniques of feed making they have learned from MSME clients. The remaining 65% (72 feed making places) have received direct technical support from the project in the form of technical and economic training on feed making, cross-provincial visits, or through participation in workshops on feed technicality improvement and diversified business linkages. Of these mentioned clients and beneficiaries, 37% (42 feed makers) are passive, have postponed or stopped making feed due to several reasons such as disease outbreak, lack of labor force and capital in feed making, low price of fattening pigs, etc. On the other hand, 63% (70 feed making places) are actively and continuously operating their feed making business for both commercial sale and own use.

Through general observation, the price of self produced feed is on average around 0.1 USD lower than commercial feed sold in the market. From May 2009 to March 2012, according to monthly records provided by feed makers to Cambodia MSME, the amount of feed produced by the project supported feed makers and copy clients is nearly **4,000 tons** (3,898,364kg). If we calculate the cost savings that project and copy clients could save from making their own feed, or the added value provided by MSME project to the clients, the savings would roughly be the equivalent of 389,836 USD.

**Table 3: Number of Clients Producing Feed**

N°	Description	Quantity
1	Number of feed makers (feed establishments)	112 places
1.1	Feed makers in group or community	25
1.2	Feed makers in private or individual	87
2	New engines and mills bought	49 sets
3	Existing engines (initial use was for milling paddy into rice bran, but adjust it to use as feed mill when they start to apply feed making)	54 sets
4	Feed makers without feed mills and engines (but hire for milling feed)	9 places
5	Number of direct project clients receiving technical capacity building on feed making (project feed makers)	72 persons (establishments)
6	Number of copy or diffusion feed makers	40 persons
7	Active feed makers	70
8	Passive feed makers	42
9	Total feed quantity made from May 2009 to March 2012	3 898 364kg (nearly 4000tons)
10	Impacts (3 898 364kg X 0.1\$) or added values the MSME project gave to its beneficiary	389 836 USD

NOTE: The data in the above table could be compared or verified against the report of the external assessment on feed making planned to finish in mid May 2012. The feed making database was given to the evaluating firm for use as reference in the assessment.

### External Assessment on Feed Making:

To evaluate efficiency, impacts, best practices, lessons learnt, weaknesses, and failures of feed making approaches implemented in the project intervention activities, the project selected an external consulting firm named DAC (Dynamic Alliance Center) through an independent selection process to carry out the assessment in 6 target provinces of Kratie, Kampong Cham, Svay Rieng, Takeo, Pursat and Battambang. Individual surveys with feed makers and focal group discussion (FGD) with feed users, raw material suppliers, and government officers from provincial to national level are being carried out. In total, 126 individual and FGD surveys are being conducted by the consulting firm. Results from the assessment will be disseminated in a series of provincial workshops to development agencies and partners, local NGOs and other development actors.

### Activity3. Upgrade Slaughterhouses Slaughterhouse Facilities

Slaughterhouses in Cambodia are seen to be in poor condition and unhygienic. Moreover, the building, equipments and facilities are dilapidated. Seeing an opportunity and potential for substantial improvement by private investors in administrative support from the Department of Animal Health and Production, the project plans to organize an international mission to Vietnam to see orderly, hygienic and modern slaughterhouses equipped with standardized facilities and to see how the public sector in Vietnam regulates and supports the private sector in the domain of swine industry. With component 3, the swine team has searched for potential slaughterhouse owners and leading butchers or traders throughout the target provinces to join the mission. The

visit is planned to be held in June 2012. The MSME team identified 11 leading slaughterhouse owners and butchers to take part in the mission, along with 4 senior management staff from 2 pig companies, Mong Rithy Group and BVB in Kampong Thom province.

### **Development Partners Coordination Meetings**

#### **Feed Making**

In this quarter, the Provincial Department of Agriculture of Monduliri province brought their 22 staff and leading master farmers (9 women) to visit the feed community in Kampong Trach district of Kampot province to see, learn and take experiences of processes of feed making in group and also management and functioning of the community. Once again, one of MSME's top cooperatives is providing value to many other enterprises and entrepreneurs in Cambodia.

The Provincial Department of Agriculture of Svay Rieng in partnership with IVY organization brought their 11 leading farmers to see community feed making in Stung Trang district of Kampong Cham province as this community is viewed as an active and dynamic feed-processing community by the Kampong Cham PDA. The Extension Office of Kampong Cham PDA also accompanied 2 senior JICA staff members to meet the community committee chief and members to discuss potential support that could be provided to the group.

#### **Artificial Insemination**

World Vision based in Preah Vihear and Oddar Meanchey provinces brought their 50 leading farmers to visit 2 MSME supported AI practitioners, Mr. Khem Rumcheup in Kampong Thom and Mr. Bour Kok Hour in Siem Reap province. The farmers asked detailed questions about how our clients practice AI and could be good AI service providers in the area. Respectively, the 2 AI practitioners breed around 70 sows per month using AI methods learned through provision of private sector technical service facilitated by the MSME team.

### **Constraints Encountered and Unresolved Issues**

Since September 2011, after MAFF relicensed the five companies importing live pigs, the selling price has drastically fallen from 12,000 to 8,000 riels per kg. Live pig imports have surged and three big companies are conducting the importation and dissemination: Cambodian subsidiaries of Thai firms, CP and Betagrow, and the Mong Rithy Group. They are now transporting their fattened pigs to almost all provincial towns and districts. The result is that the provincial traders no longer go to the local pig producers to buy pigs. They just wait for one of the three big importers to arrive at the slaughterhouse with a better quality and a bit higher priced product.

This level of importation has made it difficult for swine raisers to find provincial traders willing to buy their ready-for sale pigs. Some raisers in Kampot and Pursat provinces have had to wait for up to one month to sell their fattening pigs as the traders have delayed buying their animals. Almost all swine clients that the MSME team has met with have complained about this drastic reduction in the selling price of pigs and the resulting difficulty in getting traders to buy their pigs in a timely manner. Simultaneously, the price of commercial feeds in the market remains high.

## **Main Events Planned for Next Quarter**

- Facilitation of a workshop on improving swine AI technique, in cooperation with Prek Leap National Agriculture School in Phnom Penh.
- Facilitation of a business linkages workshop on feed making lesson learned to improve the quality feed among swine value chain actors in Kampong Thom and Kratie province.

## Brick and Tile Value Chain

### Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated an international exposure trip on clay brick and tile technology and governance to Vietnam on February 19-24, 2011
- Facilitated a group meeting between Rongviet company (Viet Nam brick machinery) and brick & tile manufacturers in Siem Reap

#### 1. Facilitate Investment In And Implementation Of Improved Production Standards.

In collaboration with the Asian Institute of Technology in Vietnam (AIT), the USAID Cambodia MSME Project facilitated an international exposure trip for 16 participants consisting of 2 representatives from the Department of Industry, Mines and Energy and 14 leading brick and tile manufacturers from Kampong Cham, Prey Veng, Kampong Thom, Siem Reap, Pursat, Battambang and Kandal Provinces.

The overall objectives of the international exposure trip were:

- 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.
- Gain a better understanding of modern machinery systems used in producing quality bricks & tiles and use improved technologies in order to conserve natural resources and the environment.
- Gain a better understanding on business promotion activities undertaken by the Vietnamese industry as well as the government policies supporting the Vietnamese brick and tile industry.



**Figure 3 Group picture of participants**

The brick and tile manufacturers visited different clay brick and tile producers, machinery companies and provincial and national level government representatives in Vietnam.

The mission explored new ideas on technology, modern machinery, how the Vietnamese government supports brick and tile manufacturers, brick and tile manufacturer efforts in environmental conservation, and how to attain international standard quality (ISO). As the result of the international exposure trip, participants learnt about new and different technologies and machinery systems. Additionally, participants were able to network with Vietnamese firms which led to some participants ordering automated machinery systems and equipment that would allow them to upgrade and improve their brick and tile production and product quality.



**Figure 5 Molding Machine**



**Figure 4 Grinding Machine**

**Table 4: Private Participants:**

No	Name of participants	Contact number	Occupation	Provinces
1	Mr. Heng Phally	089788881	Birck Manufacturer	Kg. Thom
2	Mr. Sea Monorith	017700008	Birck and Tile Manufacturer	Kg. Thom
3	Mr. Kuy Kim An	012346487	Birck and Tile Manufacturer	Kg. Thom
4	Mr. Be Rithy	012974788	Birck and Tile Manufacturer and Chief of brick and tile association	Kg. Thom
5	Mr. Prak Ngeng	017333367	Birck and Tile Manufacturer	Siem Reap
6	Mr. Long Try	012927092	Birck and Tile Manufacturer	Kampong Cham
7	Mr. Hong Bun Eang	092896589	Birck and Tile Manufacturer	Kampong Cham
8	Ms. Bou Channy	012300871	Birck and Tile Manufacturer	Kampong Cham
9	Mr. Pel Ban	092300744	Birck and Tile Manufacturer	Kampong Cham
10	Mr. Bov Pheap	012483661	Birck and Tile Manufacturer	Prey Veng
11	Mr. Seng Leng	012444801	Birck and Tile Manufacturer	Prey Veng
12	Mr. Khan Kin	012610519	Birck and Tile Manufacturer	Pursat
13	Mr. Bou Sophal	012882822	Birck and Tile Manufacturer	Battambang
14	Mr. Taing Raty	012554006	Birck and Tile Manufacturer	Kandal

**Table 5: Public Participants:**

No	Name of participants		Occupation	Provinces
1	Mr. Ing Thay Hour	012882967	Director of Industry Affair (PDIME)	Kg. Cham
2	Ms. Ho Dany	012589545	Director of Industry Affair (PDIME)	Battambang

**Table 6: MSME Project Staffs:**

No	Name of participants		Occupation	Provinces
1	Mr. Oeun Sophath	012692880	Value Chain Team Leader	Phnom Penh
2	Mr. Kong Sambon	012750000	Senior Project Advisor	Phnom Penh

### Other Activities in Progress

As a result of the international exposure trip to Vietnam, representatives from Rongviet and Ngoc Leuy Machine Replant companies, based in Vietnam, and the Cambodia MSME project facilitated a group meeting with 9 brick and tile manufacturers in Dam Dek commune, Siem Reap province.

The aim of the meeting was to discuss:

- Machinery capacity
- Machine Quality
- Purchase order procedures
- Price and services.

After the meeting, three brick and tile clients visited Mr. Prek Ngeng's kiln and his brick production chain of machines to learn more about the quality and proper use of his machine.



## **Development Partners Coordination Meetings**

N/A.

## **Activity Update In This Quarter**

N/A

## **Constraints Encountered and Unresolved Issues**

- Brick and tile manufacturers are facing labor constraints as many laborers are migrating to Thailand and Phnom Penh to work in garment factories.
- Brick and tile manufacturers are also facing continuous increases in the cost of firewood.

## **Main Events Planned for Next Quarter**

- Organize business meetings to link Vietnamese firms and local firms on technology and machinery development in Kampong Cham, Siem Reap, Battambang and Prey Veng provinces.
- Follow up with all brick and tile firms on their progress and updates on production activity and success stories for the scaling up of brick and tile firms.

## **Expected Output:**

By the end of June 2012, most of the MSME brick and tile clients will have upgraded to automated machine systems which will enable them to increase their production capacity and improve product quality. This should enable them to be more competitive against imported products.

## **Honey Value Chain**

### **Summary of Actions, Activities And Accomplishments This Quarter**

- Facilitated bee box keeping training for 26 honey hunters from Tany, Prang and Torp Cheang in Sre Ambel district of Koh Kong province. The training was delivered by a trainer from a bee box community in Battambang.
- Facilitated technical support to 28 bee box keepers in Tany, Prang and Torp Cheang CFs, Koh Kong. This is in preparation of materials to building bee boxes to catch bee queens in March.
- Met with Santeurs D'ángkor, Triple F, and FCC honey buyers in Siem Reap to disseminate honey profiles, and discuss honey business linkages with communities.
- Coordinated with 3 community members from Bos Veng CF, and Kampong Thom to join MSME Rural Trade fair in Battambang province in order to promote the importance of bio-diversity conservation and share their experience with natural resource management in their communities, along with showcasing honey products to sell during the Rural Trade fair.

- Met with 19 (5 women) honey management committee members from Bosh Veng (Kampong Thom), Perk (Preah Vihear), and Chamkar Leu (Stueng Treng) to discuss improving honey production volume, harvesting techniques and preparing for private sector partnerships.
- Facilitated meetings to transfer skills on how to read honey resource zoning maps to honey management committees in Toap Cheang, Chroy Svay, Nesath, Koh Kong provinces.

**Activity 1. Further Expand Honey Production and Post Harvesting Practices and Build On this Progress to Strengthen Management of Bee Habitats.**

To improve the understanding of geographic zoning areas, the MSME GIS specialist facilitated meetings to transfer skills on how to read honey resource zoning maps for a honey management committee in Toap Cheang, Chroy Svay, Nesath, Koh Kong provinces.

Reading and understanding these maps are quite important for the community honey groups in our target areas because it will not only enable to understand the maps in hand but it will also allow them to inform surrounding communities and relevant stakeholders about their geographic boundaries. These maps were used as tools to demonstrate how to protect their community forest areas from outsiders who want to claim the areas. The biodiversity team, together with honey hunters, also conducted ground verifications to familiarize the committee members and honey hunters with the boundaries of the bee habitat.

**Table 7: Participants in Map Reading**

Honey Group Name	Commune	District	Province	Numbers of Honey Hunters	Coaching Topic
Nesath	Chroy Svay	Sre Ambil	Koh Kong		Honey Zoning Map Reading
Chroy Svay	Chroy Svay	Sre Ambil	Koh Kong		
Torp Cheang	Dang Peng	Sre Ambil	Koh Kong		

Wild honey is a seasonal product so there would not be a constant supply that would be able to meet market requirements. Last year, the MSME project provided support to one bee box keeping pilot site in CF Bos Veng, Kampong Thom province. This year, the project has selected and provided bee box keeping training to 26 bee box keepers from Tany CPA and Prang and Torp Cheang CF in Sre Ambel district, Koh Kong province.

The training was delivered by a trainer from a bee box community in Battambang focusing on bee box construction, how to catch bee queens and harvest bee boxes. The participants have technically practiced how to construct the box (3 boxes were built), how to catch bee queens and how to raise bees in the box. The objective of the activity is to improve honey production in order to provide year round market supply to meet demand.

**Table 8: Participants In Bee Box Bee Keeping (Apis Cerena) Training**

Honey Group Name	Commune	District	Province	Numbers of Bee Box Keepers	Training Topic
Prang	Srae Ambil	Srae Ambil	Koh Kong	7	Bee Box Keeping
Toap Cheang	Srae Ambil	Srae Ambil	Koh Kong	11/2F	
Tany	Kondol	Srae Ambil	Koh Kong	8/1F	

After this initial set of training, the technical staff facilitated meetings with the participants to follow up on their activities and discussed providing further technical support to 28 bee box keepers in Tany, Prang and Torp Cheang CFs, Koh Kong. As a result, they are in the process of building the boxes and looking for bee queens.

Within this quarter, the biodiversity team had a meeting with 30 honey management committee members from Bos Veng and Trapeang Kraal Communities Forestry in Kampong Thom including two staff from Action for Development and Oxfam GB based in Kampong Thom province. The meeting aimed to strengthen honey groups on internal management, discuss procedures to run small grants from Oxfam GB, follow up on bee box keeping and discuss possible further technical assistance.

Bee box keepers have now begun harvesting honey. Additionally, bee box populations have increased and the community members wish to learn more on how to separate bee box colonies. The MSME team has contacted a local NGO based in Kandal province to learn about their bee box keeping activities and discuss ways to support this NGO in providing training to MSME project clients.

### **Activity2. Facilitate Diversification And Expansion Of Market Channels (Buyers) In The Honey Value Chain.**

Honey market improvement is very important in the honey business; the MSME project assisted 2 honey representatives from Bos Veng CF, Kampong Thom to take part in the Rural Trade Fair in Pursat province and coordinated with the O company to bring 3 honey representatives from Bos Veng CF to the Rural Trade Fair in Battambang province in order promote the importance of bio-diversity conservation and share their experiences on natural resource management in their community, along with showcasing honey products to sell during the Rural Trade fair. This activity aimed to build good business-linkage and business networking opportunities for honey groups as well as promote the sale of their honey.

**Table 9: Participants In Trade Fair And Numbers Of Liters Of Honey Sold**

Honey Group Name	District	Province	Honey Rep join in Trade Fair	Numbers of Honey Sold (L)	Trade Fair took place
Bosh Veng	Prasath Balangk	Kampong Thom	2	40 L and 0.4kg of bee wax	Pursat
Bosh Veng	Prasath Balangk	Kampong Thom	3		Battambang

In this quarter, technical staff of MSME project has met with Santeur D'ángkor, Triple F, and FCC honey buyers in Siem Reap to disseminate honey profiles, and discuss honey business linkages with communities. As a result, Santeur D'ángkor requested sample honey from communities in order to test the honey quality and plan to visit honey communities in Siem Reap in early April, while Triple F plan to visit in mid March.

To improve the honey business, the MSME project team has been focusing on ways to diversify honey markets through contacting potential buyers and has met with 19 (5 women) honey management committee members of Bosh Veng (Kampong Thom), Perk (Preah Vihear), and Chamkar Leu (Steung Treng) to discuss ways to improve honey producing volume, harvesting techniques and how to prepare for private sector partnerships. At the end of the meeting honey communities were better prepared to discuss business partnership opportunities with honey processors from Siem Reap.

### **Development Partners Coordination Meetings**

The MSME biodiversity conservation team participated in the 2nd national conference of the Cambodian Federation for Bee Conservation and Community Based Wild Honey Enterprise (CBHE). The conference focused on (1) achievements in finance and administration, market, training and quality control unit of the federation, (2) wild honey standards, (3) markets and pricing, (4) conservation of natural resources and honey enterprise development. The conference attracted 68 participants including representatives from NGOs, honey communities, commune council, social enterprises and governmental agencies. The conference aimed to improve the honey management committee, develop a workplan for honey business and discuss labeling.

The biodiversity team has also met with Action for Development (AFD) and Oxfam GB in Kampong Thom province to discuss their activities in Bos Veng and Trapeang Kraol Community Forestry areas and the possibility of integrating some of our activity plans with theirs. They are pleased to collaborate with the MSME project. Oxfam GB has provided small grants to both communities to improve honey businesses including developing logo branding for honey products and supporting honey groups to participate in next Trade Fair.

### **Constraints Encountered and Unresolved Issues by each respective activity**

- Selected communities for bee box keeping activities are still constrained by limited knowledge and technical skills in bee keeping.

- Honey production is seasonally based; hence it has been challenging to create business linkages between communities and honey processors due to the inability to provide a year-round honey supply.

#### **Main Events Planned for Next Quarter**

- Facilitate further bee box training for potential members in selected communities.
- Conduct cross-provincial trips to increase the technical capacity and knowledge of participants.
- Conduct a book keeping training for functioning honey communities.
- Facilitate business linkages between communities and honey processors through trips and meetings.

## **Resin Value Chain**

### **Summary of Actions, Activities and Accomplishments this Quarter**

- Facilitated meetings to transfer skills on how to read resin resource zoning maps with 89 committee members including commune council members and Boeung Per Rangers in Ou Chun Chien and Ou Panha CPAs, Sakream commune, Prasath Balang district Kampong Thom province and Ou Pour CPA, Rovieng district, Preah Vihear provinces and CF Kbal Ou Takong and Kbal Ou Thnong, Kampong Thom province.

#### **Activity 1. Strengthen Network Of Resin Producers To Reinforce Technical Skills And To Interact With Other Landscape Area Actors To Preserve Resin Resource Area.**

N/A

#### **Activity 2. Strengthen Market Linkages Between Resin Communities And Traders, Processors And Exporters.**

In an effort to strengthen the capacity of community management committees in terms of their community forestry boundaries and resin resource zoning areas, the MSME GIS specialist has facilitated meetings to transfer skills on how to read resin resource zoning maps with 89 committee members including commune council members and Boeung Per Rangers in Ou Chun Chien and Ou Panha CPAs, Sakream commune, Prasath Balang district Kampong Thom province and Ou Pour CPA, Rovieng district, Preah Vihear provinces and CF Kbal Ou Takong and Kbal Ou Thnong, Kampong Thom province.

