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PRICE
POVERTY REDUCTION BY INCREASING
THE COMPETITIVENESS OF ENTERPRISES

POVERTY REDUCTION BY INCREASING THE COMPETITIVENESS OF ENTERPRISES (PRICE)

**ANNUAL PROGRESS REPORT
OCTOBER 1, 2012 – SEPTEMBER 30, 2013**

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LIST OF ACRONYMS

AAS	Agriculture Advisory Society
ACI	Advanced Chemical Industries
AFAE	Adarsha Foundation Agro Enterprise
AMOA	Avoyagar Motsya-Hatchery Owners Association
BADC	Bangladesh Agriculture Development Corporation
BFMEA	Bangladesh Frozen Foods Exporters Association
BSIL	Bengal Shoe Industry Limited
CAE	Chesta Agro Enterprise
COEL	Center for Excellence for Leather Skill Bangladesh Ltd.
DMBBS	Digerkanda Matsya Pona Babsie Bohumukhui Samoby Somity
EBL	Eastern Bank Limited
FTF	Feed the Future
FY	Fiscal Year
GHERS	Greater Harvest and Economic Return from Shrimp
GKSSE	Grameen Krishok Shahayok Sangstha Enterprise
HACCP	Hazard analysis and critical control points
JAS	Juba Academy Satkhira
LFMEAB	Leather Footwear Manufacturers' and Exporters' Association of Bangladesh
LTSE	Leather Technologist Small Entrepreneurs
MMS	Mulia Motsyjibi Somity
MOU	Memorandum of Understanding
MT	Metric Ton
NGO	Non Governmental Organization
NSS	Nazrul Smrity Sangsad
PJKAE	Proshkihito Jubo Kallyan Agro Enterprise
RRF	Rural Reconstruction Foundation
SDC	Society Development Committee
SME	Small and Medium Enterprise
SPIED	Sustainable People's Initiative Economic Development
SSOP	Sanitation standard operating procedures
SSURDA	Society for Sustainable Development for the Rural & Urban Area
TMUS	Trinamool Manobik Unnyan Sangstha
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

The USAID-funded Poverty Reduction by Increasing the Competitiveness of Enterprises (PRICE) project has been working since 2008 to reduce poverty in Bangladesh by increasing the competitiveness in three key sectors: aquaculture, horticulture and leather product sectors. Utilizing the value chain approach to evaluate and implement interventions, PRICE aims to increase the competitiveness of key actors in the three value chains.

In Fiscal Year (FY) 2013 (October 2012–September 2013), PRICE continued its work with small and medium enterprises and associations to address major constraints; enhance productivity through management and workforce and development; and build linkages throughout the three target sector value chains to improve the domestic supply and export potential of high-demand products. In order to support USAID’s mission of increasing incomes and opportunities in Feed the Future districts, PRICE conducted most of its activities in the south and southwest of Bangladesh.

In all three targeted sectors, PRICE partner organizations achieved significant gains in all of its key indicators. In FY 2013, PRICE partners improved sales by \$98.6 million and created nearly 23,900 new jobs (of which 4,869 were filled by women). Additionally, PRICE helped to increase investment by approximately \$2 million among its partner organizations. Finally, more than 18,000 firms and farmers associated with PRICE received loans through linkages to credit. Of these, 48.2 percent of the loan recipients were women. During this period, PRICE facilitated trainings on management or technology for 48,509 individuals (of which 27.8 percent were women) and an additional 7,481 individuals receiving training in workforce development (including 2,454 women). Below, PRICE’s performance versus targets for FY 2013 is shown in tables 1 and 2, by indicator:

Table 1: Standard indicator-wise PRICE performance of FY 2013 (Oct 2012–Sept 2013) by sector

Sector	Value of incremental farm-level sales (USD, million)	Value of new private sector investment (USD)	Individuals receiving short-term training	Farmers and others applying new technologies	Hectares under improved technologies
Horticulture	\$50.80	\$899,753	41,044	14,917	2,564
Aquaculture	\$10.52	\$793,400	7,465	2,949	995
Total	\$61.32	\$1,693,153	48,509	17,866	3,559

Table 2: Custom indicator-wise PRICE performance of FY 2013 (Oct 2012–Sept 2013) by sector

Sector	Value of sales increased (USD, million)	New jobs created	Value of investment increased (USD)	Individuals receiving workforce development training	Firms & farmers receiving access to credit
Horticulture	\$62.38	18,264	\$899,753	4,516	17,771
Aquaculture	\$11.96	4,366	\$793,400	985	532
Leather	\$24.24	1,270	\$352,564	1,980	1
Total	\$98.58	23,900	\$2,045,717	7,481	18,304

Horticulture. By working through its local partners, PRICE's horticulture sector activities in FY 2013 worked to strengthen the production, post-harvest, and marketing capacity of Bangladeshi farmers, predominately in the south and southwest regions. Through technical assistance, training, and improved access to inputs and markets, PRICE beneficiary farmers were able to increase the yield of a diverse basket of fruit and vegetables, including mango, eggplant, potato, tomato, gourds, onions, and chili. With newly acquired expertise and the application of new technologies, farmers benefited from additional sales of more than \$50 million. Further more than 18,000 jobs were created in the horticulture sector in association with the activities of PRICE and its partner organizations.

Aquaculture. In aquaculture, PRICE continued to support hatcheries, farmer associations and commercial service providers in southern Bangladesh. With a focus on fish, PRICE worked with 24 local partners to facilitate technical trainings, demonstrations, and hands-on learning opportunities with farming associations. In FY 2013, as a result of better access to quality inputs, improved technical know-how and improved access to markets, aquaculture farmers realized a \$10.5 million increase in sales by applying new technologies to nearly 1,000 ha.

Leather. PRICE continued to support the strengthening of managerial and technical skills in the leather products sector through on-the job training. With the expertise and guidance of partners and consultants, PRICE helped boost the skills of leather workers and supervisors. PRICE also conducted training on compliance with lead associations, including the Leather Footwear Manufacturers' and Exporters' Association of Bangladesh (LFMEAB) and the Leather Technologist Small and Medium Entrepreneurs (LTSE). This year, PRICE's leather sector partners increased their sales by an additional \$24.2 million, invested more than \$350,000, and created more than 1,200 new jobs.

SECTION I. HORTICULTURE

In FY 2013, PRICE supported the production and sale of high value produce including, potato, eggplant, and mango. As part of USAID’s Feed the Future (FtF) initiative, PRICE ramped-up its support to farmers and enterprises in southern Bangladesh. PRICE’s primary activities focused on increasing productivity, minimizing post-harvest losses, improving farmer’s access to high quality seeds and other inputs, and promoting the adoption of integrated pest management practices by farmers. By supporting better access to markets, PRICE further contributed to the domestic supply of high quality produce in Bangladesh.

Achievements in Horticulture FY13 (Oct 2012-Sept 2013)	
INDICATOR	ACHIEVED
Sales increased	\$62.38 million
Investment increased	\$899,700
New jobs created	18,264
Individuals receiving training	41,044
Persons trained in workforce development	4,516
Farmers receiving access to loan	17,771

From October 2012-September 2013, PRICE’s horticulture partners increased their sales by \$62.38 million. Additionally, these increased sales created a total of 18,264 full time equivalent jobs (of which 21 percent were filled by women) and increased investments of \$899,753.

A. POTATO

In FY 2013, potato production was very good in the southern areas supported by PRICE, reaching maximum of 30-32 MT/ha. PRICE-facilitated training on integrated crop management, new farming technologies, and optimum pest and water management contributed significantly to these notably higher potato crop yields. Further PRICE’s activities to help farmer’s access quality inputs and adopt enhanced harvest and post-harvest handling operations further contributed to improved potato production.

A.1. Access to Improved Inputs

A.1.1. Supporting Tissue Culture Laboratories to Produce Disease-free Plantlets

In order to help support the regular supply of high quality potato seed, PRICE extended technical assistance to four tissue culture labs to strengthen their capacity to produce disease-free, high quality planting materials. After receiving training from PRICE, lab technicians successfully produced high quality plantlets and supplied them to local companies for further seed multiplication. PRICE also provided comprehensive trainings to promote technology transfer between potato field technicians and the staff of seed enterprises. Through these

Table 1: Tissue-culture potato plantlets produced in FY13

Partner Name	Tissue Culture Laboratory Potato Plantlets Produced
Seed Potato Growers Association	175,000
Ferdous Biotech	45,000
Rural Development Academy	100,000
Technology for Rural Development	75,000
Total	395,000

efforts, approximately 395,000 potato plantlets were produced by partner laboratories in FY 2013 (see Table 1).

A.1.2. Increasing Production of Disease-Free Seeds

In order to help farmers access clean, disease-free, high quality potato seeds, PRICE has been supporting its partners to produce pre-breeder, breeder, and foundation seeds for certification. These genetically pure seed will help farmers receive higher yields and increase margins. In FY 2013, PRICE assisted partner enterprises in producing tissue culture-based seeds as well as multiplying clean basic seeds. Further, PRICE provided technical support to seven seed producing entities (see Table 2), as well as to their contract farmers in crop management, and seed production, post-harvest handling and storage. Certified seed produced was stored for sale during the next planting season.

Table 2: PRICE partner enterprises producing high quality potato seed and the varieties and quantities produced

Partner Name	Variety	Quantity
Konica Seed Co.	Cardinal (B)	5.9 MT
	Diamant (B)	2 MT
	Diamant and Cardinal (F)	44 MT
	Diamant and Cardinal (certified)	1292 MT
Unique	Diamant and Cardinal (B)	7128 kg
	Diamant and Cardinal (F)	175 MT
PRIDE	Diamant and Cardinal (F)	103 MT
	Diamant and Cardinal (certified)	213 MT
Technology for Rural Development	Diamant, Cardinal, Lady Rosetta, Asterix, Courage (PB)	2500 kg
	Diamant, Cardinal, Lady Rosetta, Asterix, Courage (B)	20,000 kg
	Diamant, Cardinal, Lady Rosetta, Asterix, Courage (F)	383 MT
Ferdous	Diamant and Cardinal (B)	13,500 kg
	Diamant and Cardinal (F)	17,700 kg
	Diamant, Cardinal and Granola (certified)	178 MT
Dipti	Cardinal and Diamante (certified)	86 MT
Sajib Seed	Diamant (F)	180 MT

NOTE: (B) Breeder, (F) Foundation, (PB) Pre-breeder

A.2. Crop Management and Production

A.2.1. Technical Training for Improved Crop Production

In support of FtF objectives, PRICE expanded its work in potato production in the south of Bangladesh in FY 2013. PRICE provided assistance to several partner organizations working in this key area, including Dipti Agro Enterprise, Jagoroni Agro Industries, Proshikkhito Jubo Kalyan Agro Enterprise, Rural Reconstruction Foundation, Konica Seed Co., Society for Development Committee, and PRIDE Agro Enterprise. Working with these enterprises, PRICE conducted 137 training sessions for 4,606 potato contract farmers from October 2012-September 2013. The trainings focused on the proper use of certified seeds, seed cutting and treatment techniques, planting methods, fertilizer doses and application methods, the use of compost, and earth raising techniques. In addition, trainings focused on pest and disease identification and control, spraying schedules, type and doses of pesticides, irrigation schedule and water management, the use of maturity indices, haulm pulling harvesting, and curing.