Reading and understanding these maps are very important for the community resin groups in our target areas as it will enable them to understand the map in hand and also enable them to inform surrounding communities and relevant stakeholders about their geographic boundaries. These maps were used as tools to demonstrate how to protect their community forestry areas from outsiders who want to claim these areas.

In order to further strengthen the understanding of resin zoning mapping, the biodiversity team together with resin tappers also conducted ground verifications to familiarize the tappers with the boundaries of the resin tree areas.

**Table 10: Participants in Map Reading And Ground Check Cpas Boundary Demarcation**

<b>CPA Name</b>	<b>Commune</b>	<b>District</b>	<b>Province</b>	<b>Community Members</b>	<b>Reading Map and CPA/CF boundary</b>
Ou Pour CPA	Rommany	Roveing	Preah Vihar	15(0F)	How to use and read maps and ground check CPAs boundary and resin resource zoning.
Ou Chhun Chhean and Ou Panha CPA	Sakream	Prasath Balang	Kg Thom	52 (0F)	How to use and read maps and ground check CPAs boundary and resin resource zoning.
Kbal Ou Takong and Kbal Ou Thnong CF	Dang Kambet	Sundan	Kampong Thom	22	How to use and read maps and ground check CFs boundary and resin resource zoning

**Development Partners Coordination Meetings**

N/A

**Constraints Encountered and Unresolved Issues by Each Respective Activity**

- Resin trees continue to be cut down through illegal activities and economic land concessions.

**Main Events Planned For Next Quarter**

- Develop and share resin value chain actor mappings.
- Collect information on resin resource inventories.

## Natural Resource Management

### Summary Of Actions, Activities And Accomplishments This Quarter

- Facilitated a consultation meeting with 20 management committee members, including a commune council member, Forestry Administration and local police. The meeting discussed ways to reduce threats and improve forest management.
- Conducted meeting with 45 (6 women) CPA management committee members in Ou Chhun Chien and Ou Panha, Kampong Thom include one Commune Council and one ranger (MoE) to finalize the by-law, agreement and member list.
- Conducted two Buddhist Tree Ceremonies in Samaky Songrous Prey Chheu CF, Samaky CF, Along Veng district and Thmorda Teuk Khiev CF, Trapeang Prasath district Oddor Meanchey province with a total of 304 (81 women) participating in event. Participants included community members, forestry administrations, environmental officials, local police, commune council members and influential provincial heads of Buddhist monks.
- Brought 14 (6 women) community representatives from the Chi Auk Community Protected Area group in Preah Vihear, Samaky and Sangrokar Vorng Community Forestry groups Oddar Meanchey and Chambok, Kampong Speu province and Peam Krasaop CBET, Koh Kong province to participate in the Rural Trade fair in Svay Rieng province.

### Activity 1. Improve Sustainable Natural Resources Management And Cooperation Among Relevant Stakeholders In Four Targeted Landscapes.

In response to illegal logging activities and forest clearance inside forest communities in Kbal Ou Takong and Kbal Ou Thnong community forestry, Dong Kambet commune, Sandan district in Kampong Thom, the MSME team facilitated a consultation meeting with 20 management committee members, including representatives from the commune council, Forestry Administration and local police. The meeting discussed ways in which to reduce threats and improve forest management.

The community members agreed to take action and report the names of those who cleared forests and took part in illegal logging activities in community forests to authorities, a strategy that is fully supported by local authorities and forestry administration officials. Community members will also put up signs along the boundaries and increase patrolling activities.

**Table 11: Participants In The Meeting To Discussed The Ways To Reduce Threats And Improve Forest Management**

CPA Name	Commune	District	Province	Community Members	Reduce threats
Kbal Ou Thnong and Kbal Outakong CF	Dong Kambith	Sundan	Kg Thom	20 (0F)	The ways to reduce threats and improve forest management



A consultative meeting at commune level to overcome the illegal logging and forest clearance inside community forestry boundaries which involved from local authorities and forestry administration



Forest clearance inside community forestry boundary

The MSME project subcontracted Pact to set up two community protected area groups in Sakream commune, Brastah Balangk district, Kampong Thom province inside Boeung Pe wildlife sanctuary but CPA application submission was stuck at commune level, during which time the contract with Pact ended. The MSME biodiversity team has since conducted meetings with 36 CPA management committee members including a Boeung Per Sanctuary official (Ranger) and commune council members in Ou Chun Chien and Ou Panha to review existing and other required documents. After reviewing and completing all the required documents, the technical team conducted a meeting with 45 (6 women) CPA management committee members in Ou Chunh Chien and Ou Panha, Kampong Thom including one Commune Council member and one ranger (MoE) to finalize the by-laws, agreement and member list. This meeting also explained the CPA legalization process. The communities will submit the CPA application themselves to the relevant authorities and line agencies.

## **Activity 2. Promote Awareness Of And Support For Stronger Natural Resource Management And Conservation In Four Landscape Zones.**

The project has designed activities to promote biodiversity awareness and support for strong natural resource management and conservation in targeted communities. The Buddhist Tree Ceremonies have been on such activity intended to raise biodiversity conservation and environmental awareness to management committee and community members, especially government counterparts. This quarter, the MSME team conducted two Buddhist Tree Ceremonies in Samaky Songrous Prey Cheu CF, Samaky CF, Along Veng district and Thmorda Teuk Khiev CF, Trapeang Prasath district Oddor Meanchey province. These two events attracted 304 (81 women) participants including members from surrounding communities, forestry administration officials, environmental officials, local police, commune council members and influential provincial heads of Buddhist monks.

The significance of this ceremony lies in the association of local beliefs with conservation endeavors and the strong support from various conservation agencies to promote community harmony of living with nature and the forest. The ceremonies engaged community members and relevant stakeholders to actively participate in the conservation of forest communities through connecting it to traditional beliefs which is a key tool for effective forest management.

**Table 12: Participants of Buddhist Tree Ceremony**

CPA Name	Commune	District	Province	Community Members	Buddhist Tree Ceremony
Samaky Sangkrous Prey Chheu CF	Along Veng	Anlong Veng	ODM	87 (10)	To raise further environmental awareness to forestry communities
Samaky CF	Trapeang Prey	Anlong Veng	ODM	85 (29 F)	To raise further environmental awareness to forestry communities
Thmor Dar Toek Khiev	Phaav	Trapeang Prasath	ODM	86 (34)	To raise further environmental awareness to forestry communities



The monks are taking a rope to tie a big tree and chanting in order promote belief with actively participate from community members and relevant stakeholders

During this quarter, the team also coordinated with the O Repubblica company to finalize the work plan for the biodiversity awareness raising campaign. This includes planning awareness

activities during the Trade Fair in Svay Rieng province where five communities from Preah Vihear, Oddar Meanchey and Koh Kong province were asked to join the event. O Repubblica also facilitated meetings with 9 CF management committees in Song Rokhakvon, Samaky, and Prey Sroung, Oddar Meanchey province to prepare action plans and logistic requirements for an upcoming tree ordination ceremony and Town hall meeting.

The meetings consisted of 14 (6 women) community representatives from the Chi Auk Community Protected Area group in Preah Vihear, Samaky and Sangrokar Vorn Community Forestry groups Oddar Meanchey and Chambok, Kampong Speu province and Peam Krasaop CBET, Koh Kong province. At the trade fair, the community representatives displayed materials, promoted the importance of bio-diversity conservation, shared information about natural resource management in their communities and brought their local products to sell during fair.

**Table 13: Participants in Trade Fair**

Honey Group Name	District	Province	Honey Rep Join In Trade Fair	Trade Fair Took Place
Cham Bak CBET	Phnom Srouch	Kampong Speu	3F	Svay Rieng
Peam Krasaob	Botumsakor	Koh Kong	3 (1F)	Svay Rieng
Chi Auk CPA	Rovieng	Preah Vihear	3	Svay Rieng
Samaky CF	Anlong Veng	Oddar Meanchey	3 (2F)	Svay Rieng
Sangrokar Vorn	Anlong Veng	Oddar Meanchey	2	Svay Rieng

The biodiversity conservation team worked with Mr. Del McCluskey, STTA from DAI to review the biodiversity’s year 4 workplan activities for the last 6 months of the project. He also provided comments on how activities under each value chain workplan could be modified to work more effectively. Based off some of these suggestions, the new community-based eco-tourism sites will reduce some of the planned activities.

### **Development Partners Coordination Meetings**

The biodiversity conservation team worked with Equal Access Cambodia’s radio program team to review and comment on radio storyboards on Community Forestry and Reforestation, Forest and Eco-tourism, resin business and forest, and Buddhist tree ceremony. In addition to this, the MSME biodiversity team also organized field interviews for the Equal Access team in Sang Rokhakvon CF, Oddar Meanchey province for a video documentary they are producing.

The MSME technical team coordinated with O Repubblica to produce a video documentary on flood damages in CPA Ou Chunn Chien, Kampong Thom province. This video documentary captured the community protected area’s activities in forest protection and also demonstrated the consequences of destroying the forest, namely floods and other natural disasters.

### **Constraints Encountered and Unresolved Issues by each respective activity**

- Illegal cutting of forests inside community forestry/community protected areas.
- Economic Land Concessions threatening biodiversity.

### **Main Events Planned for Next Quarter**

- Organize Public Private Dialogue to improve natural resource management.
- Organize international exposure trip to Nepal.
- Coordinate with O Repubblica on tree ordinations and town hall meetings.
- Strengthen the CPA/CF management in four target landscapes.

## Eco-Tourism

### Summary of Actions, Activities and Accomplishments this Quarter

- Met with 9 tour operators in Siem Reap to discuss ecotourism market promotion opportunities and potential cooperation with ecotourism community businesses.
- Facilitated discussions and meetings with various members of management committee to strengthen ecotourism management, market linkages with tour operators and other support infrastructure.
- Met with development partners and government agencies to discuss potential collaborative activities to support ecotourism efforts and development plans.

#### Activity 1. Support the Promotion of Eco-Tourism Through Private Sector Linkages.

New community based eco-tourism sites (CBET) were supported to establish management structures and identify site attractions. In this quarter, the technical tourism team met with 45 community members in Chi Auk Community Protected Area, Thmorda Teuk Khiev and Tbeng Lech Community Forestry to consult on developing ecotourism maps, strengthening ecotourism management structures and developing a seasonal tourism calendar.

Finally, the technical tourism team finalized the CBET profiles with communities. In addition, the technical tourism team met with 9 Tour Operation Companies including Hidden Cambodia Adventure Tours, Merry Travel, Focus Asia, Cambodia Adventure Expedition Travel, Cambodia Cycling Tour, Cambodia Biking, About Asia Travel, S.I Travel, and Travel Indochina in Siem Reap province. The meeting focused on eco-tourism market promotion and cooperation with ecotourism community-based businesses. This meeting acted as a prelude to a planned ecotourism business forum.

**Table 14: Participants in Consultation Meeting:**

CBET Name	Commune	District	Province	Numbers of CBET	Meeting Topic
Chi Auk	Romany	Rovieng	Preah Vihear	12	Consultation on site attraction maps and strengthening ecotourism management structures
Thmorda Teuk Khiev	Phaav	Anlong Veng	Oddar Meanchey	17	
Tbeng Lech	Tbeng Lech	Banteay Srey	Siem Reap	16	

The MSME biodiversity team facilitated a meeting with 28 management committee members from new CBET sites in Chi Auk Boeung Prey CPA, Prey Kbal Teuk and Tmor Da Teuk Khiev CFs in the respective provinces of Preah Vihear, Siem Reap, and Oddor Meanchey. The meeting focused on strengthening eco-tourism management and market linkages with tour operators. The CBET communities also developed an initial internal regulations draft with support from the MSME technical tourism team and conducted an eco-tourism business forum to attract investment.

In order to build the capacity of the CBET management committee, the project organized a cross provincial trip with 10 management committee members from Torp Cheang CF, Koh Kong to

Chi Phat and Peam Krasaop CBET, Koh Kong. This trip aimed to improve understanding on CBET establishment and management, benefits sharing, internal regulations development and private sector partnership for further business linkages.

**Table 15: Participants in CBET Cross Provincial Trip**

CBET Name	Commune	District	Province	Numbers of CBET	Community to be take place
Torp Cheang	Dang Peng	Sre Ambil	Koh Kong	10	Chi Phat and Peam Krasaop

### **Development Partners Coordination Meetings**

The MSME biodiversity team met with the Morodok organization based in Sre Ambel to discuss Community Based Eco-tourism activities and the possibility of integrating an action plan for initial community based eco-tourism infrastructure development to promote the site in Torp Cheang, Koh Kong province. Morodok expressed their interest in supporting this community. In addition, they asked our team to develop the action plan on activities that MSME would be interested in implementing and Morodok would consider the additional activities.

To maintain a continued good relationship, the MSME tourism team met with 3 representatives from the Department of Tourism in Siem Reap, Oddar Meanchey and Preah Vihear provinces. During the meeting, MSME provided updates on previous eco-tourism activities that the project had implemented and informed the representatives of up-coming eco-tourism action plans. The representatives showed strong support for the efforts of the MSME project and they will join international exposure trip to Laos.

### **Constraints Encountered and Unresolved Issues by Each Respective Activity**

- During high season, it is tough to organize linkage among communities and tour operators because the tour operators are busy with their own business. However, MSME was able to organize short meetings with tour operators in Phnom Penh and Siem Reap to introduce new tourism sites and provide updates on tourism activities at existing sites.
- New sites are limited in terms of tourism as the private sectors in those areas are not very interested in setting up the necessary infrastructure required.

### **Main Events Planned for Next Quarter**

- Propose and facilitate inspection trip for Tour Operators/Travel Agencies from Phnom Penh to tourism-ready sites in Kampong Speu and Koh Kong.
- Propose and facilitate trip magazine and TV agencies to write about tourism within MSME's targeted areas.
- Organize international exposure trip for CBET management committee to Laos.

## **Water Supply and Sanitation**

### **Summary of Actions, Activities and Accomplishments This Quarter**

- Coordinated with component 3 to facilitate meeting for approving statute of Cambodia Water Service Provider Association (CWA) and membership fee of the association. The meeting was held on 30 March 2012 at Cambodiana Hotel. The meeting ended with several WSPs willing to apply to become association members.
- 2,000 people have gained access to safe water this quarter. The total to date is 97,515 people, which is 195.03 % 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.**

This quarter, the MSME water team monitored the quality and quantity of water system expansions on quality and verified for payment. To date, 25 of 26 contracts have completed their expansions, in which 19,503 households or 97,515 people received safe drinking water.

In coordination with component 3, the MSME water team facilitated a meeting to discuss the draft statute of Cambodia Water Service Provider Association (CWA) and the corresponding membership fee. The meeting was conducted on March 30, 2012 at Cambodiana hotel with 56 participants (9 women). Among the 56 participants were 44 WSP representatives, 8 material suppliers, 3 bank representatives and 1 investor. In the meeting, there were presentations about the draft statute of the association, benefits of association membership and how to apply to be an association member presented by the board director. There was a presentation about the WSP capacity building program funded by the World Bank that was presented by a project analyst of the World Bank. Additionally, the association membership fee cost was also discussed. A few comments were made about the draft statute which board director said he would address in the next board meeting. By the end of the meeting, those present had agreed on the membership fee proposed by board director and committed to apply as association members after the statute has been finalized.

MSME facilitated a cross provincial trip, bringing 10 WSPs (1 woman) from Takeo, Kampong Speu, Kampot and Kampong Chhnang to visit water treatment systems at Kampong Speu, Kandal and Kampong Cham and to meet two water treatment specialists. The WSP visitors were interested in a lot of things such as management systems and jar tests of Kampong Speu town water supply, the back wash system at the Kampong Cham Long water supply, and the pump system of the O Rang Ov water supply.

The MSME team organized for a WSP from Khem Khsan commune, Oddong district, and Kampong Speu province to visit a WSP at Sampov Loun district, Battambang province. This visit focused on using polymer in water treatment processes. After the visit, the WSP at Khem Khsan commune brought polymer to use in his water treatment plant. After using the polymer for a few weeks, he commented that polymer improved his water treatment process.

## **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 MSME water team worked with the MSME media coordinator to produce a poster on water and hygiene promotion. The poster is currently being published and 2,500 copies will be printed.

The MSME team met with a WSP, local authority at Srang commune, Kong Pisey district, and Kampong province and at Phnom Den Commune, Kirivong district, Takeo province to prepare an outline and schedule the promotional campaign on good hygiene.

### **Development Partners Coordination Meetings**

N/A

### **Constraints Encountered and Unresolved Issues**

- The PPD between WSP and MIME should be delayed until the WSP association is fully formed as this will have a more effective outcome.
- The hygiene promotion activities will be difficult to facilitate in the next period as the commune council elections are slated to take place in June 2012. Thus, it will be hard to have commune council participation until after the elections are over.

### **Main Events Planned for Next Quarter**

- A training course for WSPs about water treatment process.
- Business Forum on promotional Campaign, good hygiene (washing hand) at water system locations.
- Launching event for Cambodia Water service Provider Association.

## Case Study 3 - Rural water service businesses continue expanding systems; adding customers and profit.



# Rural Water Service Businesses Continue Expanding Systems; Adding Customers and Profits

**The USAID Cambodia MSME Project partnered with 26 private firms to provide safe water and improve service for 135,000 Cambodians.**



*Mr. Sam Sithyut, Cambodia MSME's water engineer, inspects the water treatment plant and checks water quality at Ly Heng Water Service. The company plans to continue expanding its water delivery system throughout the district.*



*Mr. Ly Kokkheng, manager of the Ly Heng Water Service, ensures that customers are satisfied with their new piped water connections. His company has already added 400 new connections and plans hundreds more.*

Thirty kilometers down river from Kampong Cham is the rural district of Steung Trang. From the hills on which more than 1,200 families in four villages earn their livings farming rice, the views of the Mekong River are spectacular.

Just five years ago, fetching water was a daily time-consuming routine for Mrs. Ouk Saron, a widow who cares for her five children in a small home at the top of a hill. "Our only access to water was the Mekong River water located about one-half kilometer down the hill. So every day I would spend several hours hauling water jars down to the river, filling them with river water, and then lugging them back to the house. It was especially difficult when the river was low," recalled Mrs. Ouk. "Getting river water was a daily chore every family on these hills had done for many years. But our more serious problem was the river water itself. It was dirty, and dangerous to drink. My children and I regularly suffered health problems like fever and diarrhea," she added.

"Now, we have safe drinking water delivered right to our home and we no longer dread that daily water fetching chore nor the recurring illnesses!" she said, expressing relief.

Mr. Ly Heng, the owner of Ly Heng Water Service in Steung Trang district, also lives atop the hills of Stung Trang district. In 2007, he invested in a small water treatment system for the families in his village. Due to limited financing, he had just enough money to build a water treatment plant and connect 250 homes to his piped-water service. The accumulated profits from serving only 250 homes weren't enough to continue expanding water service to others.

In 2009, Mr. Ly met the USAID Cambodia MSME Project team. "I was surprised and happy when the MSME Project team selected me as a client. I had the desire to expand my system, but didn't have the financial ability. We negotiated a deal to expand water service to 300 homes. I paid for all the design work and installations on my own, and for every new, paying customer, the MSME Project provided a subsidy that covered a little less than one-half my investment," said Mr. Ly Heng.

The reasonable subsidy provided by USAID allowed the Ly Heng Water Service to regularly accumulate enough profits to continue expanding its system. "This year, I added 100 new connections without any outside assistance. I'm now supplying water to four villages," said Mr. Ly.

The 26 water service providers partnering with the MSME Project have organized the Cambodia Water Providers Association. Through this association, all private water service providers in Cambodia will benefit by sharing new knowledge, skills and the ability to network through local, national, and international relationships, business forums and technical seminars.

# Component 2 – Strengthening Private Sector Voice

## Summary of Actions, Activities and Accomplishments this Quarter

- Official delivery certificate to four (04) Swine cooperatives in Kampong Cham Province
- First General Assembly meeting of Sneung Chivakpheap Thmey of swine Community Working Group in Battambang province to elect Board of Directors, supervising committee members and adopt the by-laws and regulation.
- First General Assembly meeting of Prey Veng Krong Samaky Meanchey Agriculture Cooperative in Prey Veng province to elect Board of Directors, supervising committee members and adopt the by-laws and regulation.
- Cross Provincial Exposure Visit for Svay Rieng Swine Cooperative to Palin and Battambang Provinces.
- Annual General Assembly Meeting of Kampong Trach Swine Cooperative, Kampong Trach District, Kampot Province.
- Third Year Annual General Assembly Meeting of Svay Rieng Swine Cooperative, Bavet Town, Svay Rieng Province.
- Workshop on adoption of statute by-law, regulation and member fees for Cambodia Water Service Providers Association at Cambodiana Hotel.
- Formation of Safe Water User Group.
- Multi-directory Booklet of MSME’s clients for Private and Public Sector.
- Follow up meeting with Agriculture Cooperative committee members on cooperative management and swine business issues.
- National Swine Working Group (NSWG) for support of swine value chain businesses.

### **Activity 1. Create And Strengthen Local Business Organizations (Cooperatives, Water User Groups, CWGs) as Vehicles of Industry Strengthening.**

**First General Assembly Meeting:** Sneung Swine Community Working Group (CWG) committee, Bnan District, Battambang Province, requested assistance from the USAID Cambodia MSME Project in helping them become recognized as an Agriculture Cooperative in Battambang province. They requested assistance in disseminating the sub-decree on Cooperatives to their members and help them understand the prerequisites and procedures for registering as a cooperative.

Sneung Swine CWG drafted cooperative by-laws and regulations with facilitation from USAID Cambodia MSME Project and Agriculture Extension Office (AEO), Battambang Department of Agriculture. To begin the process formalization and official recognition of the Sneung Chivakpheap Thmey Cooperative, USAID Cambodia MSME Project and AEO facilitated the

first General Assembly meeting of Sneung Chivakpheap Thmey swine Community Working Group in Battambang province. The General Assembly was convened to elect the Board of Directors, supervising committee members and adopt the by-laws and regulations. A total of 59 participants attended, including the Deputy of Provincial Department of Agriculture, Deputy of Office of Extension, Commune Chief, and an input supplier firm Betagrow company. The election of the Board of Directors and adoption of the Statute are the first steps to be completed before starting the registration process to become a cooperative.

The leader of cooperative submitted the cooperative application form to AEO and after about one month, the AEO held an official inauguration of the Sneung Chivakpheap Thmey Cooperative.

At the same time, USAID Cambodia MSME Project also collaborated with the Prey Veng Agriculture Extension Office, Department of Agriculture to facilitate the first swine General Assembly for the “Prey Veng Krong Agriculture Cooperative” with 80 participants (43 women), including Cooperative members, Deputy Director of PDA Prey Veng, Vice Chief of Prey Veng Animal Health and Production, Deputy Director of Prey Veng City Mayor, Commune Chief and officials from MFIs/Banks.



The meeting aimed to identify a cooperative name, adopt by-laws, develop internal regulations, create a logo, and draft a 3 year business plan. The required registration documents to be officially recognized as a cooperative with the PDA in Prey Veng were submitted and an official inauguration of Prey Veng Krong Agriculture Cooperative was held. Mr. Sam Sarun Deputy Director of PDA Prey Veng, Animal Health Office, and Cooperative members participated in the event. There were 38 (23 women) participants that attended the ceremony.

**Cross Provincial Exposure Visit:** Svay Rieng Swine Cooperative is a leading Agriculture Cooperative because of the active participation by committee members and the cooperative leader’s commitment to improve the cooperative. In order to support their members business, committee members have set up cooperative businesses such as home made feed, live pig businesses, and savings and credit etc.

The cooperative has encountered problems with the home made feed business due to the high cost of raw materials. To resolve this issue, the Svay Rieng Swine Cooperative requested support from the USAID Cambodia MSME Project in conducting a cross provincial exposure trip to Battambang and Palin Province to meet with wholesalers to discuss purchasing raw materials such as corn, soya bean and cassava. The MSME Project facilitated the cross provincial exposure trip taking 07 members of Svay Rieng Swine Cooperative to visit two crop wholesalers in Palin and one agriculture machinery factory to learn about crop drying technology. Cooperative members intend to purchase dryer equipment for drying their crops to supply to cooperative members. They also negotiated with 2 crop wholesalers in Palin province to supply raw feed materials.

**Annual General Assembly Meeting:** Kampong Trach Swine Cooperative was officially recognized in February 2011. In an effort to support cooperative members, committee members set up a feed making business in order to sell feed to their cooperative members and thereby earning income for the cooperative. As mentioned in the cooperative by-law, the cooperative leader and committee members need to report all cooperative activities and achievements completed during the year. In February 2012, USAID Cambodia MSME team facilitated the first annual general assembly meeting of Kampong Trach Swine Cooperative in Kampong Trach District, Kampot Province. The meeting aimed to share and present key achievements, financial reports, and set new plans and targets for 2012. The event was chaired by Mr. Chan Rith, Deputy of Provincial Department of Agriculture of Kampot with 35 cooperative members participating in the event.

**Third Year General Assembly Meeting:** The Svay Rieng Swine Cooperative has conducted annual general assembly meetings to report on achievements made during the year and set up a new business plan. In the third year, Svay Rieng Swine Cooperative had increased to 152 cooperative members (42 women), a significant increase from the 30 cooperative members they started with. This increase is due to the cooperative leader's commitment to strengthening cooperative business and cooperative management. Svay Rieng Swine Cooperative has set up four business initiatives: live pig business, feed making, savings and credit and chemical fertilizer business.

USAID Cambodia MSME team facilitated the Third General Assembly of Svay Rieng Swine Cooperative attended by 110 (21 women) members. The event aimed to highlight accomplishments in 2011 and to vote for a leader to manage the cooperative; the same leader was reelected. Cargill, Input Supplier Company and Svay Rieng PDA contributed funds for the event. Mr. Sam Tha, Chief of Svay Treab district and Mr. Thach Rathana, Chief of Svay Rieng PDA attended the event.

**Cambodia Water Services Provider Association (CWSPA):** USAID Cambodia MSME team facilitated a workshop meeting for 56 Water Service Providers at Cambodiana Hotel for the adoption of association by-laws and regulations. Mr. Un Yuthy, Board Director of CWSPA and his colleague presented the draft statute of CWSPA, regulations and membership fees. Participants agreed to joint as members of the CWSPA. *Please see detail report at water supply and sanitation section.*

**Forming Safe Water User Group:** USAID Cambodia MSME Project has formed 3 Safe Water User group in Steung Trang District, Soung District and Kang Meas District, Kampong Cham Province. The water user groups comprise of 7 to 10 members with representatives from water consumers, commune council, water service providers and health center staff.

The WSPs trained members of the group on how to check water quality and give feedback to the WSP every 6 weeks (check residual of chlorine and PH in water), and encouraged them to join the collective effort of the MSME project staff and WSPs in promoting health and hygiene. This group will be the representative body for all water users in their location and has agreed to set regular meetings every 6 weeks.

**Multi-Directory Booklet:** The MSME Project assists firms to form and maintain business relationships with individuals and firms across the industries in which they are involved.

Connections to other industry participants play a vital role in growing businesses. The main method of recording contact information for these business relationships is usually through stored numbers on cell phones, written pieces of paper kept in a wallet, or in small address books. These methods of recording and storing information often lead to information being lost and there is a limit to the amount of information that can be effectively captured using these methods.

The USAID Cambodia MSME project collaborated with Manich Firm to compile and support the development of a directory booklet with contact information of all MSME clients and partners. By creating one central directory, the USAID Cambodia MSME project hopes to facilitate better and more convenient communications and improve market linkages between the public and private sectors. MSME maintains a list of clients and has most of the client numbers for MSME clients and government officers. The Directory Booklet will be published in Khmer language in the next quarter. The booklet will be distributed to both public and private sector participants listed in the directory.

## **Activity 2. Improve The Business Enabling Environment (BEE) For Target Industries.**

**Follow up meeting:** USAID Cambodia MSME Project has facilitated regular meetings with cooperative and Community Working Group committee members to discuss how MSME Project client enterprises can continue to function as sustainable businesses. Recently, the swine business faced a problem with the decreased price of local live pig from 2.50 US Dollar to 1.75 US Dollar. This is due to the drastically increased importation and smuggling of live pigs from Thailand. Affected members will meet with top ranking officials at the Ministry of Agriculture, Forestry and Fisheries to try and negotiate a resolution. If no resolution is reached, they will lose capital and be forced to stop raising pigs.

In an attempt to garner Government support for the private sector, commercial pig farm owners led by Oknha Mong Rithy collected data on the number of local live pigs that could be produced by local businesses and reported it to the RGC, specifically the Minister of Ministry of Agriculture, Forestry and Fisheries. The Minister of Agriculture, H.E. Chan Sarun, called an urgent meeting with local live pig producers and said that he “will reduce the quota of live pigs imported into Cambodia”.

**Table 16: USAID Cambodia MSME Meeting With Private Organizations**

<b>Name of Cooperative</b>	<b>Province</b>	<b># of meeting</b>	<b>Total participants</b>	<b>Activities</b>
Svay Rieng Swine Cooperative	Svay Rieng	01	08	- Decreased price of local live pigs - How to address issue of swine business to talk with public sector?
Chamka Leu Agri. Cooperative	Kampong Cham	01	06	
Prey chhor Agri. Cooperative	Kampong Cham	01	05	
Steung Trang Agr. Cooperative	Kampong Cham	01	07	
Dambe Agri. Cooperative	Kampong Cham	01	03	
Amatak Agri. Cooperative	Kampong Speu	01	05	
Chok Chey Thmey Cooperative	Kratie	01	04	

### **Activity 3. Support VC Actors in Building National Level Representation to Address Business and BEE Issues.**

The USAID Cambodia MSME Team held individual meetings with committee members from 11 Agriculture Cooperatives on forming National Swine Working Group (NSWG) to support their businesses through areas such as business communication among business actors and with line Government Agencies. Cooperative leaders stated that they would face challenged in forming a NSWG as this would require monetary contributions from the Provincial Agriculture Cooperatives in order to set up offices and activities. They recommended that this initiative be put on hold until Provincial Agriculture Cooperatives become more experienced in cooperative management. In the mean time, they can inform each other about business issued by phone.

### **Activity 4. Translation and Interpretation**

- Translated eight newsletter articles
- Finalized contents and completed proofreading of Slaughterhouse Development Manual
- Continued translation of Slaughterhouse Development Manual
- Translated revised trip schedule to Vietnam
- Translate 8 profiles of CBETs
- Translated agenda and trip schedule to Vietnam
- Translated a welcome letter and reading materials for Vietnam trip
- Translated five honey profiles
- Translated a trip schedule for Philippines
- Translating a leaflet of Peam Prasaop community based tourism

### **Development Partners Coordination Meetings**

N/A

### **Constraints Encountered and Unresolved Issues by Each Respective Activity**

- It has been difficult to find people willing to lead the National Swine Working Group.

### **Main Events Planned for Next Quarter**

- Facilitate strategic communication training to cooperative and Community Working Group (CWGs) committee members on addressing business issues and communication links with the public sector.
- Cross Provincial Exposure Visit for Svay Rieng Swine Cooperative to Kampong Cham, Kampong Thom and Siem Reap Provinces on technology of making feed machines, and Marble Goby Culture.
- Facilitate Annual General Assembly meeting of Sandan Meanchey Agriculture Cooperative on achievements of the past year and development of a strategic plan for year 2012-2013.
- Public Private Dialogue on key business challenges and strategic goals for swine business development.

# Component 3 - Public Sector Strengthening to Improve the Business Environment

## Summary of Actions, Activities and Accomplishments this Quarter

The Component 3 team has worked actively to make sure regulations enacted by government are favorable to investment and protect private sector interests, while ensuring public health and safety. In this quarter, our team completed the following activities:

- Facilitated the first General Assembly meeting of Sneung Chivakpheap Thmey swine CWG in Battambang province and of Prey Veng Krong CWG in Prey Veng province to adopt their statutes, elect members of the Board of Directors and monitoring committee members and approval of the internal rules and three-year business plan.
- Assisted the two CWGs with necessary documents to register as agricultural cooperatives. In March, both CWGs were registered and recognized as agricultural cooperatives.
- Developed the outline of training manual on strategic communication training to train up to 10 cooperatives and CWGs on communication, negotiation, public speaking, networking and problem solving skills. The team met with 12 representatives of 7 cooperatives and CWGs in 5 provinces for a preliminary study and collection of their comments.
- Met with the Department of Animal Health and Production to discuss MSME suggested points to revise the draft Prakas on Animal Farm Management.
- Supported Fisheries Administration to conduct 7 training courses on the Joint Prakas on Format of Filling Procedures of Fishery Offenses in seven provinces with around 350 participants coming from 18 provinces.
- Facilitated 2 workshops in collaboration with the Fisheries Administration on the procedure to apply for permits to transport fish and fishery products in Kampong Thom and Takeo provinces.
- Interviewed about 25 slaughterhouses and butchers in Phnom Penh and 10 other provinces and selected 11 slaughterhouse owners and 2 butchers to join the slaughterhouse study tour trip. The trip is planned for 13-18 May 2012.
- Facilitated a three-day meeting between the Trade Remedy drafting team and Mr. Andrew Stephens to work on the finalization of the draft law and sub-decree in English version.
- Assisted the Cambodian Water Service Providers Association (CWA) in developing statutes and a budget plan, and in conducting research to set appropriate membership fees. Facilitated 5 meetings of the Board of Directors of CWA and one general assembly meeting.

## **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**

#### **Strengthening Legal Structure of Cooperatives:**

The Component 3 team worked closely with Component 2 team to provide assistance to 2 swine CWGs, one in Battambang named Snoeng CWG and another in Prey Veng named Prey Veng Krong CWG to develop draft Statutes and internal rules. Following these two founding documents, the two CWGs organized their first General Assembly meeting on January 4 and January 12, 2012 respectively with the support and participation from the MSME team and Agricultural Extension Offices of Provincial Department of Agriculture.

The first General Assembly of Snoeng CWG in Battambang was attended by 59 participants including its members, Deputy Director of Provincial Department of Agriculture (PDA), Vice Chief of Agricultural Extension Office, Commune Chief, and an input supplier firm, Betagrow company. Whereas the first General Assembly of Prey Veng Krong CWG was attended by 80 participants (43 women), including its members, Deputy Director of PDA, Vice Chief of Prey Veng Animal Health and Production Office, Deputy Mayor of Prey Veng Town, Commune Chief and MFI and Bank representatives.

As a result of the assembly meeting, the two CWGs have elected their committee members and adopted statutes (including name and logo), internal rules and developed a three-year business plan.

Following the General Assemblies, the MSME team worked closely with elected committee members of the two CWGs to prepare necessary documents for registration as cooperatives. MSME also facilitated meetings between the committee members and officers of provincial agricultural extension office of PDA to discuss the registration process of the cooperatives. Both CWGs have now been registered and recognized as agricultural cooperatives.

#### **Strengthening Negotiation Capacity of Cooperatives:**

To ensure long-term viability of cooperatives that the MSME project has supported, the MSME team is planning to provide training to those cooperatives to effectively advocate for their industry's interests with provincial and local authorities as well as to effectively communicate and network with relevant stakeholders. The training will focus on various important skills which include communication, negotiation, public speaking, networking and problem solving skills. This knowledge will help the private sector to solve both internal problems and problems they have encountered in their business and to know the means to build networks among actors in same business to create a stronger voice while negotiating with government.

After completing the outline of the training manual with participation from other two component teams, the Component 3 team met with 12 representatives of 7 cooperatives and CWGs in 5 provinces to get their inputs and comments. The representatives that took part in the meeting

expressed their appreciation for this initiative and commented that the training will improve their capacities and provide a solid base through which they will be able to sustain themselves. Our team plans to provide 8-10 trainings to swine and aquaculture cooperatives and CWGs from early May to end of June 2012.

### **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**

We have not heard hitherto from the Planning Department of Ministry of Tourism about the progress to move forward with the joint draft Prakas on Community-based Eco-Tourism neither have we received any specific request for technical assistance.

Since September 2010, the MSME team has invested a lot of effort in developing a legal framework and supporting the establishment of a tourism marketing and promotion board. This initiative now seems to have completely dropped off the discussion agenda of the Tourism Private Sector Working Group Meeting, according to their meeting notice and agenda that MSME received on February 21, 2012. We do not therefore expect any new progress with this sub-activity in the coming quarter.

### **Sub-activity 1.3: Forge an Authoritative Solution at the National Level To Reduce Barriers to Cross Provincial Swine Transport**

As reported in the previous quarter, transportation of swine is no longer a big issue for swine traders, except issues of legal uncertainty. The Department of Animal Health and Production has already proposed and submitted new draft Prakas to MAFF on swine transportation to amend Prakas No. 178 and No. 227. However, according to our recent contact with DAHP in mid March, they informed us that MAFF has neither discussed this new draft Prakas nor provided any information as to when exactly this new Prakas will be issued.

### **Sub-activity 1.4: Provide Technical Input and Legal Support in Drafting of Prakas on Animal Farm Management**

The Component 3 team received the draft Prakas on Animal Farm Management in early April 2011 from DAHP requesting us to provide comments. We have analyzed this draft Prakas and have interactively worked with our focal person, Mr. Sar Chetra (deputy director of DAHP) and his team. Over this one-year period we met with him and his team about 5 times to discuss and provide constructive feedback on ways to improve the draft Prakas. Our last meeting was held in mid March 2012. Mr. Sar Chetra and his team have been very receptive to our comments and showed strong willingness to improve the draft Prakas.

In early December 2011, we submitted a revised draft Prakas to the DAHP with substantial changes and additions to the part on the procedure and timeframe in applying for licenses, duration and renewal process of the licenses, redress measures and transitional periods. We also suggested simpler and clearer language for some articles. As a result of our meeting with Mr. Chetra and his team in mid-March, we have almost agreed on those important parts. His team will work on the determination of animal farm scale to be required for registration and the internal rules of animal farms. We will continue to work with them on this front. We believe that

if this Prakas is adopted incorporating most of our comments and suggestions, it will make it easier for animal farm owners to do business and make them more willing to comply with the law.

### **Sub-Activity 1.5: Support Potable Water Supply Department within Ministry of Industry to Improve Legal Framework Concerning Licensing and Regulating Water Service Providers**

During the previous quarter our team has worked intensively with the Department of Potable Water Supply (DPWS) to develop a simple and clear set of subordinate legal acts to help guide private water service providers in investing more in the water sector and to provide better legal tools to MIME to better regulate water service providers.

During this quarter, we took a back seat approach and waited for DPWS to push these draft legal acts forward by themselves as the ball is now in their court. The General Director of Industry, Meng Saktheara and the head of DPWS, Tan Sokchea, requested MSME assistance in drafting a sub-decree to empower MIME to deal with issues involving other government agencies such as road construction issues and rights of using water sources. Tan Sokchea informed us that by the end of March 2012 their team would have completed the review of the draft legal acts that we assisted them with in the previous quarter and following that they would open up those documents for public consultation in April 2012. Until now, we have not heard any progress updates about the review of those documents from him or his team.

### **Sub-Activity 1.6: Reduce Negative Impact of Road Construction on Water Delivery Systems**

As reported by some water service providers (WSPs) during a meeting with a group of 45 water service providers on March 30, 2012, the issues of water pipe damages caused by road construction remain and those WSPs have suffered losses to their pipe systems without receiving any compensation.

Per their 2012 action plan, MIME is supposed to develop a “technical standard to lay water pipe along the road and bridge” within this year. This will partly address the problem.

Nevertheless, an effective solution to this problem will mostly rely on the advocacy role and efforts of the WSPs themselves. It is hoped that the Cambodian Water Service Providers Association, which is soon to be registered, will be able to advocate for the solution to this problem.