A.2.2. Improving Post-Harvest Handling of Potato

Post-harvest handling is a critical process in potato production and in Bangladesh, product loss due to mishandling can exceed 50 percent. Farmers, field workers, and cold storage facilities are generally unaware of the importance of proper harvesting and post-harvest handling. To address this constraint, PRICE supported several enterprises to improve marketed potato by minimizing losses during harvesting, packing, and storage.

- *Konica Seed Company* and PRICE facilitated field-based trainings and demonstrations on harvesting and post-harvest handling of potatoes in Chudanga and Jhenaidaha. A total of 1,500 Konica Seed contract potato farmers participated in a day-long training sessions held in the potato field, staking yard, and storage facilities. Konica Seed also trained 100 workers who are regularly involved in potato seed cultivation. The training covered seed and table potato sorting, grading, cleaning, packing, and storing. In addition, Konica Seed included farmers in training alongside regular workers to develop their theoretical knowledge and practical skills.
- *Proshikkhito Jubo Kalyan Agro Enterprise (PJKAE)* trained 180 workers and 1,590 potato farmers who have planted Cardinal and Diamante potato varieties in Jessore on overall post-harvest handling. Workers also learned about personal hygiene and health safety including the use of masks to reduce inhaling dust, use of small tools and gear for increased safety, and importance of hand washing. This training has helped farmers to reduce field losses by up to 2-3 percent and contributed to farmers receiving higher prices at market due to increased uniformity of the potatoes.
- Other PRICE partners, including PRIDE Agro Enterprise, Dipti Agro Enterprise, the Society for Development Committee, and the Rural Reconstruction Foundation facilitated trainings on harvest and post-harvest handling. In total, 624 male and 306 female workers were trained this year.

B. EGGPLANT

Eggplant is one of most important vegetables grown in southern Bangladesh, where it grows in both the winter and summer seasons.

Eggplant provides a regular cash flow to small farmers for a longer period than any other crop and has a great market demand as fresh produce. This year, PRICE assisted its partner organizations to provide technical support to eggplant farmers on production, access to credit and inputs (particularly access to good seeds), raising good seedlings, control of pest and diseases, and establishing market linkages. While summer eggplant wholesale price was approximately \$285/MT, PRICE's beneficiary farmers' farm gate price was significantly higher—around \$325/MT—due to the higher quality eggplant produced.



Photo 1: The bountiful eggplant harvest from a PRICE beneficiary farmer.

B.1. Supporting Eggplant Farmers in the South for Sustainable Production

By providing hands-on training and technical support, PRICE has focused on building the capacity of smallholders to undertake integrated crop management practices, access quality seeds, enrich soil nutrient pools, and minimize the cost of production through environmentally friendly pest control measures. This year, PRICE and its various partners provided technical training to approximately 3,330 eggplant farmers. Through partners such as Pride Agro Enterprise, Polly Prokrity, Dipti Agro Enterprise, Jagoroni Agro Enterprise and the Society Development Committee, eggplant farmers were provided technical assistance on seed and soil treatment, seedling-raising under net and poly-tunnels, and transplantation and use of starter solutions. In addition, trainings covered the use of organic compost in seed beds with occasional spray of liquid fertilizers, how to source good quality fertilizers and pesticides, the use of balanced doses of fertilizers based soil nutrient analysis, appropriate agronomic practices and pest management, and post-harvest handling and marketing.

B.1.2. Introduction of New Variety through Demonstrations

Eggplant farmers in southern Bangladesh are proud of their local eggplant landraces; farmers maintain the belief that their traditional variety is the best and reject modern varieties. However, traditional varieties are commonly result in decreasing yields caused by genetic degeneration and a high level of localized pests and diseases, which in turn require the use a high level of costly chemicals.

To address the production constraints associated with the use of traditional eggplant varieties, PRICE has been advocating the adoption of modern, high yielding varieties, which also confer pest resistance and have high market demand. *Parthib* is a hybrid variety of eggplant, similar to the local green oval-sized eggplant, but produces a significantly higher yield and is also resistant to several local pests. PRICE carefully selected this variety from a number of available hybrids for demonstration during the summer season. In collaboration with PRICE, several organizations, including Lalteer Seeds, established demonstrations plots of *Parthib*. Planted in early April, the demonstration farmer harvested more than 2,000 kg, compared to an average 1,200-1,500 kg for local varieties. The farmer applied clean cultivation practices along with use of pheromone traps and compost. Market price of the new variety was found to be quite high, around \$324/MT, compared to \$200-250/MT for other local varieties.

B.2. Workforce Training

A skilled workforce is indispensable for efficient production and post-harvest handling operations of important cash crops like eggplant. While farm workers in Bangladesh play a vital role in sowing, planting, spraying, harvesting, sorting, and packing, many lack basic agricultural knowledge and have had few opportunities for training in the extension service system.

To strengthen the handlers of eggplant produce, PRIDE Agro Enterprise trained 300 workers in Jessore on production and post-production management skills of eggplant. Workers were given theoretical and hands-on training on seed and soil treatment, identification and handling of fungicides, seed bed preparation and sowing of seeds, protecting young seedlings, and covering seedbed with nets. Additionally, they learned about transplanting, minimum tillage, the use of compost and top dressing, proper spraying techniques, the identification of major pests and

diseases, establishment of pheromone traps, parching, maturity of fruits, as well as harvesting, collecting, sorting, and packing.

C. MANGO

This year, mango production in Bangladesh was very good with an excellent bloom, profuse flowering, and good fruit setting. Nevertheless, the mango hopper (a common pest) and anthracnose (a mango flower disease) caused havoc in some southern areas where farmers did not adopt appropriate control measures. Nevertheless, fruit setting was good in about 50 percent of the trees. In the north, overall fruit setting was fairly good and overall most of the farmers got a bumper harvest and high price for their produce.



Photo 2: Mango harvest ready for market.

In FY 2013, PRICE provided training and technical support to mango growers in the southwestern region, particularly in Jheniadhaha, Chudanga, and Meherpur districts, during the flowering and fruit setting period to help support the care of the orchard, control mango hopper and anthracnose, and provide supplementary irrigation to produce a good yield and profitable returns.

C.1. Crop Management and Production

C.1.1. Assisting Mango Farmers through technical training

PRICE supported several organizations in improving mango production (see Table 3). The trainings covered mango orchard floor maintenance, orchard floor cleaning and tilling, irrigation techniques, and the application of compost and fertilizer. Further, trainings discussed the control of plant hopper and other insects, symptoms and control measure of anthracnose, and the use of fungicides and pesticides for fruiting plants. Trainees learned about improved washing and cleaning techniques, hot and cold water treatment after harvest, how to avoid the use of ripening agents like carbide, sorting, grading, and the use of crates for packing and long distance transportation. Farmers were also given practical demonstrations of a mango harvester, harvesting mango with stalks, and de-sapping. As a result of training and technical support, most of PRICE-supported farmers were able to control damage by plant hoppers and enjoyed a high yield.

Table 3: Mango farmers trained by PRICE partners

Partner Name	Number of Farmers Trained
Chesta Agro Enterprise (CAE)	1,000
Adorsho Foundation Agro Enterprise (AFAE)	990
Kansat Mango Farmers Association	1,000
Rural Reconstruction Foundation (RRF)	1,500
Bonolota Multipurpose Cooperative Association (BMPCA)	1,000

C.1.2. Training for Mango Wholesalers and Handlers on Post-harvest Handling

Fresh produce commonly suffers from unfortunate spoilage due to inadequate knowledge by mango handlers and wholesalers. PRICE assisted Adarsha Foundation Agro Enterprise (AFAE)

and Chesta Agro Enterprise (CAE) in organizing training on proper handling, grading, packaging, and transportation for 120 mango wholesalers in Jhenaidaha and Chuadanga districts. Through the training, wholesalers learned about the proper handling of mangoes while weighing and handling, which is important to prevent damage. Wholesalers were also trained on proper grading, cleaning, and separation of ripe mango from the green mature one in order to avoid rotting and quick ripening, and the use of plastic crates instead of traditional bamboo baskets for long distance transportation. In addition to training wholesalers, PRICE assisted partner organizations AFAE, CAE, and Shushilon to organize training for 3,360 mango handlers. They were trained mainly on maturity stages of different varieties of mango, harvesting, de-saping, cleaning, sorting, grading, transporting from field to packing station, packing according to sizes and maturity, and loading.

C.1.3. Safe Mango Marketing

This year, PRICE partner, CAE, organized fresh mango sales from Jhenaidaha to be sold directly in Dhaka super shops such as Agora, Shopno, and Meena Bazaar. CAE sold approximately 84 MT of Amrapali, Mollika, Himsagar and Langra mango varieties to these super shops at a premium price as well as an additional 25 MT to other outlets in Dhaka. AFAE marketed 95 MT of premium quality mango, particularly the specialty mid-season Amrapali variety, to Kalabgan and Motijheel mango markets in Dhaka. In addition, both enterprises have extended their market linkages to Barisal and Khulna this year as well.

BMPSC continued its marketing operation this quarter through courier services to different outlets on the basis of cash order. This year, the association started using reusable 10 kg-capacity crates instead of bigger-sized crates as smaller packs were found to be in demand for small shops and individual consumers. This innovative marketing approach significantly reduced post-harvest losses and made it easier for consumers to order and receive garden fresh ripe mango within a day. The association has already successfully marketed 1,268 kg of mangoes. However, it is important to note that there is a limited availability of small crates in the market, which may prove to be a major constraint in expanding this practice in the future.

D. CROSS-CUTTING ISSUES IN HORTICULTURE

D.1. Organizing Safe Vegetable Production in the Dykes

In Bagerhat and Khulna, two important FtF districts, vegetables have previously been a scarce commodity due to the lack of suitable high lands for year round vegetable cultivation. PRICE has been focusing its efforts to support enterprises in the FtF districts, which have more water bodies and low lying areas vulnerable to climate change. Its activities in this region have aimed to diversify the agriculture production system, increase cropping intensity, and promote an integrated rice-fish and vegetable cropping pattern.

In this reporting period, PRICE successfully supported three of its partners, EFADF Agro Business, Renaissance, and SMKKE, to train farmers and establish a contract farming model thereby growing year round vegetables in the dykes of thousands of small pond-owners (see Table 4). These companies worked with seed and compost suppliers, such as Syngenta and ACI Limited, to ensure the availability of improved inputs for its farmers.

Table 4: Farmers trained on safe vegetable production

Partner Name	Number of Farmers Trained	Crops Produced
EFADF Agro Business	1,620	Tomato, eggplant, bottle gourd, and cabbage
Renaissance	2,000	Tomato, eggplant, cucumber, yard long been, bitter gourd, and pumpkin
SMKKE	2,000	Cucumber, bitter gourd, yard long bean, eggplant and tomato

D.2. Promoting Good Quality Vegetable Seeds

In FY 2013, PRICE supported local seed companies to train seed dealers on the agronomic traits of improved inputs, as well as working with farmers to establish demonstration plots to showcase new vegetable varieties. Two partner organizations, Lalteer Seed Company and Padma Seed Company, provided training to contract farmers on seed planting techniques, crop management, plant and crop protection, soil nutrient management, harvesting, post-harvest handling, seed cleaning, drying, and packing.