### **Sub-Activity 1.7: Support Dialogue and Improvement Of Draft Aquaculture Law; Support Drafting Of Fish Transportation Prakas And Prakas On Rate Of Premium**

#### **Aquaculture Draft Law**

After submitting comments and inputs collected from the private sector through 3 public private dialogues, co-organized by the Fishery Administration and Cambodia MSME project, the MSME component 3 Team met and discussed with our FiA counterpart on how we should proceed to continue improving the draft law. Mr. Chin Da, deputy director of Aquaculture Development Department, acknowledged the importance of the constructive comments from prominent aquaculture traders, raisers and fingerling producers. Mr. Chin Da and his team had

discussed those comments and made some changes to the current draft. The revised draft together with a summary of comments from the private sector has been submitted to H.E Nao Tuok for his feedbacks.

Upon receiving comments from Nao Tuok and an updated draft from FiA, our team will cooperate with FiA officials to organize the last round of public private dialogues to discuss the revised draft law and gain inputs from the private sector. We plan to conduct this last PPD in May 2012 and to invite about 50 aquaculture farmers and traders to join the dialogue.

We have received assistance from a group of students from the University Of San Francisco School Of Law, under the International Development Law Initiative, to conduct desktop research on law and regulations of the aquaculture sector in Vietnam and Thailand. The research findings of the legal frameworks that were researched is extremely useful for the Cambodian FiA to use as consultation documents to orient themselves and use to better regulate the aquaculture sector in Cambodia. Our team has translated the research findings into Khmer and have submitted both English and Khmer versions to the director of the aquaculture development department of FiA. We will meet with them to discuss about the applicability of this research in late April.

### **Fish Transportation Issue**

To address the issue of the unclear procedures to apply for permits to transport aquaculture products across provinces and from a province to Phnom Penh, the MSME team requested FiA officials to explain the legal requirements on this procedure to aquaculture clients. The MSME Component 3 and Aquaculture team, in collaboration with the Legal Department of FiA, facilitated four workshops, two in Kandal and Kampong Cham in December 2011 and the other two in Kampong Thom, Takeo and Kandal from January to February 2012. There were about 100 participants that took part in the four workshops which included aquaculture clients and provincial cantonment officials from 8 provinces (Kandal, Kampong Cham, Prey Veng, Siem Reap, Kampong Thom, Takeo, Kampot and Kampong Speu).

The workshops clarified that the provincial cantonment can issue permits to transport aquaculture products across the provinces with advanced authorization from the FiA after having estimated the whole amount of aquaculture products in their province that may be transported across provinces in one year. This means that traders can apply for permit directly to their provincial cantonment and need not ask permission directly from FiA every time they want to transport fish or fishery products across provinces. During the workshops, traders asked a lot of questions and suggested that FiA officials should provide a simpler and easier process to get permissions for transporting fish and fishery products. The private sector also requested that the government clearly state the fee rate in the written regulation rather than having the relevant authorities dictate the rate.

Though in theory the legal requirements indicate a specific procedure for the issuance of transport permits, in practice, the procedure tends to vary from one province to another. The transportation procedure and its legal requirements remain obscure according to the current legal acts. Therefore, a clear and sound regulatory policy governing this loophole is necessary and urgently needed to provide clear instructions not only for the transportation issue but also for the whole aquaculture sector.

## **Training On Joint Prakas on Format of Filing Procedure Oo Fishery Offenses**

Overlapping authority has always been a problem in Cambodia in implementing regulations and consequently citizens tend to fall victim to this chronic problem. Implementation of fishery-related regulations have been affected by this problem, particularly the implementation of regulations governing fishery offenses.

In response to a request from Fishery Administration and realizing the importance of raising private sector awareness on the definitions and filing procedures of fishery offenses to allow them to exercise their rights legally while facing such problems and to train relevant government authorities about the filing procedure of fishery offenses.

Cambodia MSME supported 7 training workshops on the Joint Prakas on Format of Filing Procedure of Fishery Offenses. The workshops took place between January and March 2012 in 7 provinces: Kampot, Kampong Thom, Siem Reap, Battambang, Takeo, Kratie and Kampong Cham. There were about 350 participants that took part in the workshops including private sector representatives in aquaculture business, FiA officials, FiACs, prosecutors, provincial governors, and other relevant provincial authorities from 18 provinces (Kampot, Kampong Cham, Prey Veng, Takeo, Kampot, Kampong Som, Khos Kong, Siem Reap, Banteay Meanchey, Oddor Meanchey, Battambang, Kampong Thom, Kep, Ratanakiri, Steung Treng, Pursat, Preah Vihear and Kampong Speu).

The trainings were a useful way for government officials to learn about the new filing procedures and to correctly implement the regulations. Additionally, it provided the private sector with a better understanding of the definitions of fishery offenses and the means through which they can protect themselves if they are accused of any violations. The workshops also specified the jurisdiction of FiA in fishery offenses from other governing authorities in order to mitigate against potential future problems of overlapping authority.

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

Currently, most slaughterhouses in Cambodia still use traditional equipment and methods to slaughter animals. Most slaughterhouses offer poor hygiene and unsanitary conditions with improper methodology, such as cleaning carcasses without changing water, slicing meat on dirty floors, keeping meat unrefrigerated, and transporting meat to markets without proper packaging or covers.

Since slaughterhouses are crucial to public safety and to the efficient operation of the swine supply chain, the Cambodia MSME Project, in collaboration with the Department of Animal Health and Production of the Ministry of Agriculture, Forestry and Fisheries (MAFF), are working with slaughterhouse owners to assist them in becoming compliant with the hygiene and other technical standards required under the regulations of the Ministry of Agriculture, Forestry and Fishery.

Therefore, a Project-facilitated international governance and technology exposure mission is a key opportunity for slaughterhouse owners and government officials to observe new technologies, begin to understand the technical issues and improved processes; build

relationships with international firms; purchase technical assistance in slaughterhouse management from Vietnamese firms and learn from the experiences of the Vietnamese government officials in enforcing compliance. The trip is planned for mid May 2012.

Following our work from the previous quarter, our team conducted interviews with more than 25 slaughterhouse owners and butchers in Phnom Penh and 10 provinces. From these interviews, the MSME team selected 13 slaughterhouse owners (11) and butchers (2) to join the trip. All selected participants showed strong interest in improving the sanitation and hygiene standards of their slaughterhouses and have a plan to renovate them in the near future.

In tandem with the exposure trip, we are currently working on translating a book titled “Abattoir Development: Options and Designs for Hygiene Basic and Medium-sized abattoirs,” published by FAO in 2008. This book has now been translated into Khmer by The MSME project translator and is being reviewed and edited by the Component 3 team. The Department of Animal Health and Production, MAFF will perform a final review before publishing and distribution to slaughterhouse owners and relevant stakeholders. The MSME project plans to have the book available in print in May 2012.

## **Activity 2. Provide Systemic Policy Advice and Training Services to RGC Counterparts.**

### **Sub-Activity 2.1: Support Drafting and Passage of Trade Remedies Law**

#### **Internal Meeting of Trade Remedy Drafting Team**

During this quarter, Mr. Andrew Stephens (senior trade advisor of USAID STAR+ project) and the MSME team have closely worked to revise the draft trade remedies law to split the original draft law into a draft law and an implementing sub-decree. The MSME team also worked with the General Director of Trade of Ministry of Commerce (MoC), H.E. Sok Sopheak, an advisor to MoC, Mr. Roger Lawrence, and a few members of the MoC drafting team to revise the draft law and draft sub-decree to conform with Cambodian legal concepts and framework. This last version of the draft law and draft sub-decree was completed mid March 2012 and put forward to the trade remedies drafting team for discussion in internal meetings held on March 21-23 2012 at the Ministry of Commerce. Representatives from the MoC drafting team, the MSME team and Mr. Stephens were present at the three day meeting.

As the result, the team (12 out of 18 members participated) finished the new revised draft law with 46 articles and a sub-decree with 64 articles. In the draft law, a chapter on penalties provisions has not yet been completed. Thus, Mr. Stephens will further review the Korean law and other countries' laws to suggest proper provisions for penalties. The drafting team will also discuss more on this point in the next meeting according to Cambodian context and laws.

Besides the draft, the MSME team is preparing a Lexicon in English and Khmer language and an explanatory note about and of trade remedies law with references to the WTO agreements and other countries' laws as an aide-memoir to the readers and the National Assembly members that they can refer to when discussing and reviewing the draft law. Mr. Stephens will work on the explanatory note.

The team has almost completely finalized the draft trade remedies law and sub-decree (except penalties clauses) and will begin working on the Khmer version to ensure that it conforms to the

English one, paying particular attention to ensure that it translates properly. The revised Khmer version of the draft law and draft sub-decree will be submitted in mid April 2012. The team plans on reviewing and finalizing these documents in late April or early May 2012.

### **International Study Trip to Malaysia**

The MSME team is planning an exposure trip to Malaysia for the MoC drafting team which will be preceded by an advance trip of 2 drafting members and 1 MSME staff member to meet with our facilitator in Malaysia and some key Malaysian government counterparts as well as to work on a detailed agenda for the full mission. The full exposure trip is scheduled for May 13-17, 2012 and the advance trip is scheduled for early May.

### **Sub-Activity 2.2. Support Law on Animal Health And Production**

The FAO convened a meeting with the DP Group on Agriculture and Water on 15 February 2012. One of the topics on agenda was to discuss the status of the draft legislation on Animal Health and Production. No one from the MSME project was able to attend this meeting.

The MSME team will continue track the progress of the draft law and will cooperate with MAFF should they require any technical assistance once they have reviewed or provided feedback on our written comments.

### **Sub-Activity 2.3. Support ADB and RGC in Carrying Out Regulatory Impact Analysis**

N/A

## **Activity 3. Other Outputs**

### **Development Partners Coordination Meetings**

The MSME team had a meeting with the Water and Sanitation Program of the World Bank (Ms. Suzanna Smets and Mr. Chan Virak) in February 2012. The World Bank provided an update on the WSP capacity building pilot program which is being conducted over three years with its next training planned for mid 2012. The MSME team also provided an update on the technical assistance that MSME has provided to MIME to develop legal frameworks on licensing and the establishment of water service provider associations as the World Bank WSP team was very interested to learn about the technical assistance MSME has been providing to the Department of Potable Water Supply of MIME.

MSME also met with Mr. Juliann Darpoux, Program Officer for Cambodia and Laos of French Development Agency (AFD), to exchange and update information regarding past and future projects on technical and financial assistance to the water service providers.

### **Institutionalizing Cambodian Water Service Providers**

As a result of the meeting of 27 water service providers (WSPs) in Phnom Penh on 28 December 2011, the majority of the WSP participants suggested forming a Cambodian Water Service Providers Association and elected 7 Board of Director members that day. The Board of Directors were tasked with leading the association and processing the Association's registration with the Ministry of Interior.

In conjunction with the MSME water team, the Component 3 team has so far provided assistance in drafting the Association's statute and budget plan, and assisted in interviewing companies supplying raw materials and equipment and several water service providers. Additionally, MSME also helped facilitate five Board of Directors meetings from January through March 2012 and one General Assembly meeting on March 30, 2012.

The Board of Directors meetings have been focusing on the finalization of the Association's Statute, determination of membership fees, the budget and staffing.

Discussions on the Statute consumed most of the meeting time and as a result key contents of the Statute including name, logo, mission, activities and governance structure of the Association have been agreed upon by the Board members. The determination of membership fees and the balance of member contributions with the benefits gained from being Association members have been seriously considered. The Association Board members requested MSME assistance on setting a suitable membership fees. In response, the MSME team has conducted research on the consumption of raw materials and other equipment used for water treatment by the 27 private water service providers.

As part of the research, interviews were conducted with 15 water service providers (WSPs) and four suppliers of raw materials and equipment. WSPs were asked about their willingness to join the Association and what an affordable membership fee would be. Suppliers were asked about the price, quality and source of materials and equipment they provide. All the WSPs interviewed were willing to join the Association but they gave different responses on the rate of membership fees they would be willing pay. The supply companies interviewed showed interest in cooperating with the Association and stated they were willing to offer 5% - 8% discounts on their raw materials and equipment should the Association do group purchases. Our team also met with the Phnom Penh Water Supply Authority to learn the kinds of services that they have offered and may be able to offer to private WSPs and the association.

Having the above information in hand, the seven board members agreed to set the membership fees as follows: 400 USD per annum for active member grade 1, 200 USD per annum for active member grade 2 and 250 USD per annum for associate members. There is no differentiation of criteria or benefits between active member grade 1 or 2. The intention is however to distinguish between and target small, medium and large WSPs. Any active member is free to choose to contribute 200 or 400 USD.

The Board members also suggested holding a general assembly meeting with the 27 WSPs that took part in the meeting in December 2011 and other potential WSPs. The meeting was held on March 30, 2012 with the following objectives:

- To report to all WSPs about the working results and progress of the Board of Directors over the 3 month period;
- To present the Association's Statute to all members for their comments and approval;
- To convince the WSPs to join the association by presenting the benefits of becoming association members; and
- To seek agreement and comments from Association members over the membership fees

The general assembly meeting was very well received by all participants and was very interactive. There were 58 participants including 42 WSPs, 10 material supply companies, and 4 representatives from May Bank and OSK bank, 1 person from Devinco and 1 person from the World Bank.

The meeting was very participatory and led by the Board members themselves with some help and facilitation from the MSME team. Each member of the Board of Directors played a separate role in presenting the Statute, the benefits to become association members and the membership fee. The meeting also gave opportunities to the two banks to make a brief presentation about their services and for Mr. Chan Virak, Project Analyst of Water and Sanitation Program of the World Bank, to present about the Water Service Provider Capacity Building Program of the World Bank. Participants showed a lot of interest and asked many questions about the loan services offered by the two banks and in participating in the next round of the World Bank Capacity Building Program.

The participants provided a lot of feedback on the membership fee and a number of comments on the Statute. Regarding the membership fee, some WSPs were concerned that the suggested fee would not adequately cover the association's expenses; some suggested a regression approach to set the fee according to of the number of connections of each WSP and some suggested that the board should estimate association expenses before setting the membership fee and should have a clear strategic plan.

The participants approved the Statute with some minor changes rest which the Board will later discuss, decide and adjust. The vast majority (95%) of the participants approved the membership fees suggested by the Board and almost all of WSPs and material supply companies requested to become association members. This was the greatest achievement of this meeting as the Association was able to recruit more members than they started with in December 2011. The association is expected to start their activities with about 40 active members and 5 to 10 associate members.

For the next step, the seven board members will meet on April 11, 2012 to finalize the Statute with consideration for the changes suggested by the WSPs in order to proceed with the registration. Additionally, the membership application form will be modified and finalized, after which it will be distributed to all the WSPs who joined the General Assembly to allow them to officially apply as association members and pay the membership fee accordingly.

The only action remaining is for the association to create a sound strategic plan for short and long term activities the association plans to implement.

## **Database Development**

The Cambodia MSME project, in close cooperation with the Department of Portable Water Supply (DPWS) of MIME, provided assistance in improving access of households to clean piped water as well as to assist on drafting better regulations for the water sector. Seeing the strong collaboration with our project, DPWS requested our support to develop a WSP database for better and transparent management of WSPs in Cambodia.

According to DWPS of MIME, more than 100 WSPs are operating piped water supply businesses in Cambodia. The information of WSPs and their service areas are recorded once they apply for service licenses and the updated information of service provided are reported monthly to the provincial department. This information is documented by hand rather than electronically and cannot easily be shared among the internal offices. An electronic database would be useful for DWPS to manage the profile of WSPs, map water service expansion, and keep track of updated data reports received from provincial departments monthly/periodically and allow for a more rapid and accurate way of sharing information with relevant institutions.

Currently, the Cambodia MSME project is advertising for a developer for this database. When the developer is identified, the team will coordinate meetings between DPWS and developers regarding the requirements and format of the database.

### **Constraints Encountered and Unresolved Issues**

- The Private sector remains skeptical of the effectiveness of PPD so their participation in improving draft regulations has remained limited, as they have not been able to see any immediate results and solutions stemming from PPDs.
- In addition to the Trade Remedy draft law and sub-decree, a draft sub-decree on the organization and function of the Trade Remedies Committee was drafted by Mr. Andrew Stephens in the last meeting held in late March in Phnom Penh. However, due to his limited time availability, the team was not able to discuss or review this sub-decree with him present.
- Limited cooperation from government counterparts is hindering the progress of our work.

### **Main Events Planned for Next Quarter**

- Provide strategic communication training to 8-10 cooperatives and CWGs that MSME has supported.
- Continue to work with DAHP to finalize the draft Prakas on Animal Farm Management.
- Continue to work with FiA on the draft aquaculture law and transportation of fish and fishery products.
- Facilitate a six-day exposure trip of slaughterhouse owners and DAHP officers to Vietnam in mid May.
- Publish and distribute the book on “Abattoir Development: Options and Designs for Hygiene Basic and Medium-sized abattoirs,” in Khmer language.
- Continue to facilitate internal meeting of and provide support to the trade remedies drafting team to finalize the draft trade remedies law and its implementing sub-decree in Khmer version.
- Facilitate a three-day preparatory trip for 2 trade remedy drafting team members to Malaysia at the end of April and a five-day exposure trip for 12 members of the trade remedies drafting team to Malaysia in mid May.
- Continue to help Cambodian WSP Associations (CWA) proceed with registration.

# Operations and Administration

## General Operations

In this quarter, the operations, administration and finance teams have supported the Cambodia MSME project in the following ways:

- Provided support for **3** business forums and **3** local cross provincial trips and local study tours, about **11** trainings, **5** workshops, **2** international study tours and about **39** meetings.
- Facilitated logistics arrangements and budget preparations for international study tours and provided support in issuing client passports.
- Provides support in arranging accommodation for STTAs.
- Provided regular updates of the Cambodia MSME website. The web site contains information on the 6 project sectors their respective project activities which visitors can browse through. The project events calendar, project manuals, posters, project newsletters, photos, and project activities have been updated regularly.
- This period there were a number of procurement announcements, procurement notices, expressions of interest, job announcements, and new activity updates posted on the web site.
- Finalized the physical inventory count of all offices.
- Closed down provincial offices and prepared plans for disposal of provincial office assets.
- Prepared the disposition plan for all Cambodia MSME project's assets.
- In the process performing file audits in preparation for project close down.
- Finance team attended USAID procedures training and learned a lot from the experiences from audit and financial reviews by USAID.
- Provided support to the DAI Internal audit team during their internal audit of the project.

## Procurement

The operations team has conducted the procurement process for services and issued purchase orders to the following firms/vendors:

- The O People – Bio Diversity Awareness. The objective is to improve on outreach that builds commitment and support for biodiversity conservation by raising the profile of the importance of biodiversity and conservation, positive benefits of conservation and improve natural resource management.
- Manich Enterprise - Creation of a central directory with contacts of public and private sector participants who are active in the value chains supported by Cambodia MSME.

- Asian Institute of Technology Center in Vietnam (AITCV) - Organize and Facilitate Technical and Governance for Brick and Tile International Study Tour on February 19-24,2012 and Organize and Facilitate Technical and Governance for Aquaculture Hatchery Management to Vietnam February 26 to March 3rd, 2012
- Center for Environment and Sustainable Development Foundation, INC (CESD) - Organize an International Governance and Technology Mission for Retail Market Upgrading in Philippine.
- Enterprise& Development Consultants Co., Ltd (EDC) - Organize and Facilitate an International Mission for Community-Based Eco-Tourism in Laos.
- Crossroads to Development - Final Evaluation Survey to conduct a comprehensive and high quality end-of-project survey questionnaire and a final analytical monitoring and evaluation research report of all related value chains in the target provinces of the MSME Project for project managers and stakeholders covering a time period October 1, 2008 to September 30, 2012.
- Forest Action - Organize and Facilitate Technical and Governance Mission for Natural Resource Management and Non- Timber Forest products to Nepal on April 18- 24, 2012.
- Dynamic Alliance Consulting (DAC) Group Co., Ltd. Pig Feed Assessment to identify feed making best practices and experiences. The results from this assessment will be shared amongst key participants, such as leading swine entrepreneurs, NGOs, and other support organizations that could introduce similar activities into their program, through a series of provincial level forums.
- Broadcast video documentaries on Aquaculture Training Video, Aquaculture Promotional video, Cooperative Video &Forestry video on TVK station.
- Broadcast Cooperative video documentaries on Southeast Asia Television.
- Broadcast project video documentaries on Aquaculture Training Video, Aquaculture Promotional video, Cooperative Video and Forestry video on Bayon Radio and Television.

Beside these activities we are also managing open contracts and their payments.

#### **Highlighted of Local Conferences/Workshops**

- Cooperative workshop at Cambodiana Hotel.
- General Assembly for Cambodia Water Service Providers Association at Cambodiana Hotel.

#### **Highlight International Conferences/ Study Tours**

- Brick and Tile study tour to Vietnam on February 19- 24,2012.
- Aquaculture Hatchery Management to Vietnam on February 26 to March 3rd, 2012.

#### **Study Tour for Next quarter**

- Technology Mission for Retail Market Upgrading to Philippine on April 22-28
- Community-Based Eco-Tourism to Laos on April 22-28

- Natural Resource Management and Non- Timber Forest products to Nepal on April 18-24, 2012.
- Cambodian Slaughterhouse Owners and Department of Animal Health and Production Officers planned for end of April or early May 2012 to Vietnam
- Study tour to Improve Feed Making Facilities and Purchase New Technology to Vietnam at the end of May.
- Trade Remedy Study tour to Malaysia in May

**Current Status Of Large Procurements Is Listed In The Table Below:**

**Table 17: Summary of Large Service Procurements and Volume in this Quarter**

Work	Company Selected	Status
Increasing Biodiversity Awareness in Cambodia, USD196, 790.55	The O People	On Going
Pig Feed Assessment USD19, 432.00	Dynamic Alliance Consulting ( DAC) Group Co., Ltd,	On Going
Final Evaluation Survey USD46, 329.25	Crossroads to Development	On Going
Legacy project USD25,325.30	The O people	On going
Video documentary 15mn on importance of natural resource management and protection of forests USD11,898.56	The O people	Completed
IT equipments, stop watch and sewing equipment for SHRMP project. USD33,895.00	Chheang Huort	Completed
Rural Trade Fairs from December 2011 through March 2012. USD 90,175.66	The O People	Completed

## Staffing

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

**Table 18: Summary of Staff Recruited in this Quarter**

Employee	Position
Huor Somng Chhay	IT Specialist
Tan Soumey	Finance Intern
Aum Sitha	M & E Specialist
Mom Sitha	CBNRM Team Leader
Penh Oeun	Value Chain and Private Sector Voice components
Kosary Vathana	Value Chain and Private Sector Voice components
Kem Mara	Value Chain and Private Sector Voice components
Lov ChhayLong	Driver
Thuk Thearith	Driver

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

**Table 19: STTA Mobilized during the Project's this Quarter**

Consultant	Main Objective
Andrew G. Stephens	Facilitate a meeting on trade remedies
Del McCluskey	Facilitator for Increasing Biodiversity Awareness in Cambodia and water
Shannon Sarbo	Business plan and poverty assessment.

**Constraints Encountered and Unresolved Issues this Quarter**

- During this period there was a lot of staff resignation. To ensure that the MSME project remained adequately staffed, the operations team placed several job vacancy announcements and conducted several recruitment processes.

**Activities Planned For the Next Quarter**

- Continue to manage and keep track of payments of purchase orders/contracts.
- Continue to manage payments of the 2 water subcontractors.
- Continue to provide support on logistical arrangements and per diem distributions to clients and facilitate arrangements for international study tours.
- Provide management support on upcoming events such as workshops, business forums, local study tours, cross provincial trips and meetings.
- Continue to work on close down plan for the project.
- Follow-up on and implement internal audit recommendations.

**Staffing Constraints****Table 20: Project Positions to Be Filled in The Next Project Quarter**

Person	Position
Chim Linna	Media Coordinator, expected to start in April
Chhum Sunny	Driver, expected to start in April

The Operations and Administration team will mobilize the following short-term consultants in the next project quarter as below:

**Table 21: STTA Anticipated To Be Mobilized In Next Project Quarter**

<b>Person</b>	<b>Position/ Objective</b>
Chuck Chopak	To assess progress on activity implementation related to sustainability of community working groups, associations, and other community and membership based organizations in the swine, aquaculture, tile, honey, and water value chains; and also review the MSME Year 4 Work plan .

# Financial Report: January 1– March 31, 2012

This space is intentionally blank.

# 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.

- **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 material includes USAID and Royal Government of Cambodia branded technical training posters, manuals, newsletters and video documentaries.

The media and communication team focus on producing video documentary on Flooding. The video is now being edited and will be finalized by early next quarter. Four videos have been broadcasted this quarter on three different stations: TVK, Bayon and SEA TV. These video productions include: Aquaculture Technical Training Video, Aquaculture Promotional Video, Forestry video and Cooperative Video.

Communication team also supports to set up and decorate MSME Project's booth at rural trade fair in Takeo to display Project's IEC and visibility materials. Copies of IEC materials have been delivered to participants during the trade fairs. Also, a quiz game was conducted to bring awareness to the Project and the fair as well as provide fun to participants. Also, media coordinator of the Project facilitated and provided Project's information and materials to TV journalists who come to cover news on the event.

- **Nationwide and Local Information Dissemination And Dialogue Strategy.** The project will use 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** and key government officials and agencies with 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:

## Produce Project Outreach Materials

### 1. Project Communications and Outreach Materials

- Facilitated production of safe piped water poster (A3). The poster will be used to raise awareness of using safe piped water for good health and sanitation and encourage more investment in the piped water sector.
- Facilitated production of the Flooding video: all footage has been captured. The production team is editing the video now and hope to finish it this quarter.
- Coordinated and set up Cambodia MSME project's booth during the rural trade fair in Takeo, Pursat, Kampong Cham and Battambang.

**Table 22: Project Communications and Outreach Materials**

TOPICS	UNIT	NUMBER
Television Broadcasting		<ul style="list-style-type: none"> <li>• 1 TV public service announcement (PSA) and 1 video documentary produced and broadcast on Bayon TV and TVK.</li> </ul>
Radio Broadcasting	Time	<ul style="list-style-type: none"> <li>• 131 broadcasts of the pre-recorded radio program <i>Success Starts With You</i> broadcast through 11 local radio channels around Cambodia.</li> <li>• 7 broadcasts of live roundtable shows broadcast on 9 local radio channels around Cambodia.</li> <li>• 64 re-broadcasts of live roundtable shows on 8 local radio channels around Cambodia.</li> </ul>
T-Shirt	T-Shirt	<ul style="list-style-type: none"> <li>• 36 project T-shirts printed and disseminated.</li> </ul>
Video Productions	Copies	<p><b>With Subtitles</b></p> <ol style="list-style-type: none"> <li>1. Mini DV (combined 2 videos): 6</li> <li>2. DVD (2 videos combined onto 1 DVD): 6</li> <li>3. DVD (1 video per DVD): 6</li> </ol> <p><b>Without Subtitles</b></p> <ol style="list-style-type: none"> <li>1. Mini DV (combined 2 videos): 2</li> <li>2. DVD (2 videos combined onto 1 DVD): 2</li> <li>3. DVD (1 video per DVD): 2</li> </ol>
Training/Workshop	Day	<ul style="list-style-type: none"> <li>• 3-day Close-out workshop for the sustainability of the live radio programs</li> </ul>
Others		<ul style="list-style-type: none"> <li>• 494 CDs of the radio program were disseminated</li> </ul>

## 2. Develop and Broadcast Of TV PSA

Coordinated the broadcast and re-broadcast of:

- Agriculture Cooperative – Working Together to Improve Business for Many – 15 minute broadcast on TVK, Bayon and SEA TV.
- Forestry Video on Prey Lang – 12 minute broadcast on TVK, Bayon and SEA TV.
- Big Fish, Aquaculture Promotional Video, broadcasted on TVK, Bayon and SEA TV.
- Happy Fish School, Aquaculture Technical Training video broadcasted on TVK, Bayon and SEA TV.
- 

**Table 23: Broadcasting Summary: TV PSA Promotion**

No	Date	Channel	Location	# of Broadcasts
<b>TV PSA 2</b>				
1	22/ Mar/12 –24/Mar/12	TVK	Phnom Penh	8
2	22/ Mar/12 –24/Mar/12	TV Bayon	Phnom Penh	10

### TV PSA Topic

- PSA 2: Promotional TV PSA on “Protecting What Is Ours: Communities Saving Forests in Cambodia”
- PSA 3: Value the Forest
- PSA 4: Youth and Forests

### Develop Radio Broadcasts

#### Pre-Recorded and Live Radio Programs

There were seven pre-recorded radio episodes broadcast during this quarter, continuing the series from episodes 135 to 141. Each radio episode was broadcast once on each of the 11 partner FM stations. In addition, five FM stations provided free broadcasting time to feature 6 “highlight episodes”, which appeared after the broadcast of episode 141. The FM station in Oddar Meanchey also provided free broadcasts of four highlight episodes. Thus, the total number of broadcasts of the pre-recorded radio program in the past quarter was 110 (see table below).

#### Pre-recorded program Topics

- Episode 135: Keep the Forest Litter Free!
- Episode 136: Improving Business Skills on Aquaculture to Ensure Market Demand
- Episode 137: Hygiene in Market
- Episode 138: USAID Cambodia MSME Project Brings Clean Water to the poor
- Episode 139: Business Linkages Created between Small Swine Farms Through the support of the USAID Cambodia MSME Project
- Episode 140: Improving People’s Health through the Safe Piped Water
- Episode 141: Achievements of USAID Cambodia MSME Project after seven years

### Highlight Topics:

- Program 1: Combination of Episodes 5&14: Business plans and Do I get profit?
- Program 2: Combination of Episodes 9&11: Marketing products and services & Creating a product distribution network
- Program 3: Combination of Episodes 27&32: Measure for the prevention of swine epidemic diseases & Pork Safety
- Program 4: Combination of Episodes 33-54: Swine marketing & Strategy for Marketing Competition of Swine in Cambodia
- Program 5: Combination of Episodes 34&47: The importance of using safe drinking water & Water and Health
- Program 6: Combination of Episodes 35&99: Aquaculture marketing & How to produce fish feed

### Live Program Topics:

- Program 1: Swine feed production
- Program 2: Choosing the right fish species, fish breeding and Marketing
- Program 3: The ability to access clean water
- Program 4: Protecting swine from bacterial infections (bio-security)
- Program 5: Elimination of habitual use of latrine in aquaculture business

**Table 24: Broadcasting Summary Pre-Recorded Program**

#	DATE	RADIO STATION	LOCATION	EPISODE	BROAD-CASTS
1	1/Jan/12 –12 /Feb/12	FM 95 MHz	Phnom Penh	Episode 135 – 141	7
2	4/Jan/12 –15 /Feb/12	FM 102 MHz	Phnom Penh	Episode 135 – 141	7
3	7/Jan/12 –28 /Apr/12	FM 92.70 MHz	Battambang	Episode 135 – 141	7
4	6/Jan/12 –27 /Apr/12	FM 91 MHz	Battambang	Episode 135 – 141	7
5	2/Jan/12 –13 /Feb/12	FM 105.5 MHz	Siem Reap	Episode 135 – 141	7
6	7/Jan/12 –28 /Apr/12	FM 98.5 MHz	Kratie	Episode 135 – 141	7
7	7/Jan/12 –18 /Feb/12	FM 93.25 MHz	Kampot	Episode 135 – 141	7
8	6/Jan/12 –17 /Feb/12	FM 103.75 MHz	Svay Rieng	Episode 135 – 141	7
9	7/Jan/12 –18 /Feb/12	FM 98.5 MHz	Pursat	Episode 135 – 141	7
10	7/Jan/12 –28 /Apr/12	FM 88.5 MHz	Kampong Thom	Episode 135 – 141	7
11	2/Jan/12 –30 /Apr/12	FM 92.5 MHz	Kampong Cham	Episode 135 – 141	7
<b>Total</b>					<b>77</b>

**Table 25: Broadcasts of “Highlight Episodes” Provided For Free**

#	DATE	RADIO STATION	LOCATION	BROADCAST	BROAD-CASTS
1	25/Feb/12 –31/Mar/12	FM 92.70 MHz	Battambang	6 highlights	6
2	24/Feb/12 –30/Mar/12	FM 91 MHz	Battambang	6 highlights	6
3	25/Feb/12 –31/Mar/12	FM 98.5 MHz	Kratie	6 highlights	6
4	25/Feb /12 –31/Mar/12	FM 88.5 MHz	Kampong Thom	6 highlights	6
5	27/Feb /12 –26/ Mar/12	FM 92.5 MHz	Kampong Cham	5 highlights	5
6	26/Feb/12 – 18/ Mar/12	FM 91.5 MHz	Oddar Meanchey	4 highlights	4
<b>Total</b>					<b>33</b>

**Table 26: Broadcasting Summary- Radio PSA**

No	Date	Radio Station	Location	# of Broadcast
<b>PSA 10-13</b>				
1	5/Mar/12 – 22/Mar/12	FM 102 MHz	Phnom Penh	70 times
2	5/Mar/12 – 16/Apr/12	FM 105.5 MHz	Siem Reap	170 times
3	5/Mar/12 – 16/Apr/12	FM 88.5 MHz	Kompong Thom	170 times
4	5/Mar/12 – 16/Apr/12	FM 92.5 MHz	Kompong Cham	170 times
5	5/Mar/12 – 16/Apr/12	FM 98.5 MHz	Kratie	170 times
6	5/Mar/12 – 16/Apr/12	FM 93.25 MHz	Kampot	170 times
7	5/Mar/12 – 16/Apr/12	FM 98.5 MHz	Pursat	170 times
8	5/Mar/12 – 16/Apr/12	FM 92.70 MHz	Battambang	170 times
9	5/Mar/12 – 16/Apr/12	FM 103.75 MHz	Svay Rieng	170 times
<b>Total</b>				<b>1,430 times</b>

## Radio PSA Topics

- PSA 10: Communities and Re-plantation
- PSA 11: Forest and Eco-tourism
- PSA 12: Resin Harvesting and Forest
- PSA 13: Tree Ordination Ceremony

## Audience Interactions with the Pre-Recorded Program through SMS Messaging

A total of 342 SMS messages were received from audiences to the program during this quarter. This number represents a great increase in the number of audience interactions through SMS when compared to the previous quarter. In a positive sign, up to 83% of SMS senders selected the correct answer in response to the SMS quiz illustrating that SMS responders understand the core message of each of the radio episodes.

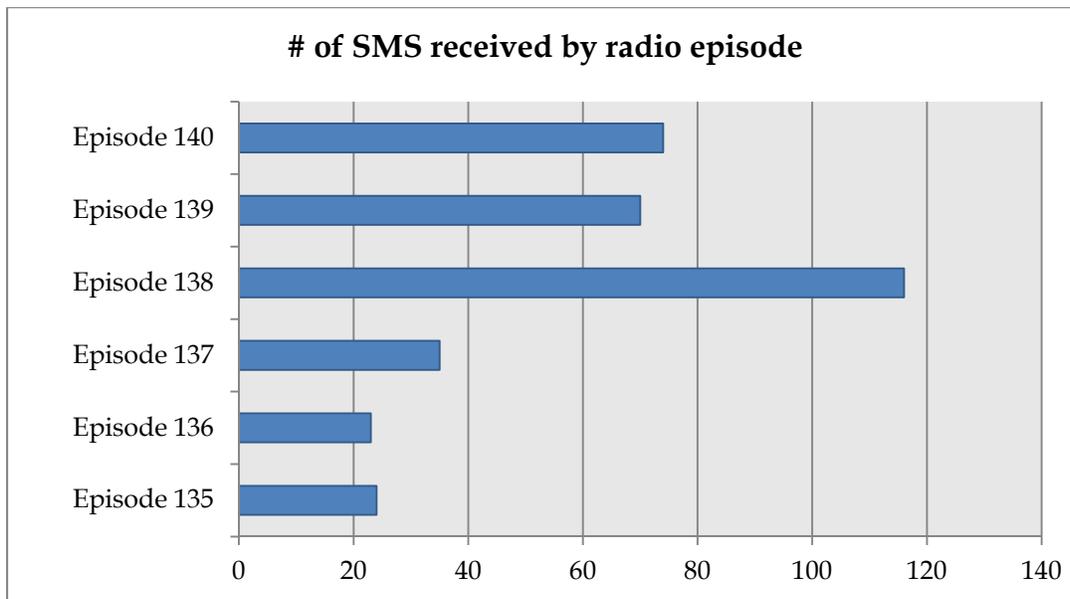
## The Popularity of Pre-Recorded Programs

One way to measure the popularity of the pre-recorded radio programs is to record the number of SMS messages sent by the audience. The assumption is that a higher number of SMS messages represent a higher number of listeners to the program. Using this method, in the past quarter episode 138 was the most popular of the pre-recorded radio programs.

**Table 27: Popularity of Pre-Recorded Programs**

<b>Episode No</b>	<b>Episode Title</b>	<b># of SMS</b>
Episode 135	Keep the forest liter free	24
Episode 136	Improving business skills on aquaculture to ensure market demand	23
Episode 137	Hygiene in Market	35
Episode 138	USAID Cambodia MSME Project Brings Clean Water to the poor	116
Episode 139	Business Linkages created between small swine farms through the support of the USAID Cambodia MSME Project	70
Episode 140	Improving People's Health through the Safe Piped Water	74
	<b>TOTAL</b>	<b>342</b>

**Figure #: Number of SME Received By Radio Episode**



### **Roundtable Talk Show Program**

During the past quarter four roundtable talk shows were broadcast on all partner FM radio stations and Radio National of Kampuchea (RNK). In total, the program was broadcast 61 times, of which 7 were live broadcasts and 54 were rebroadcasts of a previous live show (see table below for the detail of broadcast date and status by each station).