Lalteer Seed Company organized 65 farmer field days in Jessore to demonstrate the characteristics of new hybrid varieties of bottle gourd and yard long bean. Public representatives, Department of Agricultural Extension personnel, seed dealers, Lalteer Seed and PRICE representatives, as well as 100-150 farmers attended each of the field days. Attending farmers and guests visited demonstration plots where crop yields of the new varieties almost doubled the existing varieties grown.

Padma Seeds provided theoretical and practical trainings to 4,800 seed contract farmers on seed planting techniques, crop management, plant and crop protection, soil nutrient management, harvesting, post-harvest handling, seed cleaning, drying, and packing. Farmers learned seed production technologies of 12 different summer vegetables such as ridged gourd, bitter gourd, red amaranthus, cucumber, sweet gourd, and yard long beans. Trained farmers were provided 2,697 kg of high quality certified seeds for production of seeds on about 450 ha. along with technical supervision to ensure the seeds are grown properly.

Padma Seeds also organized more than 50 group meetings to start contract growing of vegetable seeds. Approximately 2,000 vegetable seed farmers were exposed to contract farming systems, quality of breeder seeds, planting techniques, crop management, rouging, plant and crop protection, soil nutrient management, harvesting of seed and fruits, post-harvest handling, seed cleaning, drying, and packing. The company provided 140.5 kg of red amaranth, bitter gourd, cucumber, ridge gourd, radish and pumpkin seeds to its contract farmers. Additionally, 25 sprayer machines were provided to the farmers for pest control and seed production. After providing seeds and other inputs, the enterprise signed a formal contract with trained farmers for seed production under the leadership of selected farmer group leaders.

Further, Padma Seed organized training for 1,800 new contract farmers of Jessore, Chudanga and Jhenaidaha on production technology of 15 different types of summer vegetables. Farmers learned improved technology of vegetable seed production, importance of breeder and foundation seeds, maintaining isolation distance, pit preparation, use of compost and balanced doses of fertilizer, land preparation, plant spacing, sowing techniques, irrigation schedule, pest

and disease management, weeding and rouging of off-types, harvesting, seed separation techniques, drying , cleaning, winnowing, and packing.

Lastly, Padma Seed Co. provided certified seeds of 13 newly introduced Indian varieties and four Bangladeshi varieties from the Bangladesh Agriculture Development Corporation (BADC) to the farmers at a pre-fixed price for the production of seeds. In addition, PRICE field consultants provided technical assistance to the seed farmers.

D.3. Establishing Demonstration Plots and Field Days on Use of Compost

Proper use of compost is essential from both a production and environmental standpoint. Compost not only supplies many nutrients for crop production, but also provides valuable sources of organic matter. In order to promote the availability and proper use of compost, PRICE has been supporting three enterprises to produce high quality vermi and tricho compost, raise awareness on the advantages of compost, and provide farmers the technical know-how on proper application methods and quantity for different crops.

Riya Fertilizer Company, which has its main operations in northern Bangladesh, began working in the south this year. The enterprise successfully expanded its sales network in Jessore and Bagerhat through PRICE partners. Through its partnership with PRICE Riya carried out the following activities:

- Established 100 demo plots (visited by about 3,000 local farmers) to show the effects of vermi and tricho compost in vegetable production, including eggplant, cucumber, okra, yard long bean, pointed gourd, and green chili.
- Provided training to 1,290 farmers in southern districts of Bangladesh on the advantages of vermi and tricho compost, application method and time, availability, cost, and comparative advantage.
- Organized training for 100 sub-assistant agriculture officers of the Department of Agriculture working in Jessore to get acquainted with vermi and tricho composts as well use of environment friendly good agricultural practices.
- Trained 100 of its own new retailers in the south to give detailed information and knowledge on the use and benefit of compost for increasing yields, sustaining production and minimizing production costs.

Biotech, a compost company in southern Bangladesh, organized 15 farmer field days this year for 1,500 farmers and exchanged ideas with the visiting experts and demonstration farmers. The company also established 40 demonstration plots of tomato, eggplant and early cabbages. Farmers reported that, as a result of using compost and clean cultivation, pest attacks were low, their expenses for fertilizer and pesticides were reduced, and productivity increased by 20-30 percent. As a result, farmers made a better profit.

Grameen Krishok Shahayok Sangstha Enterprise (GKSSE) established 28 demonstration plots at different locations to showcase the effect of using bio-fertilizer on potato, cabbages, cauliflower, tomato, and gourds. In addition, GKSSE also organized 50 showings of a documentary film on the use, application, and benefits of composts which created increased farmer demand for compost in the area.

D.3. Facilitating Market Linkages for Compost and Seed Potato

This year, PRICE assisted its partner enterprises to strengthen their marketing networks and build new market linkages. Successes in FY 2013 included:

- PRICE assisted GKSSE in marketing its tricho and vermi compost as well as tricho powder. The enterprise sold 186 MT of compost and 500 liters of tricho powder, earning revenue of \$48,148.
- PRICE supported Pride Agro Enterprise in marketing seeds and fresh products. The enterprise generated sales revenue of \$24,540 during the quarter of which \$10,603 was from sales of seed potato, \$5,180 from sales of fresh summer bean, \$3,367 from summer tomato, and \$4,487 from sales of summer eggplant.
- Ferdous Biotech and PRICE worked to establish a market network through which the enterprise sold 195 MT of different categories of clean seeds and earned revenue of \$116,272.
- PRICE helped Konica Seed Company to organize a marketing campaign for its potato seed and vegetable seeds during the main growing season. The enterprise generated sales revenue \$47,686 from sales of 900,520 kg seed potato, 30,540 kg of table potato and from 224 kg vegetable seeds.

D.4. Access to Finance

Since the beginning of the project, PRICE has worked to improve access to finance for among its beneficiary contract farmers. PRICE has helped to build direct linkages between contract farmers and micro-finance agencies as well as seed companies like Konica and Padma, which have established in-house finance or credit facilities. During the course of this year, partner enterprises provided finance to more than 14,000 farmers to support the procurement of inputs as well as smooth production costs and other variable expenses associated with contract farming.

SECTION II. AQUACULTURE

Aquaculture activities in Bangladesh contribute to income generation by providing employment opportunities as well as food security as fish provides over 60 percent of the demand for animal protein in Bangladesh. Fish and fishery products are also a major contributor to the Bangladeshi economy at large; in FY 2011-12, these products brought in approximately \$600 million in export revenue.¹ However, the Bangladesh aquaculture chain is highly fragmented with a high number of intermediaries who add little in the way of quality and value to the product, but nonetheless take a share of the profit.

Achievements in Aquaculture FY13 (Oct 2012-Sept 2013)	
INDICATOR	ACHIEVED
Sales increased	\$11.96 million
Investment increased	\$793,400
New jobs created	4,366
Individuals receiving training	7,465
Persons trained in workforce development	985
Farmers receiving access to loan	532

In FY 2013, PRICE focused most of its aquaculture activities in the 20 southwestern FtF districts of Bangladesh. The project worked together with its partners and public entities to address constraints hampering increased productivity in the aquaculture sector by promoting eco-friendly improved aquaculture practices. Of note in December 2012, the project successfully completed its work on the Greater Harvest and Economic Returns from Shrimp (GHERS) initiative, implemented under a subcontract with WorldFish. Over the life of the project, GHERS supported more than 26,000 shrimp farmers on the adoption of improved shrimp farming techniques, including the use of screened post-larvae and other quality and traceable inputs through purchasing from reputable depots.

A. FISH

This year, PRICE collaborated with a total of 24 fish partners to carry out technical and business needs assessments and facilitate capacity building assistance in the form of trainings, methods and result demonstrations, farmer counseling, and hands-on lessons to farming associations. PRICE also worked to strengthen linkages with various supply chain and value chain actors, such as, input suppliers to farmers, farmers to traders and processors. In the southwest, PRICE particularly emphasized crop rotational integrated farming to minimize capital risks and to produce seasonal crops on the same land.

In FY 2013, PRICE and its partners worked to build the competitive capacity of 7,465 fish farmers, traders, nursery operators, and aquaculture inputs sellers and dealers by providing training on improved fish farming technologies, post-harvest handling, and business management. Further, a total of 985 workers received trainings on farming skills, cage culture, hygienic dry fish production, crab farming and fattening, hatchery, and nursery operation. As a result of improved technical and managerial know-how, PRICE partners have benefited from additional sales of nearly \$11.96 million and generated about \$793,400 in new investments

¹ Department of Fisheries, 2013. National Fish Week 2013 compendium (in Bangla), DoF, Ministry of Fisheries and Livestock. P.127

during this period. Furthermore, partners have seen the creation of over 4,366 jobs across the value chain during this reporting period.

A.1. Brood Management for Quality Seed Production

Quality grade fish brood ensures healthy fish seeds for farmers. This year, PRICE partnered with 18 fish hatcheries and encouraged in-house brood banking to ensure that quality broods are raised and utilized by hatcheries. PRICE facilitated technical training and demonstrations to 120 hatchery workers by local and expatriate consultants, including a volunteer from Winrock International's Farmer-to-Farmer program to mitigate genetic corruption in hatcheries by promoting the use of proven quality-grade brood stocks. The project also facilitated linkages with hatcheries to supply farmers with diversified brood-stock sources to help lower the risk of potential genetic defects that could result in a decline in biomass production efficiencies. These linkages included the brood banks of the Department of Fisheries, WorldFish's brood collection points, and other partner hatcheries with brood exchange programs.



Photo 3: A PRICE beneficiary farmer feeds his fish with high-quality fish feed.

A.2. Scaling Up Farmers' Access to Quality Seeds

This year, PRICE worked with 15 fish hatcheries through the Avoyanagar Motsya Hatchery Owners Association (AMOA), as well as three nursing and seed traders' associations, to ensure the use of quality fish fries in nurseries and quality fingerling sales by traders. PRICE worked to link partner farming groups with hatcheries through seed trading associations and hatchery-registered fry (baby fish) traders. PRICE partner hatcheries hosted trainings for lead farmers on better fish farming, nursery operations, and quality fry production for sales promotion. The project also promoted a smooth, year-round supply of quality fish seeds (fish fries and fingerlings) to farmers through the over-wintering techniques. This year, a total of 720 farmers attended training to help build their capacity to select quality seeds to increase yields. In addition, PRICE provided workforce development training on seed nursing, judicious pond preparation, feeding, sampling, and harvesting and post-harvest treatment to 80 workers and staff members of AMOA.

A.3. Scaling-Up of Improved Farming Practices for Enhanced Productivity

The project aided partners to jointly conduct diverse farming training sessions, which included improved, high-density, integrated, and semi-intensive culture systems, and good aquaculture practices. During this year the project facilitated trainings for 7,465 fish farmers and beneficiaries, including 2,517 women fish farmers. Training focused on improved farming based on commercial farming species and integrated farming technologies.

PRICE also supported follow-up group trainings for 4,900 fish farmers on customized and advanced fish farming technologies, including mono-, mixed, and poly-culture. These refresher training programs were organized to fine-tune the standard methodologies and demonstrate post-harvest handling and good aquaculture practices. Most of these sessions were followed by hands-

on demonstrations and lesson learning sessions. Group organizers provided one-on-one counseling in order to identify and offer customized advice to support members in each stakeholder group that needed help in scaling up their productivity level.