**Table 28: Broadcasting Summary Of MSME Radio Roundtable Talk Show Program**

No	DATE	RADIO STATION	LOCATION	BROADCASTS			
				January	February	March	April
1	9/Jan/12 – 30/Apr/12	FM 92.70 MHz	Battambang	- R68 ® - R69 ®	- R70 ® - R71 ®	- H R1 - H R2	- H R3 - H R4 - H R5
2	24/Feb/12 27/Apr/12	FM 91 MHz	Battambang	-	-	- H R1 - H R2 - H R3	- H R4 - H R5
3	8/Jan/12 – 19/Feb/12	FM 105.5 MHz	Siem Reap	- R68 ® - Live R69	- R70 ® - R71 ®	-	-
4	8/Jan/12 – 29/Apr/12	FM 98.5 MHz	Kratie	- R68 ® - R69 ®	- R70 ® - R71 ®	- H R1 - H R2	- H R3 - H R4 - H R5
5	9/Jan/12 – 20/Feb/12	FM 93.25 MHz	Kampot	- R68 ® - R69 ®	- R70 ® - R71 ®	-	-
6	10/Jan/12 – 21/Feb/12	FM 103.75 MHz	Svay Rieng	- R68 ® - Live R69	- R70 ® - R71 ®	-	-
7	8/Jan/12 – 29/Apr/12	FM 98.5 MHz	Pursat	- R68 ® - R69 ®	- R70 ® - R71 ®		
8	6/Jan/12 – 27/Apr/12	FM 88.5 MHz	Kampong Thom	- R68 ® - R69 ®	- R70 ® - R71 ®	- H R1 - H R2 - H R3	- H R4 - H R5
9	10/Jan/12 –1/May/12	FM 92.5 MHz	Kampong Cham	- R68 ® - Live R69	- R70 ® - R71 ®	- H R1 - H R2	- H R3 - H R4 - H R5
10	4/Jan/12 – 15/Feb/12	AM 918 KHz	Phnom Penh	- Live R68 - Live R69	- Live R70 - Live R71	-	-
<b>Total by month</b>				<b>13 Reb.</b>	<b>16 Reb.</b>	<b>12 Reb.</b>	<b>13 Reb.</b>
				<b>5 lives</b>	<b>2 lives</b>	<b>0 lives</b>	<b>0 lives</b>
<b>Total</b>				<b>61 (54 times Reb. + 7 times live)</b>			

Note:

**R:** Round table/call in discussion  
**HR:** Highlight Round table/ call in discussion

®: Rebroadcast / Repeat

## Round table discussion topics

- Round table 68: Keep the forest litter free
- Round table 69: Hygiene in markets
- Round table 70: Business linkages created between small swine farms through the support of the USAID Cambodia MSME Project
- Round table 71: Achievements of USAID Cambodia MSME Project after six years

**Table 29: Total Number of Audience Interactions with the Live Radio Call-In Show**

No	FM Stations	Province	Number of Audience Interactions			
			On-air Calls	Off-air Calls	Missed calls	Total
1	AM 918MHz	Phnom Penh	21	10	18	49
2	FM 92.50 MHz	Kampong Cham	3	0	0	3
3	FM 98.70 MHz	SvayRieng	1	0	0	1
4	FM 105.5 MHz	Siem Reap	1	0	0	1
<b>Total</b>			26	10	18	54

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

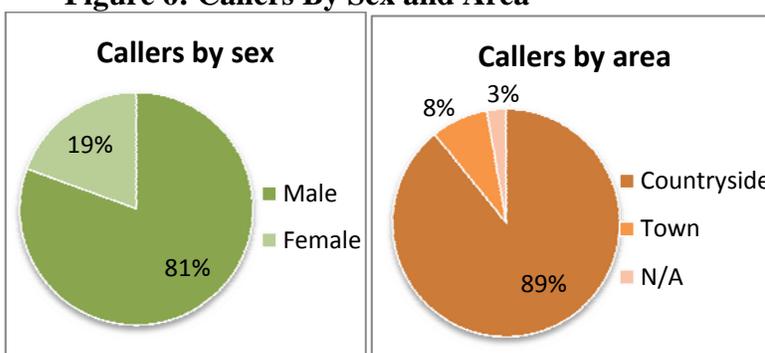
**Table 30: Stations that Rebroadcast the Live Roundtable Talk Show from RNK**

No	FM Stations	Province
1	FM 88.5 MHz	Kampong Thom
2	FM 91 MHz	Battambang
3	FM93.25 MHz	Kampot
4	FM 98.5 MHz	Kratie
5	FM 98.5 MHz	Pursat

**Table 31: Live Talk Show Caller Demographics by Sex and Location (out of the 108 on and off air calls)**

<b>Sex</b>	Male	29
	Female	7
<b>Location</b>	Countryside	33
	Town	3
	N/A	1

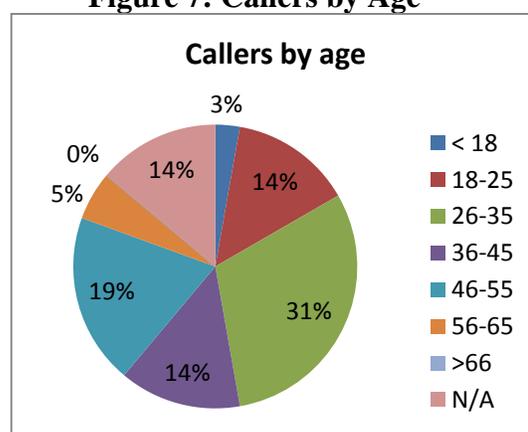
**Figure 6: Callers By Sex and Area**



**Table 32: Live Talk Show Caller Demographics by Age**

Age	
< 18	1
18-25	5
26-35	11
36-45	5
46-55	7
56-65	2
>66	0
N/A	5

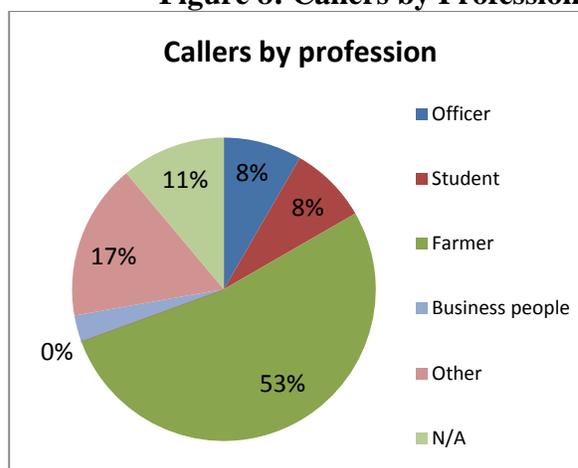
**Figure 7: Callers by Age**



**Table 33: Live Talk -Show Caller Demographics by Profession**

No	Profession	Total	Percentage
1	Officer	3	8%
2	Student	3	8%
3	Farmer	19	53%
4	Teacher	0	0%
5	Worker	0	0%
6	Company/NGO staff	0	0%
7	Business people	1	3%
8	Other	6	17%
9	N/A	4	11%

**Figure 8: Callers by Profession**

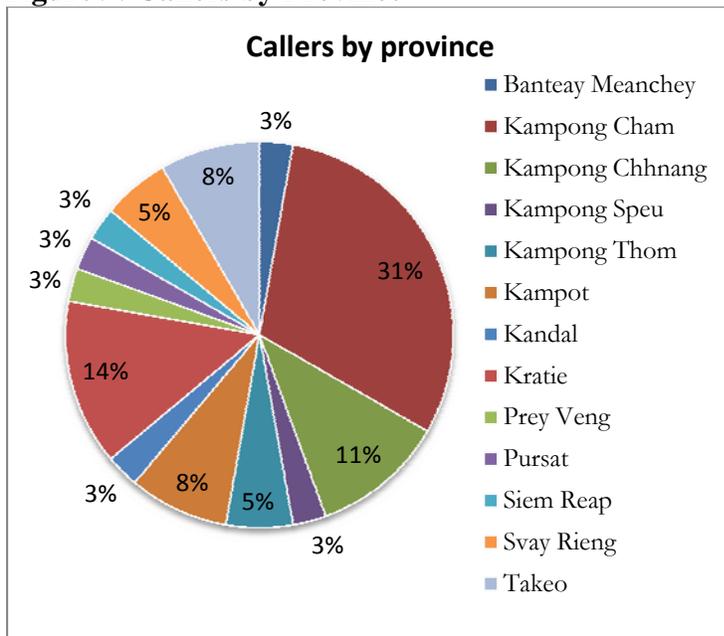


During the past quarter, farmers constituted the largest proportion of audience members who interacted with the live show program. Data above illustrates that 53% of all audience members that called the program were farmers.

**Table 34: Live Talk Show Caller Demographics by province**

No	Province	# of caller
1	Banteay Meanchey	1
2	Kampong Cham	11
3	Kampong Chhnang	4
4	Kampong Speu	1
5	Kampong Thom	2
6	Kampot	3
7	Kandal	1
8	Kratie	5
9	Prey Veng	1
10	Pursat	1
11	Siem Reap	1
12	Svay Rieng	2
13	Takeo	3

**Figure 9: Callers by Province**



The live radio call-in programs received callers from many different provinces. The largest number of callers called from Kampong Cham province.

**Table 35: Why Did The Caller Contact The Live Program?**

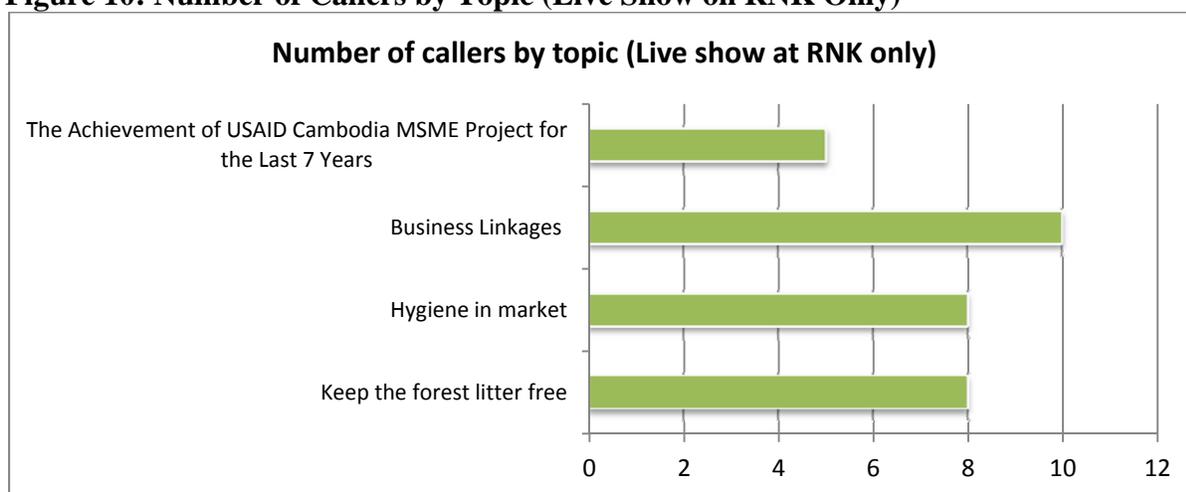
No	Calling purpose	Total	Percentage
1	To answer a question	0	0%
2	To share an idea or experience	23	64%
3	To request a song	0	0%
4	To ask a question	12	33%
5	Other	0	0%
6	N/A	1	3%

Almost all audience members called the program with to share an idea or to ask questions to the guest speakers in the program.

**Table 36: The Popularity of Live Show Programs Conducted on RNK**

Topic No	Topic Title	# of callers
Topic 68	Keep the forest litter free	8
Topic 69	Hygiene in the market	8
Topic 70	Business Linkages between small swine farms in rural provinces and larger commercial farms around Phnom Penh improved through support of USAID Cambodia MSME Project	10
Topic 71	The Achievement of USAID Cambodia MSME Project for the Last 7 Years	5

**Figure 10: Number of Callers by Topic (Live Show on RNK Only)**



## **Audience Feedback (Listener Highlights and Successes)**

### **The Success Starts With You Radio Program Acts As A Mentor To The Audience:**

Mr. Kiet Kheng, 59, is the owner of a fish raising farm in Thmor Da village, Boeung Nai commune, Prey Chhor district, Kampong Cham province. Kheng started his small business in 2007 by buying fish feed from a company, which caused him to spend a lot of capital to start-up his business. One day, Kheng listened to a *Success Starts with You* radio program about producing fish feed. At that time he was interested in the subject and tried to follow ideas from the radio program. He also tried to contact USAID Cambodia MSME project staff to learn more about techniques and skills needed to produce the fish feed. As a result of his communication with MSME project staff and implementing techniques he learned, Kheng is now able to produce the fish feed by himself. He said, “After practicing to produce fish feed, I found that producing fish feed by myself was highly beneficial, both in terms of money and time. This is really my success.”

Now during the fishing season, Mr. Keit Kheng buys tons of small fish for producing fish feed. This practice has improved his fish raising business considerably.

### **The Success Starts With You Radio Program Provides Audiences with Good Opportunities to Build their Businesses:**

Mr. Pen Sovan, a 54-year-old man, lives in Kampong Prasat Village, Seb Commune, Kampong Tralach District, Kampong Chhnang province. Sovan is a teacher and also a piped water provider. He started his water business in 1992 without a proper license. Originally Sovan sourced the water from the river and piped the water to his customers directly without treatment or filtering. Only two villages made up of about 100 households used his water service. The customers complained about the dirty water, foul smells, and small snails that floated through the pipes. Two years ago, recognizing the increasing pollution of the water in the river, Sovan decided to treat his water to provide a safer source of water for his customers. But Sovan did not know how to treat the water. Consultations with other piped water providers yielded no useful information and unsatisfactory results.

Sovan was exposed to the *Success Starts With You* program when he was taking a break one afternoon. He heard the program about improving health through safe piped water distribution. He listened carefully, especially to the experiences of a piped water supplier in Kampong Speu Province, Mr. Tong Sophea. He called the phone number provided at the end of the program to learn more and an Equal Access producer linked Sovan with USAID Cambodia MSME project staff.

Since linking with the MSME project, Sovan has had the opportunity to join a number of cross-provincial exposure trips to Kampong Cham, Kandal and Kampong Speu provinces. “During these trips, I gained a lot of practical experience about how to produce safe water from the other water providers, all of whom are MSME clients in those provinces,” Sovan said.

Based on his experiences with MSME, Sovan has submitted legal documents to the Department of Industry, Mines and Energy to obtain a license to run his water distribution business. If he is registered, Sovan will build a safe piped water network complete with a treatment station, water

storage tanks, and meters. “I would like to thank the *Success Starts With You* program for providing me with many good ideas and experiences,” Sovan said. “I appreciate the opportunity to join the sharing trips. Those have been very helpful for my business.”

**Table 37: Audience Feedback on Issues and Guest Speakers**

DISCUSSED ISSUES	COMMENT/SUGGESTION	QUESTION ASKED BY CALLERS
January 2012		
Roundtable Topic 68: Keep the Forest Litter Free (Value the beauty of forest)		
<p>Definition of forest in this context - forest that can attract tourists, forest that people can extract benefits such as NTFPs, community forest, etc.</p> <p>How to beautify the forest—avoid throwing solid waste, spoiled food, etc. into the forest.</p> <p>Advantages of beautifying the forest—attracting more tourists, fresh environment, etc.</p> <p>Who are obligated to keep the forest litter free or to beautify the forest?</p> <p>Effects of throwing rubbish into the forest or water.</p>	<p>Even though the topic was about forests, the program was relevant to other sectors including tourism and sanitation. Audience members called the radio program to express their support for keeping forests litter free and their intention to protect forests, the environment and tourism sites. Audience members obtained a better understanding of the importance of keeping forests litter free. They also shared comments with the radio program.</p> <ul style="list-style-type: none"> <li>• <b>Vuthy</b>, a caller from Kampong Cham province said, “I wonder why some people do not pee in a toilet even if it has already been installed? I think it is not good to pee in the open like this because it can affect the environment and make a place become less attractive for tourists. To attract more tourists we should not throw rubbish into the forest or pee outside like this.”</li> <li>• <b>Chuon</b>, another caller from Kampong Cham, said, “I find some restaurants are not so clean and hygienic. They throw spoiled food or waste away in an untidy fashion, and the kitchen is also messy.” Chuon is a taxi driver. He said he always tells his customers to collect their rubbish when they go to visit any tourism site. He also encouraged other taxi drivers to pay more attention to this problem as well.</li> </ul>	

	<ul style="list-style-type: none"> <li>• <b>Kea</b>, a caller from Kampong Chhnang said, “At my school, when I see my friends throw rubbish into the forest I always tell them not to do so because it affects to the environment.”</li> <li>• <b>Cheng</b>, a caller from Kratie province said, “Tourism sites should be equipped with rubbish bins so that the guests or tourists can throw their rubbish away.” He expressed his feeling, “If the tourism site is full of bad smells, messy and untidy rubbish or waste, I feel even more stressed and don't want to visit there again. The foreigners also think like this.”</li> <li>• <b>Yan</b>, a caller from Kampot province impressed, “We should help keep our environment and forest clean, fresh and beautiful. If I find rubbish in front of me, I will pick it up and put it in the rubbish bin.”</li> </ul>	
<p>Round table Topic 69: Hygiene in Market</p>		
<ul style="list-style-type: none"> <li>• Reasons to pay attention on hygiene issues in the market</li> <li>• Audience perceptions on hygiene issues in the market</li> <li>• Negative effects of consuming products or meat from messy markets</li> <li>• The advantages of participation from business people in keeping markets hygienic</li> <li>• How to keep meat products hygienic</li> <li>• How to prevent</li> </ul>	<p>Audience members calling the radio program are more aware about hygiene issue in the market at present. A majority of callers said that they think the markets are unclean. They also mentioned that the causes of the unclean conditions are due to inappropriate activities by some sellers and customers inside the market such as the improper storage of waste and rubbish.</p> <p>Audiences also expressed their comments and suggestion to other listeners to pay more attention on this issue.</p> <ul style="list-style-type: none"> <li>• Ath, a hair dresser in Takeo said, “I always keep my shop clean. If my shop is not clean, I believe that there will not be many customers who want to come to my store to get their hair cut. I would like to suggest that people keep their shops</li> </ul>	

<p>market vendors and businesses from untidily throwing away waste</p> <ul style="list-style-type: none"> <li>• Discussion about the roles of market managers in keeping markets hygienic</li> <li>• Roles of sellers and customers in keeping markets hygienic</li> </ul>	<p>and homes clean.”</p> <ul style="list-style-type: none"> <li>• Sambath, a caller from Kampong Chhnang said, “I walked through the market in Kampong Chhnang provincial town and I found that the market was very messy and I felt not good. I would like to suggest that sellers and customers in the market help keep the market clean.”</li> <li>• Lizza, a student in Kampong Cham province said, “I find that some sellers do not really understand proper hygiene. They pack their waste and rubbish but then they just throw the sacks of rubbish outside in an untidy manner. When I was young, I didn't care much about this issue, but now I find that keeping good hygiene and keeping the shop or home clean will make us healthier.”</li> <li>• Otdam, a caller from Kampong Cham province also suggested, “The market is not hygienic, so I would like to suggest that the market managers pay closer attention to this issue in order to make a better environment in the market.” He also commented on the radio program, “Relating to the radio program, I would like the program to invite guest speakers who can solve the hygiene problem in the markets, such as a market manager, so that it will be more effective to deal with audience's questions and suggestions.”</li> <li>• Vuoch Ny, also a caller from Kampong Cham said, “I would like to suggest that business people in the market pay attention to hygiene and sanitation issues, especially in fish, meat and vegetable places in order to keep a good environment and health in the market.” He also added, “Relating to the radio</li> </ul>	
--	--	--

	<p>program, I find that it provides good education and knowledge to audiences.”</p>	
<p><b>February 2012</b></p>		
<p><b>Roundtable Topic 70: Business Linkages Between Small Swine Farms in Rural Provinces and Larger Commercial Farms Around Phnom Penh Improved Through Support of USAID Cambodia MSME Project</b></p>		
<ul style="list-style-type: none"> <li>• Advantages of business linkages between small swine farms at rural provinces and larger commercial farms—enable small farms to get good swine species and technical skills that commercial farms have imported from other countries, small farms can learn about rule and regulations in setting up their business, etc.</li> <li>• Activities USAID Cambodia MSME has implemented to help link small swine farms and larger commercial farms—build links between small and commercial farms through organizing seminars and trainings amongst small farms and relevant stakeholders</li> <li>• Things small swine farms should do to set up swine businesses</li> </ul>	<ul style="list-style-type: none"> <li>• The majority of audience members calling this live show program are farmers and many of them also raise swine as an additional career. Some of them do not have links or relationship with commercial swine groups yet and they also face some problems when their swines become sick.</li> <li>• Sat, a caller from Kampong Cham province said, “I am raising 25 swine but I don’t have much knowledge about how to properly raise the swine. My swine is now sick. How should I deal with this problem?” He added, “I want to develop links with commercial farms and swine experts but I don’t know how to build links with them.” Sat also commented on the radio program, “This radio program is good for listeners who are farmers or swine raisers. I would like to suggest that this program be broadcast more often.”</li> <li>• Nuon Yon, a caller from Kratie said, “I want to set up a small swine business, so I want to know about the plan and methodology to raise swine on a small scale.”</li> <li>• Pov, a caller from Kampot province suggested that the government should intervene on the importation of swine from other countries. He said, “I would like the government to intervene to stop the problem of declining local pork prices. I also suggest that the government help</li> </ul>	<ul style="list-style-type: none"> <li>• How to make swine grow fast?</li> <li>• What are the reasons behind the decreasing swine prices?</li> <li>• What are the proper techniques of raising swine?</li> <li>• Why do small swine farms need to build links with commercial farms?</li> </ul>

	prevent the importation of swine from other countries as this affects the price of local swine.”	
Round table Topic 71: The Achievement of USAID Cambodia MSME Project for the Last 7 Years		
<ul style="list-style-type: none"> <li>• Brief overview of USAID Cambodia MSME project</li> <li>• Activities that USAID Cambodia MSME project has coordinated and implemented over this project period</li> <li>• Target provinces that the project has been working on— Kampong Cham, Prey Veng, Svay Rieng, Takeo, Kampot, Pursat, Battambang, Siem Reap, Kampong Thom, Kratie, Kampong Speu, Kandal, Otdar Meanchey, Koh Kong, Preah Vihear, Stung Treng and Banteay Meanchey.</li> <li>• Overall achievement of the project implementation— create business links between private sectors, between private and public sector, and between private sectors and other NGOs and stakeholders working on the</li> </ul>	<p>Some audiences called to the program to ask more questions about other achievements of the project and suggested that the project implement activities in their area. Some other audiences called to talk about the benefits they received from the MSME project.</p> <p>-Mr. Chao Samnal, a swine raiser in Battambang said, “I got success in my swine business because the project and provincial department of agriculture helped provide technical support on swine raising. I have raised swine since 1999, but I was not successful in the past and so I stopped raising swine for some period of time. In 2008, I continued swine raising with about five swine and now my farm has 25 sow, 3 male swine for breeding, 8 swine for meat, and 48 piglets. The MSME project has helped me a lot, including bringing me to visit large scale swine farms in order to learn more about raising techniques, inviting me to attend trainings, and providing technical support on how to produce feed. The project also taught me how to extract sperm artificially from male swine; now 70% of sow on my farm are inseminated by artificial sperm.”</p> <p>-Mr. Keat Kheng, a fish raiser said, “The MSME project helped me a lot in providing technical support and opportunities to study more both inside and outside the country. This support</p>	<ul style="list-style-type: none"> <li>• If the project ends, who can be contacted for more information relating to how to raise swine, fish or other businesses?</li> <li>• Will the project continue to provide support?</li> </ul>