A.4. Aquaculture Best Practices Demonstrations

In this year, a total of 104 method-and-result demonstration ponds were organized jointly with beneficiary farmers, covering 12 districts with small ponds ranging from 40-50 decimals. These plots demonstrated the effects of using recommended doses of input materials such as lime, fertilizer, seeds, feeds, and medicines as well as illustrated sampling procedures to monitor water quality, feed intake, diseases status, and growth performance in cultivation. While establishing the demonstration ponds, owners and local beneficiary farmers were provided technical advice. These field demonstrations were guided by relevant aquaculture experts, monitored by association group organizers, and implemented by the respective owner of the pond. Some demonstration sites attracted neighboring farmers who were not originally included in the training but who were nevertheless interested in learning the effect of best practices.

A.5. Promoting Sustainable and Integrated Farming Practices

The coastal zone in southwest Bangladesh is naturally vulnerable to the effects of climate change. PRICE supported farmer efforts to utilize natural resources more efficiently by integrating aquaculture with other crop farming approaches, such as cage farming or fish farming in rice fields. During the reporting period, PRICE supported the training of fish farmers in the southwest coastal regions on crop rotation and integrated farming technologies, such as fish culture on rice farm, dyke plantation, and farming in cages. PRICE also facilitated informal group trainings on derelict pond preparation and households gardening for 410 small pond owners via farmer field schools conducted by group organizers and voluntary lead famers.



Photo 4: PRICE beneficiaries sort and prepare fish for drying.

As a diversified crop in the high salinity-zone, crab farming and fattening was also found to be a good option in coastal regions of Satkhira district. For this reason PRICE provided technical trainings on standard pen preparation and fixation, stocking, feeding, harvest and post-harvest management to about 560 crab cultivators this year.

A.6. Increasing Capacity for Post-Harvest Handling and Food Safety

PRICE assisted farming associations Mulia Motsyjibi Somity (MMS) and Gondamari Motsyajibi Somoby Somity (GMSS) in organizing training for 240 farmers and collectors on proper handling and cool chain management including grading, icing, packaging, sanitation and transportation. Through the training, wholesalers learned the proper post-harvest handling of fishery products and also primary food safety measures for perishable items.

Working with Bangladesh Frozen Foods Exporters Association (BFFEA), PRICE helped to improve the intermediary fish supply chains for quality raw materials supply and food safety compliance by organizing six union-level workshops in Khulna, Satkhira and Bagherhat districts. In addition, PRICE distributed posters and leaflets on eco-friendly shrimp farming and product safety for approximately 1,200 stakeholders in the region.

A.7. Embedded Service Provision by Fishery Input-Supplying Companies and Traders

This year, PRICE facilitated feed millers and fish health product suppliers by supporting trainings for 440 dealers, sub-dealers, and inputs traders. This included discussions on improved fish farming, post-harvest techniques, and marketing. PRICE also expanded refresher training programs for 320 fish seed traders on the basics of live fry and fingerling carrying, natural productivity in farm water, initial feeding, good nursing and safe transportation. These programs helped them to provide efficient embedded services (service inclusive of business) to the small scale farmers through sharing product advice and relevant farming knowledge.

PRICE, jointly with Digerkanda Matsya Pona Babsie Bohumukhui Simony Somity (DMBBS), arranged training programs for 120 fish seed traders, on nursery operation, responsible transportation and post-sales handling. PRICE provided each member trader with an operational manual for fish seed nursing and trading business. In addition, Okayed Bangladesh Ltd. (EBL) and SMS Feeds Ltd., which have marketing networks throughout the country, trained a total of 440 dealers, agents and lead farmers to convey messages on improved fish and shellfish farming while selling inputs.

B. SHRIMP

B.1. Improved Shrimp Farming and Capacity Development

PRICE concluded its shrimp activities in December 2012. Its final interventions assisted the shrimp depot owners and farmers to enhance bio-security measures such as hazard analysis and critical control points (HACCP) and sanitation standard operating procedures (SSOP). It also focused on the capacity building of depots through training to their staff on product handling, packaging, responsible transportation and cold chain management.

Most of PRICE's shrimp interventions were implemented under the Greater Harvest and Economic Return from Shrimp (GHERS) initiative, implemented by WorldFish as a subcontract to PRICE. Through technical capacity building activities, GHERS interventions resulted in increased productivity, produce quality improvements, disease-free farmed shrimp, and enhanced business capacity of shrimp depots. Working in Bagerhat, Khulna and Satkhira districts, GHERS supported 26,105 shrimp farmers (of which 1,853 were female) on 20,480 hectares of shrimp ghers (ponds) in collaboration with 33 shrimp depots. From 2008 to 2012, GHERS initiatives exceeded its targets by generating a total of increased sales of \$58 million, creating 10,000 new jobs, and adding \$30 million of additional investment over its lifetime.

C. CROSS-CUTTING ISSUES IN AQUACULTURE

C.1. Increasing Small Farmers' Access to Finance

Access to credit is difficult in the aquaculture sector as most fish ponds are leased or are small water holdings with multi-ownership of the land. Many farmers often lack the resources that

would be suitable for collateral in order to pursue traditional bank loans. Further, the traditional weekly repayment system of micro-loans tends to not be suitable for fish farmers as fish production is seasonal and their ability to pay back loans comes only after harvest. To address these constraints, PRICE assisted beneficiary farmers to obtain loans from micro-credit sources through two local NGOs, Nazrul Smity Sangsad (NSS) and Shushilon with modified seasonal repayment arrangements. This year, PRICE facilitated the receipt of micro-credit loans ranging from \$65-\$520 for 532 small famers, including 259 women farmers. In addition, PRICE helped build linkages between financial institutions and medium-scale commercial entities, such as fish hatcheries, production farms, and processing plants to facilitate access to formal finance by arranging of coaching sessions to help the entities prepare bankable business plans.

C.2. Synchronized Group Procurement and Marketing

In FY 2013, PRICE helped to link farmers to hatcheries, feed millers, fish health product sellers, and neighboring farmers' groups to ensure the provision of quality inputs, fries, fingerlings, medicines, and feeds at a reasonable price. This included both horizontal linkages (such as farmer-to-farmer) and vertical linkages (such as farmers-to-wholesalers).

After receiving business management training, facilitated by PRICE, farmers in some regions initiated group harvesting and marketing where farm units are small. Collective buying helped groups to receive soft credits as well as discounts from suppliers. Members of three farming associations collectively purchased fry ad fingerlings to distribute among the group members. In doing so, they decreased production costs while ensuring higher quality inputs, such as seeds, fertilizers and feeds. They also synchronized harvesting and pursued group procurement of ice, storage space, and transport to the wholesale market. In addition, under those associations, farmers with highly commercial species were also able to coordinate with each other to fix harvest dates and amounts destined for a particular market, resulting in increased bargaining power.

C.3. Commercial Service Provision in Aquaculture

The GHERS initiative piloted a private commercial service provision initiative in the shrimp farming regions of Khulna, Satkhira and Bagherhat districts. Under GHERS, extension facilitators were recruited to help rural shrimp farmers learn improved technologies. These facilitator's skills were gradually built up to provide private commercial services, such as farming extension and water testing. With this successful lesson, PRICE promoted aquaculture technical service provision for rural fish farmers in Satkhira regions.

PRICE partner, Juba Academy Satkhira (JAS), completed an intensive training course for 60 unemployed youth, who were selected based on their educational eligibility and interest. This intensive training course focused on improved and advanced farming technologies and included hands-on demonstrations, water and soil testing exercises, and aquaculture farm advisory service skills training. It also covered relevant theoretical and business knowledge necessary to become an aquaculture technical service provider. More than 50 percent the graduates of this training have already started as part time job to provide aquaculture technical services on for-fee basis.

Box 1. PRICE-produced Farmer's Field Guide



C.4. Aquaculture Promotional Materials

This year, PRICE produced a number of technical and promotional materials such as a farmers' field guide (see Box 1). This guide includes technical management lessons such as pond preparation, pond fertilization, stocking, feeding, water quality, diseases management, harvest, post-harvest maintenance, group marketing, and aquaculture entrepreneurship. PRICE also produced flyers and posters to raise awareness of environment-friendly, hygienic fish and shrimp production and export standards. These materials have been distributed to farmers, traders and other beneficiaries.

SECTION III. LEATHER AND LEATHER PRODUCTS

In FY 2013, the entire leather industry in Bangladesh experienced impressive growth in exports. According to the Bangladesh Export Promotion Bureau, such growth is in keeping with an approximately 30 percent increase for exports in FY 2013 versus the previous year. In FY 2013, the overseas sale of leather, leather goods, and footwear increased by 21 percent, 63 percent, and 25 percent, respectively, over FY 2012 sales according to the Export Promotion Bureau of Bangladesh.

INDICATOR	ACHIEVED
Sales increased	\$24.24 million
Investment increased	\$352,600
New jobs created	1,270
Persons trained in workforce development	1,980

This year, PRICE continued its support to small and medium enterprise (SMEs) development through managerial and technical skill development. PRICE provided technical assistance to develop the skills of workers and floor-level supervisors, increase productivity, and minimize product rejection rates. PRICE also arranged training programs on workforce development and labor compliance with lead associations, including the Leather Footwear Manufacturers' and Exporters' Association of Bangladesh (LFMEAB) and the Leather Technologist Small and Medium Entrepreneurs (LTSE). As a part of its market access assistance, PRICE successfully supported the publication of a product catalogue for LTSE and also helped SMEs to link financial institutions for better access to finance.

In FY 2013, PRICE's leather partners achieved a total increase in sales of \$24.24 million, in part due to PRICE's various skill-enhancing interventions. In addition, 1,270 new jobs were created, 1,980 workers were trained through on-the-job training, 164 mid-level managers participated in soft skills training, and 296 floor level supervisors and workers were trained on labor compliance.

A. ASSISTANCE TO SMALL AND MEDIUM ENTERPRISES

PRICE continued its facilitation role in FY 2013 by supporting leather SMEs to build and strengthen linkages with financial institutions as well as by providing technical assistance on workforce development, improved technology, and better management practices.

A.1. Access to Finance

A.1.1. Supporting SMEs for Better Access to Loans

In November 2011, the SME Foundation and Eastern Bank Limited signed an agreement for a credit wholesaling program, where they launched their SME loan product "EBL Uday," a specialized product developed for leather sector SMEs. EBL Uday has two salient features: a single digit interest rate and no collateral requirement. As of September 2013, a total of 22 small enterprises had availed a total of BDT 10 million (approximately \$125,000 USD) of working capital, with a final disbursement of \$6,100 during this reporting year.

A.1.2. Linking SMEs with Financial Institutes

Leather sector SMEs generally lack adequate investment to maintain and expand their activities. Especially during holiday seasons—in particular the two to three months before Eid-ul-Fitr—leather SMEs are flooded with orders, but struggle to respond due to limited resources. In order to address this issue, PRICE facilitated meetings for leather SMEs with two financial institutions to explore opportunities for financing.

- PRICE organized a meeting between the financial institution IDLC and LTSE, which included a factory visit for IDLC representatives to better understand the group's work. LTSE members expressed their need for finance and IDLC presented their existing products. There was a fruitful discussion and IDLC expressed their satisfaction about the group's work. IDLC announced that they plan to develop a new product for cluster finance to help LTSE better meet their financing needs.
- Due to the success of its earlier product “EBL-Udoy”, which offered single digit loans to leather SMEs producing for Aarong, two other financial institutions, Eastern Bank Limited (EBL) and the SME Foundation, are now interested in financing other leather clusters. PRICE facilitated discussions between LTSE and EBL to discuss potential financing as well as to organize a visit to two LTSE members' factories to gauge their production capacity.

A.2. Training

A.2.1. Management and technical skills program for SMEs

The lack of strong management practices and knowledge of improved technology has been a major constraint to productivity and growth among leather SMEs. In response to this issue, PRICE facilitated a series of training designed to enhance managerial and technical skills development for the SME group, LTSE. Leadership and their designees from all 33 LTSE member organizations directly participated in these programs. In collaboration with LTSE, PRICE facilitated training on a variety of topics such as VAT and tax practices, merchandising, preparing standard costing and bankable business proposals, production planning, maintenance of in-process quality control, as well as leadership building and motivation. Industry experts from large firms including Apex-Adelchi Footwear Limited and Bata-Bangladesh gave lectures where they shared concrete business experiences to help the SMEs become more competitive.

A.2.2. Technical Assistance on Improved Technology of Footwear Design and Pattern Making

PRICE, in collaboration with the Center of Excellence in Leather (COEL), facilitated a training program on pattern making and design for nine SMEs from LTSE. This three-week extensive theoretical and on-the-job training program was conducted in late 2012 by a senior designer from the Footwear Design & Development Institute, India. This training helped to enhance the design development skills of the nine SMEs. In addition, the training addressed ways to improve the production processes and workplace skills thereby helping to bring the industrial footwear workforce of Bangladesh toward international standards. Specifically, the training covered advanced pattern-making methods and design along with pattern making of moccasins, safety boots, and Goodyear-constructed shoes.

A.3. Market Linkages

A.3.1. PRICE Supports SMEs through National Trade Fairs

Following its successful participation in 2011 and 2012, PRICE again supported LTSE at the 18th Dhaka International Trade Fair (DITF) in January 2013. This month-long trade fair is organized annually by the Export Promotion Bureau (EPB) and the Leather Sector Business Promotion Council (LSBPC). PRICE provided LTSE technical assistance to prepare for the event, develop branding, and produce marketing and promotion materials. This year, LTSE promoted items under a new brand, “*Leather Cave*,” which had opened up its first retail shop in Dhaka in 2012. *Leather Cave* showcased and sold a number of products including gift items such as leather portfolios, wallets, purses, belts, shoulder and computer bags, jackets, gloves, shoes, and sandals.

In the past, DITF participation resulted in wide product promotion, significant on-the-spot sales, and linkages with new buyers. As expected, DITF 2013 proved to be another fruitful opportunity for the LTSE members to reach new customers and get exposure for their full range of leather products. During DITF 2013, approximately 80,000 attendees visited the *Leather Cave* stall, including a significant number of local and foreign buyers. The *Leather Cave* brand made on-the-spot sales of \$43,000, filled orders of \$25,000, as well as captured the attention of various government ministries, NGOs, and private firms. After receiving such positive response from customers and buyers, LTSE now plans to launch the *Leather Cave* brand nationwide.

In addition to DITF, PRICE, in collaboration with SME Foundation, supported LTSE to take part at the National SME Fair in 2013, for the second consecutive year. This five day-long promotional fair was inaugurated by the Industry Minister who also visited the *Leather Cave* stall. By participating in this fair, LTSE helped to represent the SME leather sector players by showcasing their strengths. In addition, LTSE was able to make some minor on-the-spot sales and orders (\$1,700 and \$2,500, respectively), and link with potential new buyers.

In addition to these fairs, PRICE also supported *Leather Cave* to promote their products by developing a catalogue and to develop a website (www.leathercavebd.com). *Leather Cave* intends to use these materials to promote their product among corporate clients and new buyers through online sales.

A.3.2. Connecting Lead Firms and SMEs through In-Country Exposure Visits

Responding to requests made by various SMEs, PRICE, in collaboration with LFMEAB, arranged four in-country study tours in FY 2013. Twenty representatives from 18 different SMEs participated in visits to Earth Footwear Ltd., US-Bangla Leather Products Ltd., Bengal Shoe Industries Ltd., and Albarosa Ltd., three leading leather goods and footwear manufacturers and exporters in Bangladesh. The aim of these study tours was to introduce SME producers to better business practices—in terms of technology and management—to help reduce the performance gap between lead firms and SMEs. Participants visited the lead firm factories to observe improved production and management practices and learn about different product quality control systems and line production. They also discussed the adoption of various techniques to increase product quality and finishing and lead firms shared their experience using the latest machineries and technologies. As a result of these study tours, a few of these SMEs have already begun to implement some of the best practices that they have learned at their factory premises to simplify the production process.

B. ASSISTANCE IN WORKFORCE DEVELOPMENT

B.1. Soft and technical skills development programs at COEL

Leather industry stakeholders often lack machine maintenance experts. For this reason, PRICE and COEL initiated a six month-long training for 30 new machine operators, conducted by various industry experts and engineers. All of the training's graduates have been placed in industry, particularly in footwear manufacturers. The course included topics such as general English and math concepts, occupational safety and health, the use and maintenance of electrical and mechanical instruments, and an introduction to electronic and hydraulic systems.



Photo 5: Trainee supervisors in a machine operating session at COEL, Gazipur

PRICE also initiated a program to train 50 new factory floor supervisors for six months on both theoretical and practical issues. All 50 trainees successfully completed the program and were hired into the leather products industry. This program covered many topics including basic mathematical concepts, an overview of the leather goods and footwear industries, supervising operations in a leather enterprise, managing quality customer service, leadership, team effectiveness, and effective workplace relationships, risk management, workplace safety. The program also helped to build technical knowledge and skills such as embossing and stamping operations, table work, cutting leather by machine and hand, leather good materials identification, sewing leather by machine, hand lasting, and chemical finishing applications.

In addition to technical skills courses, PRICE encouraged COEL to include soft skills—such as leadership, supervisory skills, team building, communications, and interpersonal skills—along with technical trainings on sewing, cutting, and lasting. More than 160 mid-level managers from several LFMEAB-member companies attended these courses.

B.2. Skill development with LFMEAB members

PRICE facilitated a skills development training program for newly recruited workers of six LFMEAB members. In FY 2013, 1,980 trainees enrolled in the two month-long training program. Of these, 1,200 joined the respective members' factory as full-time employees after the successful completion of the on-the-job training. PRICE also facilitated labor compliance training for LFMEAB members, which were attended by 296 trainees.



Photo 6: A group of women from Raipur cluster at Laxmipur district receive hands-on training on moccasin stitching from a PRICE consultant.

Also this year, PRICE, in collaboration with LFMEAB and Bengal Shoe Industry Limited (BSIL), provided moccasin stitch training to build the skills and promote self-employment opportunities for approximately 700 women from 14 different villages in Laxmipur district. Upon completion of the training, BSIL began to outsource work to these newly-trained workers. In this year, these self-employed workers sewed 226,602 pairs of moccasins, which resulted in \$4,112,256 of additional sales for BSIL.

B.3 Supervisory Skill Development for PICARD

In FY 2013, PRICE arranged supervisory skills development program for the existing supervisors of PICARD. Twenty five supervisors attended these programs, which covered quality assurance and troubleshooting on production, wastage reduction, productivity enhancement, and process simplification. The training also discussed time management, leadership skills development, communication skills, and proper documentation.

B.4. Skill Development Intervention for LTSE

This FY 2013, PRICE completed skills development training for 401 LTSE employees. PRICE also completed six factory floor supervisor skill development programs which were attended by 23 supervisors from 14 SMEs. The training topics were selected by LTSE through a need assessment and included leadership, production documentation, occupational health and safety, and compliance. PRICE also initiated a 3 day-long program on labor compliance that covered basic factory compliance and labor rights; health and safety and personal protective equipment and first aid; environmental management systems; the use of material safety data sheets, standard operating procedures and machine maintenance; and grievance and discrimination policies. Compliance trainings were conducted at Deya Footwear, Crystal Footwear, Denny's Footwear, Malim BD, and a World Vision-supported cluster.

In addition, PRICE linked LTSE group with COEL to ensure that COEL can take over future SME skill development initiatives after the end of PRICE. LTSE and COEL signed a MoU to highlight areas for future collaboration.

SECTION IV. TRAINING

In FY 2013, PRICE continued to develop training programs that focused on improved farm management, improved agricultural technologies, proper business conduct, business compliance across supply chain participants, enterprise workforce management, and industry adherence to best practices following both national and international standards. PRICE's training programs is that better yields and market linkages will contribute to a more robust domestic market. Further, improved knowledge and application of international standards will increase the opportunity for Bangladeshi exports.

Through partner enterprises, PRICE facilitated trainings and provided the technical support by assigning sector specialists to conduct both classroom-based trainings and field demonstrations. PRICE trainings utilize a participatory approach, including brainstorming, question and answer sessions, practical experience sharing, and group work trainings, in order to best engage trainees and beneficiaries in the topics being discussed. PRICE's training efforts emphasize gender equity with the goal of creating more opportunities for women to be involved in income generation activities and enhance their economic empowerment.

In the horticulture, aquaculture, and leather products sectors, PRICE facilitated various trainings on workforce development, management, and technology in order to strengthen and develop our partner's competitiveness. PRICE also conducted refresher trainings of prior courses for participants involved in technical or business management training, and also hosted sessions on labor compliance. In FY13, PRICE facilitated 2,153 training activities for 72,154 participants in all three sectors, of which 18,884 participants were female (26 percent). Table 5 below depicts the type and number of trainings that were held, with a further a breakdown by gender.