<p>business sector, enable small businesses to expand their business, provide technical support and training to business people as well as business associations, etc.</p> <ul style="list-style-type: none"> <li>• Areas that the project focuses on—swine value chain, aquaculture value chain, brick and tile, water supply and sanitation, bio-diversity, NTFPs and NRM, local tourism and garment sector support.</li> <li>• Project activities and achievements on swine value chain.</li> <li>• Project activities and achievement on aquaculture value chain.</li> <li>• Project activities and achievement on bio-diversity conservation, NTFPs and NRM.</li> <li>• Project activities and achievement on water supply sector.</li> </ul>	<p>pushed me to try to learn more on how to do it. Now I am planning to expand my fish raising business; I want to raise Trey Pra more so that we can supply more to the market.”</p>	
--	---	--

## **Capacity Building on the Effective Use of Media & Communications for Private Clients & Government Officials**

### **Workshop on the Close-out and Sustainability of the *Success Starts With You* radio program**

The USAID Cambodia MSME Project conducted a one-day closeout workshop on March 14, 2012 and a two-day closeout training seminar from March 15-16, 2012 on the Sustainability of Live Radio Programming produced under the MSME project. The activities were organized by Equal Access. The main objectives of the closeout workshop and training were:

- To sustain and secure the continued broadcasts of the *Success Starts With You* radio program after USAID Cambodia MSME Project ends.
- To link local stations with business people to explore the possibility of advertising support for sustainability.
- To build confidence of FM presenters to conduct local live shows (or other formats of radio shows such as radio pre-recorded shows, radio PSAs, radio advertisements...).
- To provide information on the project close-out plan.

Participants were invited from swine and aquaculture business clients of the USAID Cambodia MSME Project and from partner radio stations, including radio station directors, managers and presenters from Kampong Speu, Kandal, Battambang, Kampong Thom, Kampong Cham, and Pursat provinces.

During the workshop, there was a lot of discussion about how the *Success Starts with You* business radio program benefits businesses, broadcasters, and most importantly, clients of the USAID Cambodia MSME project. The radio station partners said that they hope to continue to broadcast the program, even without funds. Project clients also support the continued broadcast of the program. They offered a small amount of money to the radio program, but the scale of donations would not sustain broadcasting alone. The hope is that in the future, local radio stations will build an advertiser base from among local small and medium enterprise owners.

Equal Access also provided marketing skills training to FM radio station staff and project clients during the workshop. Presenters and other radio station staff were instructed on how to produce advertisements, how to market their station, and how to produce other radio formats. The three day workshop proved to be very effective and useful for networking and creating stronger partnerships between FM radio stations, MSME clients, and Equal Access staff.

### **Main Events Planned for Next Quarter**

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

# Monitoring and Evaluation

## Summary of Actions, Activities and Accomplishments this Quarter

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

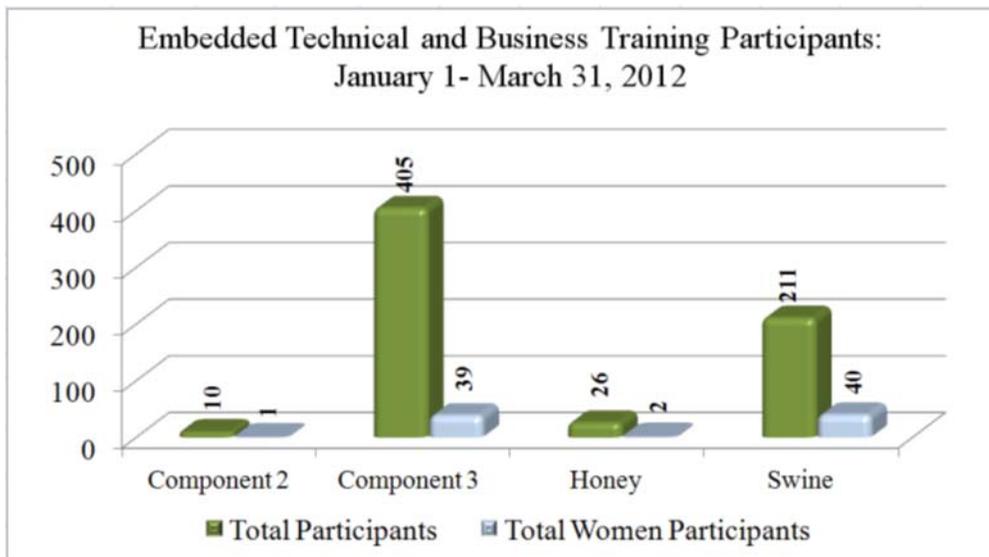
- Entered 206 swine, 10 Biodiversity and 1 Brick and Tile clients into TAMIS.
- Coordinated with all value chains and components, and MSME partner, Equal Access Cambodia to compile MSME Project weekly and quarterly reports, and key events calendars for management team to finalize.
- Assisted the team in preparing and managing the MSME booth display at five provincial rural trade fairs, conducted evaluation activities and reviewed the trade fair final reports.
- Assisted in the selection of a research firm to conduct the pig feed making assessment and assisted the selected firm in reviewing survey tools (questionnaires), preparing the data collection plan and creating a client list for interviews.
- Coordinated with Crossroad Co. Ltd. to prepare for the final program evaluation of aquaculture, swine, and brick & tile.
- Participated in client interviews to collect inputs and comments on practical experiences of aquaculture and swine cooperatives in Kampong Cham and Prey to be used in the development of the strategic communication training manual.
- Updated data in TAMIS, key event calendars, weekly reports, work plans of all VCs and trade fair reports.
- Prepared and circulated the updated quarterly report format to all VC staff for preparing quarterly report number 14.
- Coordinated with Equal Access Cambodia and O Repubblica to draft and finalize DVD and box covers of legacy materials.
- Coordinated with IRL on baseline SPSS data for preparing final evaluation.
- Assisted admin and media team to recruit M &E Specialist, Media and Communication Coordinator, and drivers.
- Coordinated with swine value chain team to facilitate Cross-provincial trip from Kampong Cham to Kampong Thom to learn about farm management, pig sty building, bio-security and feed making in Kampong Speu and Takeo.
- Coordinated and worked with MSME Media Specialist and Equal Access Cambodia to get first draft of legal documents including MP3, video and design files, and sent it to O Repubblica for compilation as part of the Legacy documents.
- Facilitated training to community protected area management committee members, commune council representatives and relevant stakeholders on map reading and conducting ground checks to verify CPA ground boundary, at Boeung Tonle Marech CPA, Ou Pou village, Romany commune, Rovieng district, Preah Vihear. Also, prepared

an updated Community Protected Area (CPA) map that was poled and marked on each GPS point of its border at Boeung Per.

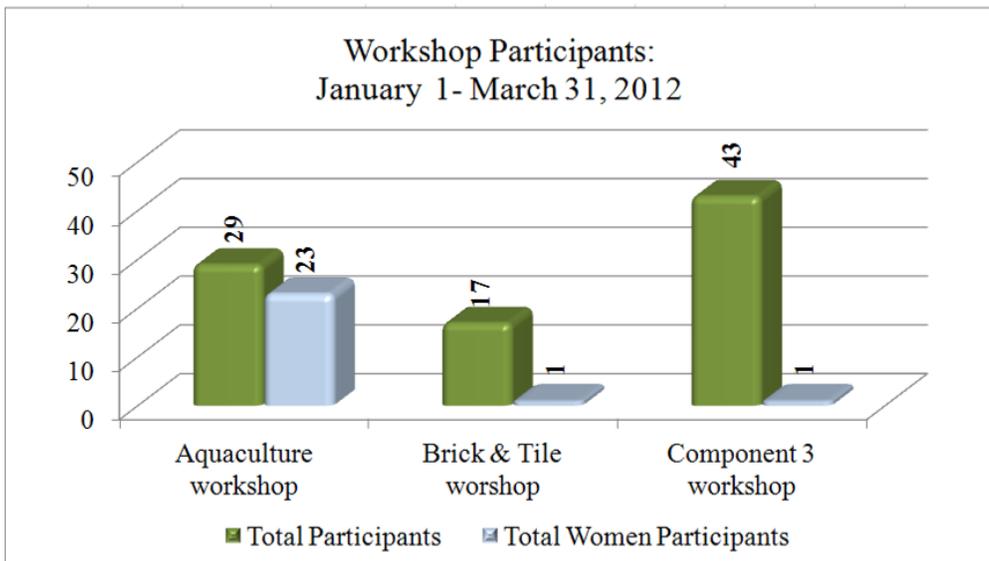
- Produced maps of targeted clients in Kampong Cham, Prey Veng and Svay Rieng provinces for Ms. Shannon Sarbo to interview leading clients and use for the poverty assessment.
- Attended USAID training course on TraiNet Data Entry.
- Assisted COP to finalize data on 9 key indicators and gathered data for slide presentation.
- Provided TAMIS orientation for new M&E specialist.
- Prepared information for portfolio reports required by USAID.
- Worked with COP and DCOP to finalize the slide presentation on MSME Project causal model; presented and shared it with DCED members at the DCED workshop in Bangkok, Thailand in January 2012.
- Submitted final Mid-Term Evaluation Report and the MSME Year 4 workplan to the DEC.

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.

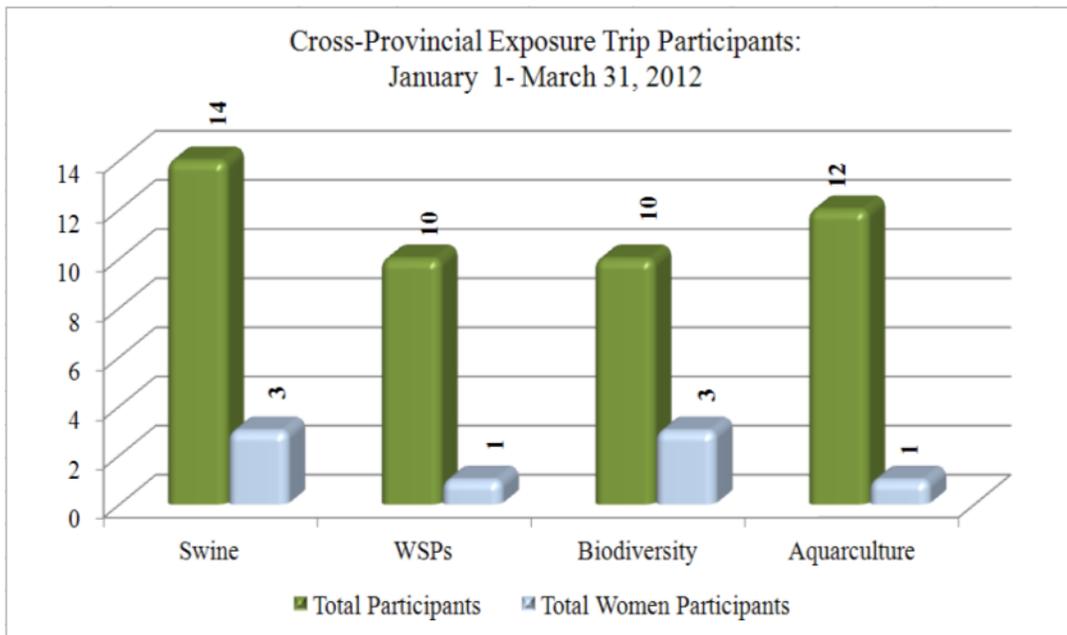
**Figure 11: Embedded Technical and Business Training Participants Q14 2012**



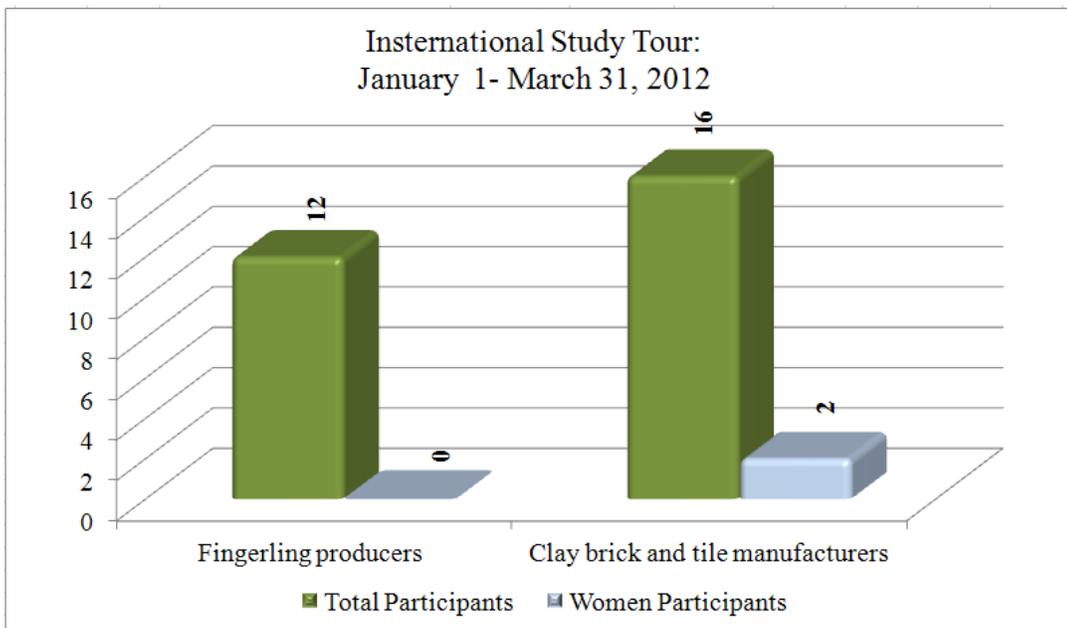
**Figure 12- Workshop Participants Q14 2012**



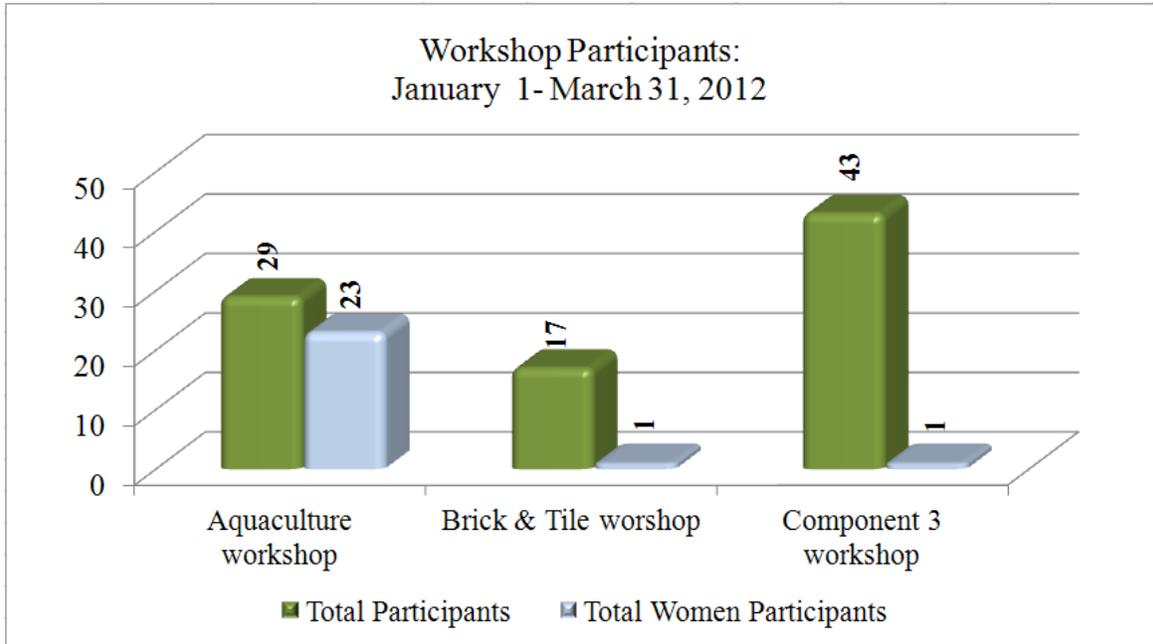
**Figure 13- Cross-Provincial Exposure Trip Participants Q14 2012**



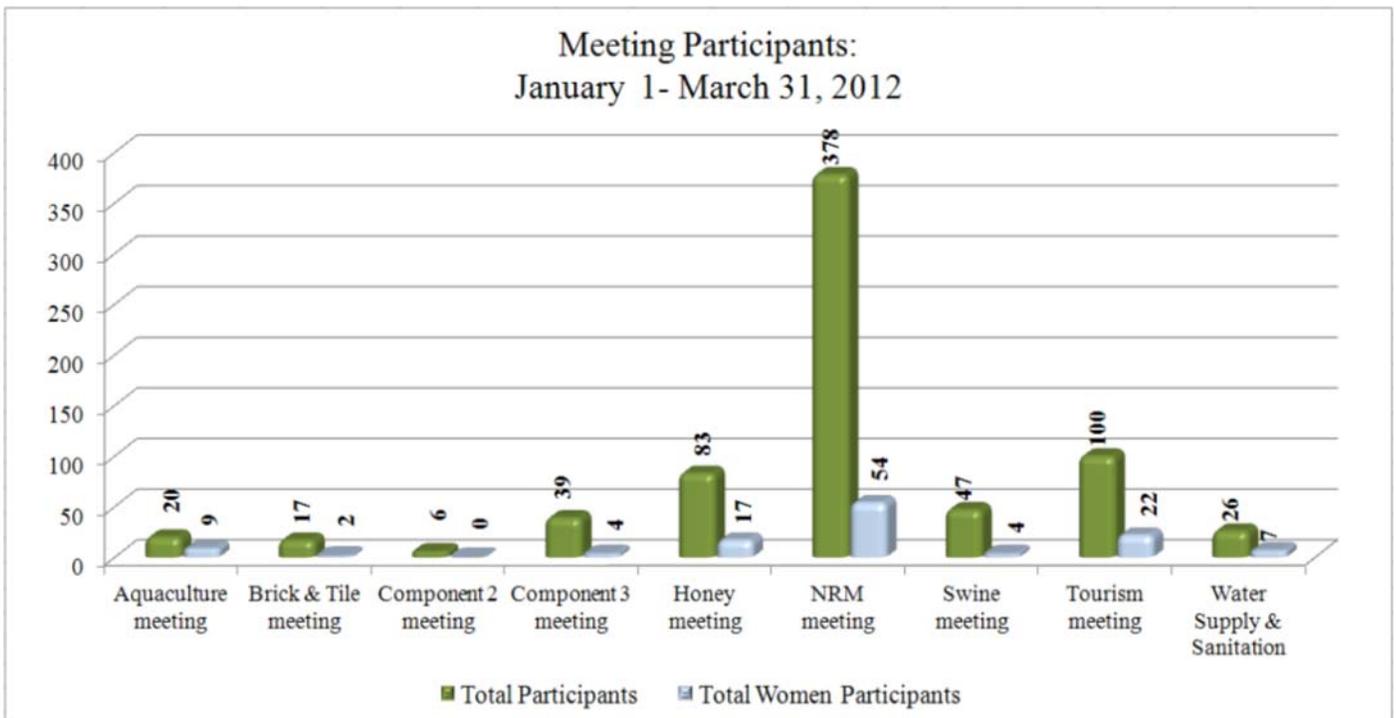
**Figure 14- International Study Tour Q14 2012**