Table 5: Total PRICE trainings and participants FY13 (October 2012-September 2013)

Type of Training	Total Training Events	Total Participants		
		Male	Female	Total
Workforce Development	215	5,063	2,418	7,481
Management or Technology	1,671	40,088	14,805	54,893
Refresher Training	267	8,119	1,661	9,780
Total	2,153	53,270	18,884	72,154

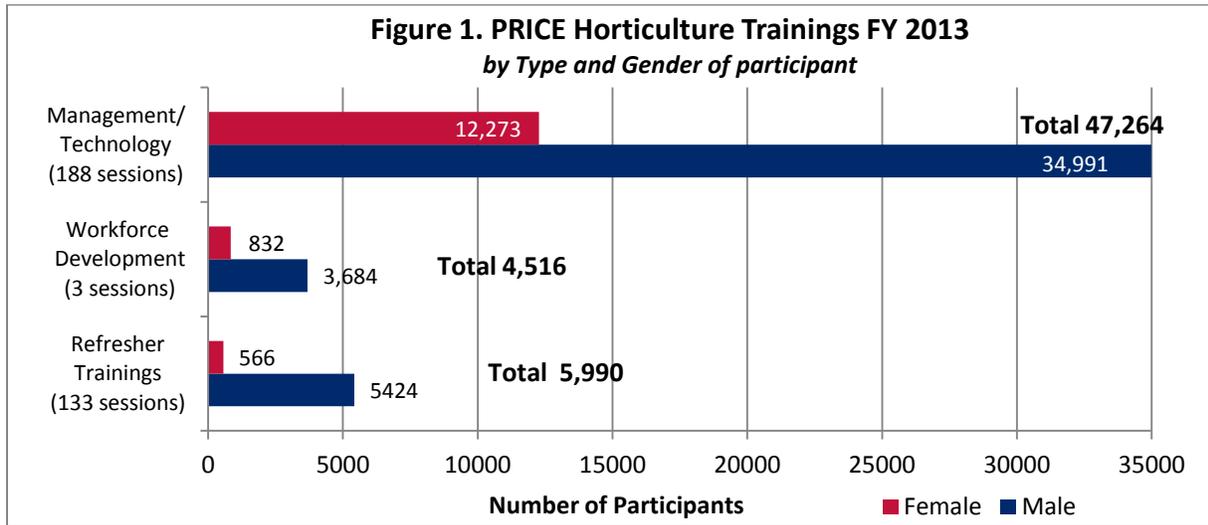
A. HORTICULTURE

This year, PRICE facilitated 1,817 horticulture-related trainings for 57,770 participants, of which 13,671 were women. Farmers learned new skills and farming techniques for eggplant, crop management for the summer and *robi* growing seasons, the use of organic fertilizer, vegetable seed production, and mango post-harvesting. Training topics included critical growth periods, crop rotation, use of quality resistant varieties, clean cultivation practices, identification and management of insects and diseases, and

Table 6: PRICE Horticulture training sessions held, FY 2013

Types of Training	Number of Trainings
Workforce Development	233
Management or Technology	1500
Refresher Training	84
Total	1817

harvesting and post-harvest handling techniques. In addition, farmers were introduced to integrated pest management approaches, dyke cropping, and contract farming arrangements.



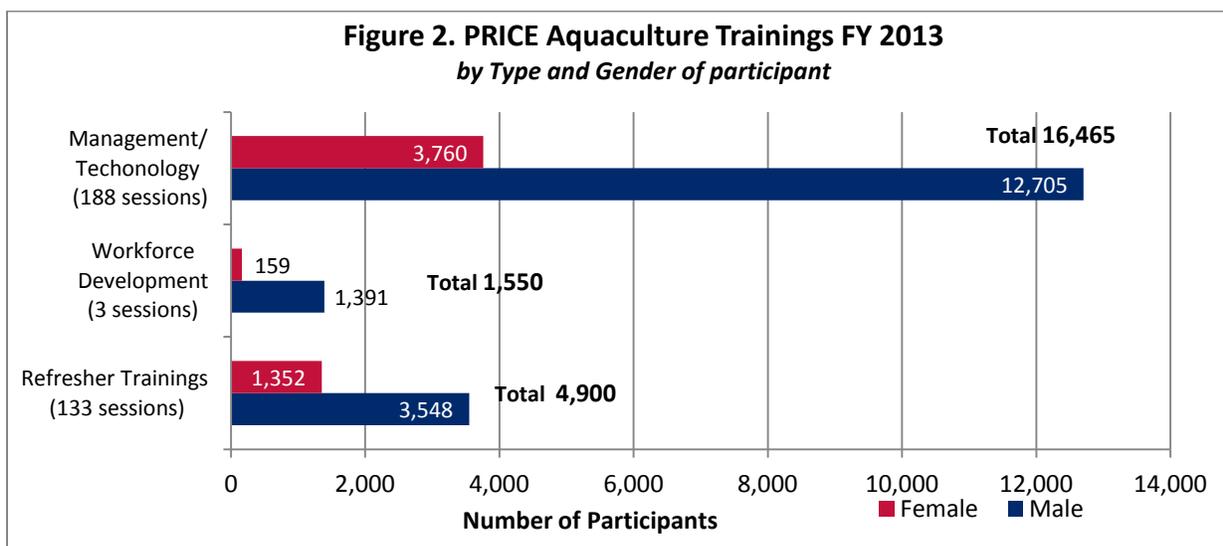
B. AQUACULTURE

In this period, the PRICE aquaculture sector facilitated a total of 324 training events for 22,915 participants, of which 5,271 were female. The training focused mainly on diverse methods of fish culture, starting from pond preparation to production, post-harvest

Table 7: PRICE Aquaculture training sessions held, FY 2013

Types of Training	Number of Trainings
Management or Technology	188
Workforce Development	3
Refresher	133
Total	324

handling, and quality preservation. In addition, as part of management training, trainings covered group procurements of inputs, group marketing, and documentation on farming methods.

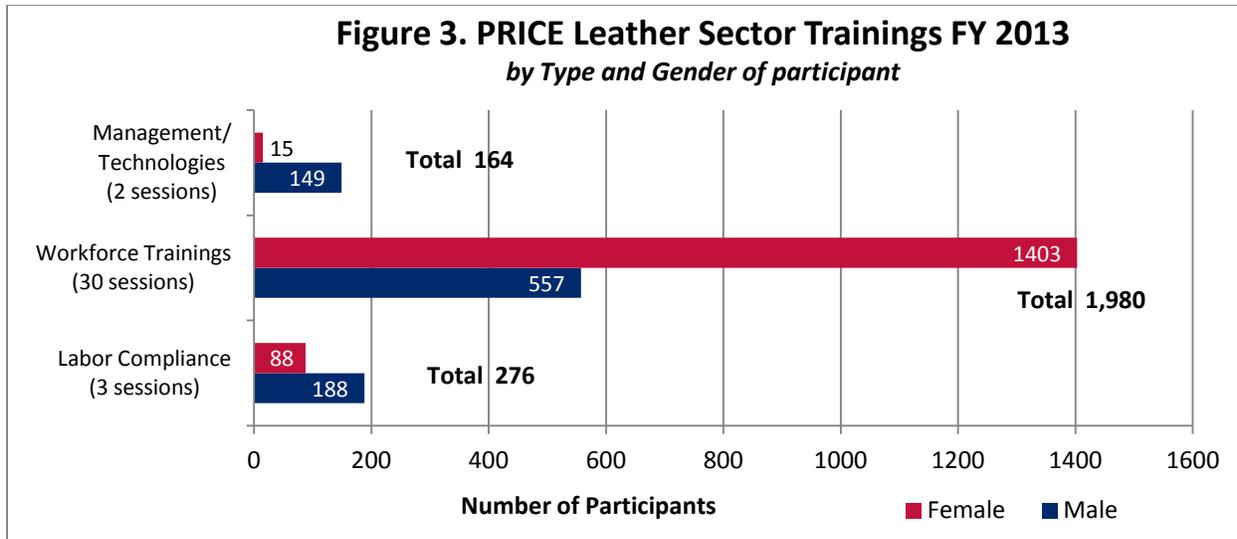


C. LEATHER PRODUCTS

PRICE has worked closely with its partners to develop workforce development and labor compliance training programs with a focus on including rural women and youth. This year PRICE held 30 workforce development trainings sessions with 1,980 participants from seven companies. Workforce development training included sessions on the leather selection process, leather cutting, sewing and lasting; health safety, and environmental management systems, machine maintenance, safety, and grievance and discrimination policies. The objective of this program was to instill better practices at the factory level to assist the factories in compliance with national and international standards.

Table 8: PRICE Leather training sessions held, FY 2013

Types of Training	Number of Trainings
Workforce Training	30
Management or Technology	2
Labor Compliance	3
Total	35



SECTION V. GENDER EQUITY

Women's involvement in the Bangladeshi labor force is limited for various reasons, including limited educational qualifications, religious perceptions, cultural restrictions, maternal responsibilities, and wage discrimination. PRICE's gender integration initiatives are designed to contribute to women's economic empowerment and inclusion in Bangladesh's labor market as well as have a positive improve their status in the community. PRICE works to build women's skills and promote their engagement in income generating activities through interventions in horticulture, aquaculture, and leather products. PRICE works with partner organizations to ensure that they are inclusive of women in their technical training opportunities as well as meet specific job placement targets for women through their activities. Through specific interventions focusing on the inclusion of women, PRICE aims to foster a more diverse workforce. By appreciating the contribution of both women and men in the workforce, as well as providing equal opportunities for skill building and advancement, PRICE aims to support the development of a more competitive business environment for Bangladesh.

A. HORTICULTURE

Women play an important role in horticulture production in Bangladesh as they generally take the lead on various activities such as collecting and preserving seeds for the next crop. In some horticulture areas, such as potato and eggplant cultivation, post-harvest management, and vegetable production, women's participation is relatively high, accounting for almost 50 percent of the workforce. Nevertheless in other areas of the horticulture sector, women's participation remains low. In cereal production, for example, women make up only 11-20 percent of the workforce.

This year, PRICE conducted 1,817 training events in the horticulture sector, which reached a total of 13,671 female farmers. Direct training was designed to increase the female participants' knowledge and skills in production technology, proper use of organic fertilizer, vegetable and eggplant cultivation, as well as encourage their participation in contract farming schemes. As a result, the female farmer participants are now directly involved in vegetable cultivation and post-harvest management activities. Of the new jobs created by PRICE's horticulture partners this year, 18,264 or 21 percent were secured by women.

B. AQUACULTURE

In the aquaculture sector, PRICE focused on providing assistance to women in order to increase their involvement and effectiveness in aquaculture activities. PRICE-supported training to female participants helped to build their skills and knowledge in aquaculture farming and raise their potential for increasing yields. Working with partners like Rakhaing Development Foundation (RDF), Sustainable People's Initiative Economic Development (SPIED), and Jubo Academy Satkhira (JAS) which assist women's farmers groups, PRICE facilitated training which focused on homestead aquaculture to increase beneficiary farmers' household incomes by encouraging new self-employment opportunities. In this period, PRICE supported aquaculture training for 22,915 farmers, of which 5,271 were female (23 percent). During this year, a total of

4,366 new jobs were created by PRICE aquaculture partners of which 343 (eight percent) were secured by women.

C. LEATHER PRODUCTS

The leather industry in Bangladesh directly and indirectly employs more than 700,000 people; however, women's involvement in the sector tends to be at the lower skill levels. While women make up approximately 40 percent of the footwear and leather goods subsectors, their involvement in entrepreneurial and managerial levels of the leather sector is extremely low due to their lack of opportunity for advancement. As part of its workforce development trainings to large industries as well as SMEs, PRICE works to build supervisory and managerial skills of the workforce. PRICE encourages its partners to include more women in these trainings as well as create more job opportunities for women as both as workers as well as supervisors. During this period PRICE facilitated workforce development training for 1,980 workers including 1,403 women (71 percent). Additionally, among the 1,270 new jobs created in the sector as a result of PRICE intervention, 646 (nearly 51 percent) were secured by women.

ANNEX I: PRICE FY 2013 PERFORMANCE (AND ACCUMULATED)

A. STANDARD INDICATORS

Ref.	Indicator & Disaggregation	Unit	FY13 Target	FY13 Achievement
4.5.2 -23	Value of incremental sales (collected at farm-level) attributed to FTF implementation	USD	19,725,000	61,320,959
	Aquaculture		9,600,000	10,519,685
	_Fish		9,000,000	9,632,102
	_Shrimp		600,000	887,583
	Horticulture		10,125,000	50,801,274
	_Potato and vegetables		8,500,000	50,208,509
	_Cross-cutting horticulture		1,625,000	592,764
4.5.2-38	Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	USD	1,660,000	1,693,153
	Aquaculture		1,300,000	793,400
	Horticulture		360,000	899,753
4.5.2-7	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	Number	31,500	48,509
	Male		25,950	35,002
	Female		5,550	13,507
4.5.2-5	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	24,960	33,609
	New		9,220	17,866
	Continuing		15,740	15,743
	Male		19,220	25,465
	Female		5,740	8,144
4.5.2 - 2	Number of hectares under improved technologies or management practices as a result of USG assistance	Number	7,360	8,868
	New		2,050	3,559
	Continuing		5,310	5,310
	Male		6,020	7,247
	Female		1,340	1,622

B. CUSTOM INDICATORS

Type	Indicator & Disaggregation	Unit	LoP Target - Achievement	FY13 Performance			Accumulated Achievement through FY13		
				Target	Achievement	% of Achievement	Cumulative planned	Cumulative achieved	% of LoP Projection Achieved
Custom	Total Value of Sales Increased	USD	366,387,601	51,450,342	98,588,574	192%	230,300,059	404,690,986	110%
	Domestic		232,383,305	23,099,253	74,442,104	322%	113,378,692	280,767,807	121%
	Export		134,004,296	28,351,089	24,146,469	85%	116,921,367	123,923,179	92%
	Aquaculture		198,792,236	12,000,000	11,960,581	100%	105,306,337	197,752,817	99%
	Horticulture		69,405,244	12,025,000	62,383,489	519%	44,826,243	117,763,732	170%
	Leather/Leather products		98,190,122	27,425,342	24,244,504	88%	80,167,478	89,174,437	91%
Custom	Number of Full-time equivalent Jobs Created	Number	67,274	6,670	23,900	358%	49,492	83,204	124%
	Aquaculture		43,245	2,900	4,366	151%	31,558	44,411	103%
	Horticulture		16,657	2,900	18,264	630%	13,434	31,021	186%
	Leather/Leather products		7,372	870	1,270	146%	4,500	7,772	105%
	Male		53,537	4,611	19,030	413%	39,367	66,981	125%
	Female		13,738	2,059	4,869	236%	10,125	16,223	118%
Custom	Total Value of Investment	USD	20,992,917	1,910,000	2,045,717	107%	7,832,346	21,028,635	100%
	Aquaculture		18,437,841	1,300,000	793,400	61%	5,204,828	17,931,241	97%
	Horticulture		1,368,748	360,000	899,753	250%	1,297,519	1,808,501	132%
	Leather/Leather products		1,186,328	250,000	352,564	141%	1,330,000	1,288,892	109%
Custom	Number of persons participated in WF-dev programs	Number	28,400	9,500	7,481	79%	27,840	26,381	93%
	Aquaculture		7,969	1,000	985	99%	5,527	7,954	100%
	Horticulture		8,196	5,700	4,516	79%	9,000	7,012	86%
	Leather/Leather products		12,235	2,800	1,980	71%	13,314	11,415	93%
	Male		11,743	4,190	5,027	120%	15,572	12,580	107%
	Female		16,658	5,310	2,454	46%	12,268	13,802	83%
Custom	Number of firms and farmers receiving USG assistance to access formal loan or micro-credit	Number	32,677	15,540	18,304	118%	19,098	31,441	96%
	Aquaculture		4,171	540	532	99%	3,293	4,163	100%
	Horticulture		28,478	15,000	17,771	118%	15,783	27,249	96%
	Leather/Leather products		28	0	1	-	21	29	104%
	Male		27,843	14,520	9,479	65%	16,399	19,002	68%
	Female		4,834	1,020	8,825	865%	2,699	12,439	257%

ANNEX II: PRICE BANGLADESH FTFMS AND PPR FY 2013

A. STANDARD INDICATORS

Indicator No.	Indicator title	Unit	Disaggregated by:	Baseline		FY'13 Target	Achieved to end of FY'13			FY14 (Oct-Dec '13) Target
				Year	Value		FTF Zone	Non-FTF Zone	Total	
4.5.2-23	Value of incremental sales at farm level attributed to FtF implementation	US \$ mill.	Fish and shrimp	2011	79,320,356	9,600,000	8,483,455	2,036,230	10,519,685	800,000
			Fish quantity in MT				4,549	2,311	6,859	
			Horticulture	2011	9,161,599	10,125,000	39,090,273	11,711,001	50,801,274	1,500,000
			Horticulture quantity in MT				205,304	55,252	260,556	
			Total	2011	88,481,955	19,725,000	47,573,728	13,747,231	61,320,959	2,300,000
	Total quantity in MT				209,852	57,563	267,415			
4.5.2-38	Value of new private sector investment in the agriculture sector or food chain leveraged by FtF implementation	US \$ mill.	None		0	1,660,000	1,321,933	371,220	1,693,153	100,000
4.5.2-2	Number of hectares under improved technologies or management practices as a result of USG assistance	Hectares	New		0	2,050	2,973	586	3,559	0
			Continuing		0	9,740	3,183	2,127	5,310	7,360
			Male		0	6,020	4,779	2,467	7,247	6,020
			Female		0	1,340	1,376	246	1,622	1,340
			Total		0	7,360	6,155	2,713	8,868	7,360
4.5.2-5	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	New		0	9,220	16,426	1,439	17,866	0
			Continuing		0	15,740	12,278	3,465	15,743	24,960
			Male		0	19,220	21,564	3,901	25,465	19,220
			Female		0	5,740	7,141	1,004	8,144	5,740
			Total		0	24,960	28,705	4,904	33,609	24,960
4.5.2-7	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	Number	Male		0	25,950	30,925	4,077	35,002	0
			Female		0	5,550	13,204	303	13,507	0
			Producers		0	30,750	41,239	4,130	45,369	0
			People in government		0		2,090	30	2,120	0
			People in private sector firms		0	750	800	220	1,020	0
			Total		0	31,500	44,129	4,380	48,509	0

B. CUSTOM INDICATORS

Indicator No.	Indicator title	Unit	Disaggregated by:	Baseline		FY'13 Target	Achieved to end of FY'13			FY14 (Oct-Dec '13) Target
				Year	Value		FTF Zone	Non-FTF Zone	Total	
Custom	Total Value of Sales Increased	US \$ mill.	Domestic	2011	101,831,571	23,099,253	52,664,383	21,777,722	74,442,104	2,958,350
			Export	2011	81,866,821	28,351,089	949,949	23,196,521	24,146,469	5,876,500
			Aquaculture	2011	170,903,146	12,000,000	8,338,396	3,622,185	11,960,581	1,000,000
			Horticulture	2011	12,795,246	12,025,000	45,275,935	17,107,554	62,383,489	2,000,000
			Leather/Leather products	2011	0	27,425,342	0	24,090,004	24,090,004	5,834,850
			Total	2011	183,698,392	51,450,342	53,614,331	44,819,742	98,434,074	8,834,850
Custom	Number of Full-time equivalent Jobs Created	Number	Aquaculture		0	2,900	4,015	351	4,366	300
			Horticulture		0	2,900	7,935	10,329	18,264	1,000
			Leather/Leather products		0	870	0	1,270	1,270	0
			Male		0	4,610	9,707	9,323	19,030	975
			Female		0	2,060	2,242	2,627	4,869	325
			Total		0	6,670	11,950	11,950	23,900	1,300
Custom	Total Value of Investment Increased	US \$ mill.	Aquaculture		0	1,300,000	542,729	250,671	793,400	0
			Horticulture		0	360,000	779,204	120,549	899,753	100,000
			Leather/Leather products		0	250,000	0	352,564	352,564	0
			Total		0	1,910,000	1,321,933	723,784	2,045,717	100,000
Custom	Number of persons participated in WF-dev program	Number	Aquaculture		0	1,000	865	120	985	0
			Horticulture		0	5,700	4,396	120	4,516	0
			Leather/Leather products		0	2,800	0	1,980	1,980	0
			Male		0	4,200	4,330	697	5,027	0
			Female		0	5,300	931	1,523	2,454	0
			Total		0	9,500	5,261	2,220	7,481	0
Custom	Number of firms and farmers receiving USG assistance to access formal loan or micro-credit	Number	Aquaculture		0	500	438	94	532	0
			Horticulture		0	15,000	17,771	0	17,771	4,000
			Leather/Leather products		0	0	0	1	1	0
			Male		0	14,500	9,423	56	9,479	3,800
			Female		0	1,000	8,786	39	8,825	200
			Total		0	15,500	18,209	95	18,304	4,000

ANNEX III: PARTNER-WISE RESULTS

A.1. AQUACULTURE: FISH

Regio	Partner Type	Partner	Sales Increased			No. Total Jobs Created			Investment Increased
			Domestic USD	Export USD	Total USD	Male	Female	Total	USD
Bogra	Enterprise	Nokla Motsojibi Somity	541	0	541	7	3	10	2,222
	Farmer Group	Digherkanda Matsopona Beboshahi-Kallan Bohumukhi Somabaya Somity (DMBBS)	33,857	0	33,857	17	0	18	893
	Farmer Group	Trinamool Manobik Unnayan Shongstha (TMUS)-2	256,319	0	(256,319)	(394)	0	(394)	71,493
	Farmer Group	Kahaloo Matshya Chashi Samoby Samity-2	866,765	0	866,765	148	2	150	57,086
	Farmer Group	Society for Sustainable Development for the Rural & Urban Area (SSURDA)	1,391,928	0	1,391,928	454	0	454	81,336
Jessore-Khulna	Farmer Group	Society for Sustainable Development for the Rural & Urban Area (SSURDA)-2	69,639	0	69,639	79	0	79	6,088
	Farmer Group	Agriculture Advisory Society (AAS)-(Aqua)	711,216	0	711,216	625	(0)	625	73,242
	Farmer Group	Agriculture Advisory Society (AAS)-(Aqua)-3	144,221	0	144,221	96	1	96	12,393
	Farmer Group	Talora Ancholik Matsa Chasi Somobay Somity	152,193	0	152,193	10	(3)	7	3,636
	Farmer Group	Rakhaing Development Foundation (RDF)- 2	1,578,216	0	1,578,216	(101)	0	(101)	172,049
	Farmer Group	Rakhaing Development Foundation (RDF)-3	26,766	0	26,766	17	0	17	4,175
	Farmer Group	Barisal Aquaculture Development Society (BADs)	264,696	0	264,696	51	2	53	15,862
	Farmer Group	Center for Integrated Social Development (CISD)	495,123	0	495,123	(8)	(19)	(26)	46,317
	Farmer Group	Bangladesh Cage Culture Owners Association (BCOA)	148,948	0	148,948	26	0	26	34,439
	Farmer Group	Mulia Matshyajibi Samittee	495,236	0	495,236	91	13	103	15,299
	Farmer Group	Goldhamari Motshojibi Samabay Somity (GMSS)	298,790	0	298,790	92	4	97	8,260