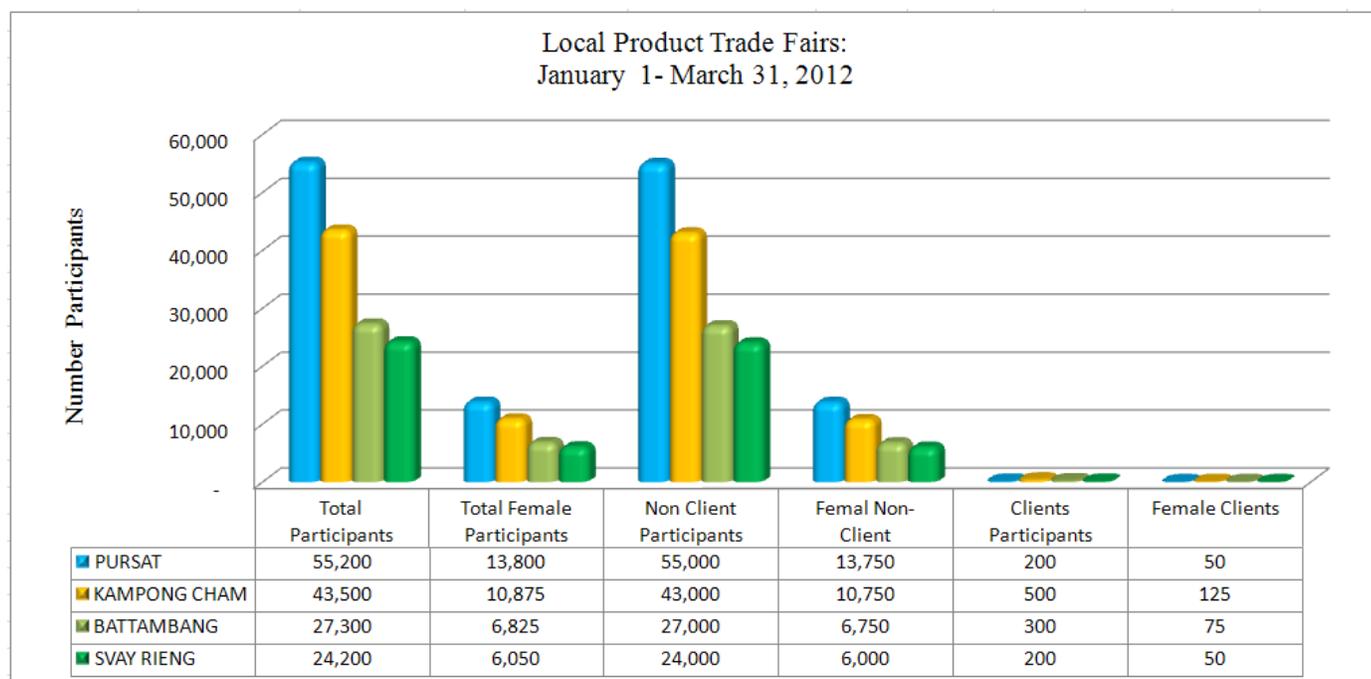
**Figure 15- Workshop Participants Q14 2012**



**Figure 16- Meeting Participants Q14 2012**



**Figure 17- Trade Fair Participants Q14 2012**



### Constraints Encountered and Unresolved Issues

This quarter, the senior M&E Specialist resigned and another M&E specialist was recruited. However, the transition of recruiting and training a new staff member slightly delayed the activity verification tasks normally conducted by the M&E team which also led to a delay in updating the project's TAMIS. However, this will be smoothed over by the next quarter.

### Main Events Planned for Next Quarter

The following events are planned for the next quarter:

- Work closely with Crossroads to conduct the final evaluation of all value chains, aquaculture, swine, brick & tile.
- Coordinate and work with external firm, O Repubblica to complete the MSME project legacy materials and packaging, and begin circulating to target audiences who will benefit from these materials.
- Continue to coordinate with external consultant, Dynamic Alliance Consulting (DAC), to complete the feed making assessment.
- Conduct rapid assessment on crowding in/copy in of MSME client initiatives by collaborating with the value chain experts.
- Conduct assessment on aquaculture and brick and tile international study tours to capture any changes resulting from the trips.

**Table 38: Monitoring Indicators Follow up for Quarter 14, January to March 2012**

INDICATORS	UNIT	QUARTER #14	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
<b>COMPONENT I: STRENGTHEN SELECTED VALUE CHAINS</b>					
Number of enterprises benefiting from USAID development assistance*/**	No.	205	7,003	6,989	100%
Number of aquaculture enterprises benefiting from USAID development assistance*/**	No.	0	817	804	98%
Number of swine enterprises benefiting from USAID development assistance*/**	No.	189	4,497	4517	100%
Number of honey enterprises benefiting from USAID development assistance*/**	No.	0	527	511	97%
Number of resin enterprises benefiting from USAID development assistance*/**	No.	0	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.	16	50	58	116%
Number of water enterprises benefiting from USAID development assistance*/**	No.	0	83	83	100%
Number of provinces supported by MSME 2/BEE	No.	0	100	95	95%

INDICATORS	UNIT	QUARTER #14	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 2- 0	1- 3,000 2- 2,000	1- 20,806 2- 14,436	708%
Number of people receiving USG-supported training in natural resources management and/or biodiversity conservation	No.	1- 0 2- 0	1- 900 2- 300	1- 2,560 2- 766	270%
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.	2000	50,000	97,515	191%
Sales of point of use latrines	No.	0	5,000	4,924	98%

INDICATORS	UNIT	QUARTER #14	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
<b>COMPONENT 2: STRENGTHEN PRIVATE SECTOR VOICE</b>					
Number of laws and regulations, etc. reviewed, changed or promulgated with private sector input	No.	0	9	8	89%
Number of provincial PPD forums developed and utilized as a result of USG assistance**	No.	2	24	40	167%
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- 265 2- 69	1- 2,500 2- 500	1. 3,672 2. 681	136%
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.	1	7	17	243%

INDICATORS	UNIT	QUARTER #14	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
<b>COMPONENT 3: STRENGTHEN THE PUBLIC SECTOR TO SUPPORT the Business Enabling Environment</b>					
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.	290	400	1080	270%
Improved legal and regulatory transparency, including increased communications of normative acts and regulatory procedures/fees	No.	0	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 #14	Y1+Y2+Y3+Y4		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
<b>GARMENT INDUSTRY PRODUCTIVITIES CENTER (GIPC)</b>					
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 2- 0	1- 35 2- 245	1- 64 2- 364	176%

\* DCED indicator/requirement

\*\* Operational Plan Indicator

Notes:

- 1- At the end of this quarter, in our TAMIS system there were a total of 6,989 private sector clients (99.84% of the target), i.e. the project is only 11 private sector clients away from reaching the target of 7,000 (excluded the 847 public sector clients).
- 2- The percentage changes in value of sale; in income and in investment indicator data will be collected after the MSME final project evaluation has been completed.
- 3- Indicators that have not changed in quarter # 14 means that activities affecting these indicators were implemented with the same target clients and the same target areas as in previous quarters (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- Aquaculture value chain has worked on international exposure visit to Viet Nam for fingerling producers.
- 5- Brick and tile value chain has worked on international exposure trip for clay brick and tile manufacturers on technology and best practices sharing to Vietnam (There are 15 brick and tile manufacturers and 2 government officers from DIME).
- 6- Four trade fairs were successfully completed in Pursat, Kampong Cham, Battambang, and Svay Rieng province with a total of 150,200 participants (37,550 female participants).
- 7- 17 meetings were conducted by MSME project with a total of 716 participants (119 female participants).
- 8- Two sessions of Public and Private Sector Dialogues (PPD) were conducted during the Buddhist Tree Ceremony (BTC):
  - One BTC-PPD in Samaky Song Krush Prey Chheu CF, Along Veng district and Thmor Da Toekkhov CF, Trapeang Prasath district Oddor Meanchey province.
  - One BTC-PPD in Samaky CF, Trapeang Brey commune, Along Veng district Oddor Meanchey province.
- 9- Component 3 also conducted seven training sessions on format of filing procedures for fisheries offenses in Kampong Thom, Kampong Cham, Battambang, Kratie, Kampot, Takeo and Siem Reap with a total of 364 participants (25 female participants).

# Annex

## Annex 1: Key Events Calendar from April through June 2012 (draft)

### April 2 – 6

#### Aquaculture

- **04/03-04:** Market update: Cross-provincial exposure trip for market owners and vendors from Chi Pou, Prosaut, O Raing Ov, Stung, and Chi Moan of Svay Rieng and Kampong Cham to Thnal Bek market in Kampong Thom.

#### Swine

- **04/05:** Meet with OAHF, CWGs, and input companies to strengthen relationships with swine VC actors in Kampong Thom province.

### April 9 – 13

#### **Prelude to Khmer New Year**

### April 16 – 20

#### **Khmer New Year**

### April 23 – 27

#### Brick and Tile

- **04/26:** Forum with brick & tile manufacturers and Rong Viet Company (Machinery Company) in Battambang and Pursat to foster

linkages between brick and tile firms.

#### Swine

- **04/26:** Embedded technical training for swine VCs and VAHWs in Prey Veng; to be provided by World Vet.

#### Water

- **04/26:** Business Forum on promotional Campaign on hygiene (washing hands) for water users in Kampong Speu.

#### Component 2 & 3

- **04/26:** Public Private Dialogue on Aquaculture Draft Law in Kampong Cham Province between FiA officials and aquaculture clients from Kampong Cham, Kampong Thom, Siem Reap, Prey Veng and Kandal provinces.

#### Aquaculture & Swine

- **04/22-28:** International exposure visit on market upgrading to the Philippines.

#### Bio-Ecotourism

- **04/27-3 May:** International mission to Nepal for CFs,

CPAs, FA, and MoE on biodiversity conservation and resource management.

- **04/25: Biodiversity Awareness:** Buddhist Tree Ceremony in Oddar Meanchey.
- **04/30-5 May:** International mission to Lao for eco-tourism communities to learn successful practices and better governance.
- **04/25-26:** Cross-community exposure trip for CPA members from Ou Pou to CPA Siem Reap on best practices on community resource management and conflict resolution.

### May 4

#### Aquaculture

- **05/02:** Cross-provincial exposure trip for fish producers from Kandal district to Kampong Cham.

#### Bio-Ecotourism

- **05/2-3:** Cross-community exposure trip for resin groups from Ou Chun Chean and Ou Pahna CPAs to

Prome CPA, Preah Vihea on best practices on community resource management.

### Swine

- **05/03:** Coordinate meeting between DAHP and PDAs to disseminate abattoir information in Phnom Penh.
- **05/3:** Embedded technical training for swine producers and VAHWs in Srey Santor, Kampong Cham; to be provided by Central Vet, Input Supplier Company.

### Component 2

- **05/04:** Facilitate meeting between Prey Veng Animal Health Office with Prey Veng swine cooperative committee and Swine Leading businesses to foster stronger partnership.

### Component 3

- **05/03:** Strategic Communication training to members of cooperatives in Kampong Trach and Kampot Town.

May 7 – 11

### Bio-Ecotourism

- **05/9-10: Not confirmed.** Cross-community exposure trip for resin groups from Cham Pen to

Prome CPAs, Preah Vihear to learn on community best practices on community resource management.

### Brick and Tile

- **05/10:** Meet brick & tile manufacturers and Rong Viet company (machinery) in Kampong Cham to discuss business linkages on brick and tile machinery and services.

### Swine

- **05/10:** Workshop on swine AI in Phnom Penh to be provided by Preak Leap National Agriculture School.

### Water

- **05/10:** Business Forum on Hand Washing Campaign, good hygiene among water users in Batié district of Takeo province.
- **05/12:** Business Forum on Hand Washing Campaign, good hygiene among water users in Kiry Vong /Takeo.

### Component 3

- **05/10:** Strategic Communication training to members of cooperatives in Takeo and aquaculture

CWGs in Kampot province.

- **04/30-05/04:** International exposure Trip to Vietnam for slaughter house owners and DAHP officers to improve practices of slaughterhouses.

May 14 – 18

### Aquaculture

- **05/16-17:** Public Private Dialogue on Aquaculture Draft Law in Kampong Cham Province between the FiA officials and aquaculture clients from Kampong Cham, Kampong Thom, Siem Reap, Prey Veng and Kandal provinces.

### Bio-Ecotourism:

- **05/16:** Resin PPD with tapping communities in Rovieng district, Preah Vihear, local officials and other VC actors to reduce threats (resin tree clearance) to resin resource areas and improve business environment on transportation fees.

### Swine

- **05/16:** Cross-provincial exposure trip on swine AI technical from Pursat to Phnom Penh.
- **05/16:** Meet with OAHP and CWGs to

strengthen relationships between VC actors and PDA officials in Kratie province.

- **05/17:** Provincial workshop on dissemination and sharing of experience and best practices of feed making based on results from feed assessment with development partners, projects, NGOs and government officials in Kratie, to be provided by Input suppliers companies.

### Water

- **05/10:** Business Forum on Hand Washing Campaign and good hygiene with water users in Kampot province.
- **05/18:** Strategic Communication training to members of cooperative in Chbar Morn of Kampong Speu province.

### **May 21 – 25**

### Aquaculture

- **05/22-24:** Meet with market committee members and market vendor representative in Siem Reap and Kampong Thom provinces on “Food Safety and Hygiene for market upgrading”.

### Component 3

- **05/20-05/24: Not Confirmed.** International exposure Trip to Malaysia for Trade Remedy drafting team to learn good practice of anti-dumping investigation and Trade Remedy law.

### Bio-Ecotourism

- **05/23:** Buddhist tree ceremony in Chi Auk Boeung Prey CPA, Rovieng district, Preah Vihear.

### Brick and Tile

- **05/24:** Meet with brick & tile manufacturers and Rong Viet machinery Company in Kratie province to discuss business linkages on brick and tile machinery, price and services.

### Swine

- **05/24:** Meet with OAHP and CWGs to nurture linkage with swine VC actors in Kandal province.
- **05/24:** Swine feed embedded technical training in Kandieng-Pursat, to be provided by raw-feed material supplier and Pursat OAHP.

### Component 2

- **05/22-23:** Workshop on Gender

participation in family business development in Phnom Penh, in collaboration with UNDP Project.

- **05/24:** Annual General Assembly Meeting and design business plan 2012-2013 for strengthening and expanding cooperative members of Samrong Agriculture Cooperative

### Component 3

- **05/22:** Strategic Communication training to members of cooperatives and CWGs in Batheay, Mean, and Prey Chhor of Kampong Cham province.
- **05/24:** Strategic Communication training to members of cooperatives and CWGs in Steung Trang, Chamkar Leu and Khos Sotin of Kampong Cham province

### **May 28 – June 1**

### Aquaculture

- **05/29-31:** Meet with market committees, and market vendor representative in Kampong Cham and Svay Rieng provinces on “Food Safety and Hygiene for market upgrading”.

### Bio-Ecotourism

- **05/30:** Tree ordination ceremony in Chrubbouy Rong Roeunng CPA, Preah Vihear.
- **05/30-31: Not Confirmed.** Link Triple F Honey processor from Siem Reap to Bosveng and Peuk forest communities in Kampong Thom and Preah Vihear province for honey business linkages.

### Swine

- **05/29-06/03:** Facilitate an international exposure trip to visit animal feed factories in Vietnam to improve production.
- **05/30:** Meet with OAHP, CWGs and input suppliers to foster business linkage with swine VC actors in Kampot province.
- **05/31:** Facilitate embedded technical training for swine producers and VAHWs in Kampot city district, to be provided by Proveto, an Input Supplier Company.

### Component 3

- **05/30:** Strategic Communications training to members of cooperatives and

CWGs in Prey Veng province.

- **05/31:** Public Private Dialogue on Aquaculture Draft Law in Kampong Cham Province between the FiA officials and aquaculture clients from Kampong Cham, Kampong Thom, Siem Reap, Prey Veng and Kandal provinces.

### **June 4 – 8**

### Bio-Ecotourism

- **06/06:** Buddhist tree ceremony in Prey Kbal Toek CF, Banteay Srey district in Siem Reap.
- **06/5-7:** Not Confirmed. Link Khmer Mekong Food honey processor Phnom Penh to Toap Cheang, Tany and Prang, communities in Koh Kong.

### Brick and Tile

- **06/07:** Meet with brick and tile manufacturers and Rong Viet machinery Company in Prey Veng province to discuss business linkages on brick and tile machinery, price and services.

### Swine

- **06/07:** Swine embedded technical training on AI in Toek Chour, Kampot, to be provided by Phal

Heng, an Input Supplier Company.

- **06/06:** Cross-provincial trip from Svay Antor district to Svay Rieng to learn on farm management, pig sty building and bio-security.
- **06/06-13:** Facilitate an international exposure trip trader and slaughterhouses to Vietnam.

### Component 3

- **06/06:** Strategic Communications training to members of cooperative in Svay Rieng province.

### **June 11 – 15**

### Bio-Ecotourism

- **06/13:** Public Private Dialog between CF/CPA groups, FA/MoE reps, and local and provincial authorities to discuss issues and approaches for improving natural resource management in Oddor Meanchey and Preah Vihear provinces.
- **06/13-14: Not confirmed.** Trip for interested magazine and TV agents to ready-tourist sites in Koh Kong.

### Swine

- **06/14:** Swine-feed technical training in Mesang district Prey Veng province, to be provided by raw-feed material supplier and Prey Veng OAHP.
- **06/14:** Swine embedded technical training on AI in Baphnom district, Prey Veng, to be provided by AI leading clients.

### Water

- **06/14:** Business Forum on Hand Washing Campaign, good hygiene among water users in Steung Trang district, Kampong Cham province.

### Component 3

- **06/10:** Strategic Communications training to members of cooperatives and CWGs Kampong Thom province.

### **June 18 – 22**

### Bio-Ecotourism

- **06/21:** Tree planting ceremony in Samaky CF Anlong Veng

- district, Oddor Meanchey.
- **06/20-21: Not Confirmed.** Bee box bee keeping technical training for Toap Cheang, Tany and Prang communities in Koh Kong, to be provided by FLIFLY organization.

### Swine

- **06/20:** Provincial workshop on dissemination and sharing of experience and best practices on feed making based on results from feed assessment with development partners and swine VCs.
- **06/20:** Meet with OAHP, CWGs and input suppliers to strengthen relationships between swine VC actor in Siem Reap province.
- **06/21:** Swine embedded technical training for new swine VC actors in Prasat Bakorng, Siem Reap, to be provided by BKP Company.

### Water

- **06/21:** Business Forum on Hand Washing Campaign and good hygiene with water users in Steung Trang district, Kampong Cham province.

### Component 3

- **06/20:** Strategic Communications training to members of cooperatives and CWGs in Siem Reap province.

### **June 25 – 29**

### Bio-Ecotourism

- **06/26:** Buddhist tree ceremony in Phnom Torp Cheang CF, Koh Kong.
- **05/27-28: Not Confirmed.** Cross-provincial trip from Bosveng community to Kandal bee box farm to learn technical aspect of bee box, expanding bee colony and how to keep bees healthy.