	Enterprise	South Bay (Pvt) Ltd	58,951	0	58,951	0	0	0	0
	Enterprise	Nowapara Fisheries Complex	6,272	0	6,272	(13)	(1)	(15)	0
	Farmer Group	South Bay (Pvt) Ltd-Farmers	160,968	0	160,968	(17)	1	(16)	2,790
	Farmer Group	Nowapara Fisheries Complex-Farmers	270,272	0	270,272	74	8	81	5,660
	Farmer Group	Trinomool Krishi Unnayan Shomoby Shamitee Ltd.-Farmers	816,838	0	816,838	29	(1)	28	4,369
	Farmer Group	Trinomool Krishi Unnayan Shomoby Shamitee Ltd.-Farmers-2	137,536	0	137,536	90	1	90	12,397
	Farmer Group	Chitra Unnayan Kendra-Farmers	370,967	0	370,967	161	22	184	22,453
	Farmer Group	Banchte Shekha-Farmers	300,322	0	300,322	107	1	108	12,483
	Farmer Group	Shushilon (Aqua)-Farmers	454,613	180,259	634,872	126	117	243	52,823
	Farmer Group	Avoyagar Motsya Hatchery Owners' Association (AMOA)	355,794	0	355,794	183	25	208	15,569
	Farmer Group	Nazrul Smrity Sangsad (NSS)-1	49,045	0	49,045	22	0	22	5,178
Dhaka	Farmer Group	Trinamool Manobik Unnayan Shongstha (TMUS)-3	114,213	0	114,213	128	0	128	11,531
	Enterprise	SMS Feeds Ltd.	1,585,414	0	1,585,414	87	25	113	37,642
Total Fish			11,103,019	180,259	11,283,279	2,186	203	2,389	787,683

A.2. AQUACULTURE: SHRIMP

Region	Partner	Sales Increased			No. Total Jobs Created			Investment Increased (USD)
		Domestic USD	Export USD	Total USD	Male	Female	Total	
Dhaka	Gazi Fish Culture Ltd	0	176,416	176,416	(2)	7	5	1,235
	SM Shrimp Culture	0	3,966	3,966	18	0	18	0
	GHERS-1 by The WorldFish	420,036	(357,698)	62,338	290	(67)	223	459
	GHERS-2 2010 by The WorldFish	(453,037)	(68,240)	(521,277)	328	13	342	1,313
	GHERS-2 2011 by The WorldFish	(219,150)	287,426	68,276	730	126	856	2,334
	GHERS-3-Farmers 2012 by WorldFish	159,765	727,818	887,583	472	61	533	377
	Total Shrimp	(92,387)	769,689	677,303	1,836	141	1,977	5,718

Source of data: Partner interviews for enterprises and sample surveys for farmer groups.

B. HORTICULTURE

Region	Partner Type	Product	Partner	Sales Increased			No. Total Jobs Created			Investment Increased
				Domestic USD	Export USD	Total USD	Male	Female	Total	USD
Bogra-Rajshahi	Enterprise	Potato	Gram Unnayan Karma Enterprise Development (GUKED)-1	830,106	0	830,106	206	46	252	0
	Enterprise	Potato	Gram Unnayan Karma Enterprise Development (GUKED)-2	2,428,694	0	2,428,694	1,513	752	2,265	0
	Enterprise	Potato	Murail Rural Development Multipurpose Cooperative Society Ltd	143,526	0	143,526	44	15	59	0
	Enterprise	Potato	Murail Rural Development Multipurpose Cooperative Society Ltd-2	210,048	0	210,048	65	29	94	0
	Farmer Group	Potato	Seed Potato Growers' Cooperative Society Ltd.	2,333,088	0	2,333,088	(158)	0	(158)	0
	Enterprise	Potato	Ferdous Biotech Ltd	130,970	0	130,970	9	6	15	9,959
	Enterprise	Potato	Sajeeb Seeds	85,692	0	85,692	10	8	18	0
	Enterprise	Potato	Unique Seeds	81,979	0	81,979	21	9	30	0
	Enterprise	Potato	Technology For Rural Development (TFRD)	221,033	0	221,033	158	68	226	2,532
	Farmer Group	Potato	Shibgonj Upazila Farmers' Cooperative Shamitee (SUFCSL)	1,271,965	0	1,271,965	1,033	167	1,200	28,331
	Enterprise	Cross-Cutting	Grameen Krishak Sohayak Sangstha Enterprise (GKSSE)	92,378	0	92,378	29	1	30	192
	Farmer Group	Cross-Cutting	Grameen Krishak Sohayak Sangstha Enterprise (GKSSE) - Farmers	592,764	0	592,764	1,087	844	1,931	5,108
	Enterprise	Cross-Cutting	Riya Fertilizer	153,639	0	153,639	37	3	40	5,128
	Enterprise	Cross-Cutting	Blue Moon International	950,000	0	950,000	22	0	22	0
	Farmer Group	Mango	Kansat Mango Farmer Multipurpose Co-operative Society Limited	5,390,235	0	5,390,235	3,167	0	3,167	44,700
	Enterprise	Mango	Kansat Mango Farmer Multipurpose Co-operative Society Limited- Mango (Dhaka)	67,026	0	67,026	5	2	7	0
	Farmer Group	Mango	Banolota Mango Producer Cooperative Society Ltd	2,122,947	0	2,122,947	1,132	0	1,132	24,599
Enterprise	Mango	Banolota Mango Producer Cooperative Society Ltd- Mango (Dhaka)	1,463	0	1,463	0	0	0	0	
Kh	Enterprise	Potato	Konika Seed Company Ltd	711,103	0	711,103	319	164	483	57,503

Enterprise	Potato	Pride Agro Enterprise - Potato	236,489	0	236,489	91	49	140	1,485
Enterprise	Potato	Krishak Bandhu Karmashuchi - Potato	333,075	0	333,075	124	53	177	0
Farmer Group	Potato	Pride Agro Enterprise- Potato Farmers	439,505	0	439,505	65	(19)	45	2,688
Enterprise	Potato	Dipti Agro Enterprise	55,132	0	55,132	17	8	25	2,868
Enterprise	Potato	Proshikkhito Jubo Kalyan Agro Enterprise-(Potato)	34,224	0	34,224	16	10	25	1,621
Farmer Group	Potato	Jagoroni Agro Industries-Potato Farmers	447,728	0	447,728	55	28	83	2,369
Farmer Group	Potato	Dipti Agro Enterprise-Potato Farmers	420,057	0	420,057	61	13	73	6,635
Farmer Group	Potato	Proshikkhito Jubo Kalyan Agro Enterprise-Potato Farmers	681,153	0	681,153	118	42	160	3,188
Farmer Group	Potato	Konika Seed Company -Potato Farmers	1,548,863	0	1,548,863	274	56	330	4,060
Farmer Group	Potato	Society Development Committee-Potato Farmers	614,321	0	614,321	134	54	188	2,271
Enterprise	Eggplant	Pride Agro Enterprise-(Eggplant)	665,662	0	665,662	128	58	186	4,217
Enterprise	Eggplant	Krishak Bandhu Karmashuchi-(Eggplant)	89,170	0	89,170	9	4	13	611
Farmer Group	Eggplant	Society Development Community (SDC)-Eggplant Farmers	421,113	0	421,113	150	1	151	4,292
Farmer Group	Eggplant	Pride Agro Enterprise- Eggplant Farmers	1,488,857	0	1,488,857	187	24	211	33,001
Farmer Group	Eggplant	Polly Prokrity-Eggplant Farmers	551,044	0	551,044	61	6	67	3,628
Farmer Group	Eggplant	Dipti Agro Enterprise-Eggplant Farmers	302,805	0	302,805	30	13	43	4,582
Farmer Group	Eggplant	Jagoroni Agro Industries- Eggplant - Farmers	562,958	0	562,958	62	39	101	19,907
Farmer Group	Eggplant	Rural Reconstruct. Foundation - Eggplant Farmers	1,803,215	0	1,803,215	275	44	320	18,520
Enterprise	Eggplant	Proshikkhito Jubo Kalyan Agro Enterprise-(Eggplant)	1,474	0	1,474	1	0	1	0
Enterprise	Mango	Chesta Agro Enterprise	128,525	0	128,525	16	4	20	4,002
Enterprise	Mango	Adorsho Foundation	106,119	0	106,119	7	5	11	4,068
Farmer Group	Mango	Chesta Agro Enterprise - Farmers	8,345,944	0	8,345,944	350	63	413	66,399
Farmer Group	Mango	Jagoroni Agro Industries - Mango Farmers	1,021,314	0	1,021,314	(37)	(4)	(41)	4,682
Farmer Group	Mango	Rural Reconstruction Foundation - Mango Farmers	1,925,992	0	1,925,992	18	(4)	14	5,862
Enterprise	Cross-Cutting	Padma Seeds	1,541,193	0	1,541,193	44	25	69	18,025

Enterprise	Cross-Cutting	Biotech Agro complex	19,862	0	19,862	10	7	16	4,254
Enterprise	Vegetables	EFADF Agro Business	1,128,520	0	1,128,520	194	17	211	628
Farmer Group	Vegetables	EFADF Agro Business - Vegetable Farmers	2,758,386	0	2,758,386	724	255	979	218,300
Enterprise	Vegetables	Renaissance	153,949	0	153,949	4	6	10	814
Farmer Group	Vegetables	Renaissance Vegetable Farmers	6,390,292	0	6,390,292	1,535	396	1,931	137,036
Farmer Group	Vegetables	Polly Prokrity - Chilli Farmers	297,940	0	297,940	70	37	108	2,812
Enterprise	Vegetables	Pride Agro Enterprise	134,035	0	134,035	22	11	33	95
Farmer Group	Vegetables	Dipti Agro Enterprise - Onion Farmers	29,633	0	29,633	7	2	9	863
Farmer Group	Vegetables	Shushilon-Watermelon Farmers	5,887,393	0	5,887,393	476	390	866	89,597
Farmer Group	Vegetables	Pride Agro Enterprise - Summer Tomato Farmers	342,619	0	342,619	35	(2)	33	980
Farmer Group	Vegetables	Jagoroni Agro Industries - Summer Tomato Farmers	150,512	0	150,512	15	(2)	13	1,455
Farmer Group	Vegetables	Rural Reconstruct. Foundation - Summer Tomato Farmers	110,406	0	110,406	(25)	(16)	(41)	285
Enterprise	Cross-Cutting	Lalteer Seed Limited-2	847,129	0	847,129	62	5	67	0
Farmer Group	Vegetables	Sheba Manab Kallyan Kendra Enterprise (SMKKE)-Vegetable Farmers	1,022,828	0	1,022,828	161	46	208	39,124
Farmer Group	Tomato	Polly Prokrity - Tomato Farmers	15,818	0	15,818	2	1	2	81
Farmer Group	Vegetables	Pride Agro Enterprise Onion Farmers	65,126	0	65,126	11	1	12	709
Farmer Group	Vegetables	Polly Prokrity - Onion Farmers	419,665	0	419,665	42	(14)	29	2,473
Farmer Group	Vegetables	Society Development Committee - Onion Farmers	1,024,786	0	1,024,786	87	56	143	3,216
Total Horticulture			62,383,489		62,383,489	14,384	3,880	18,264	899,753

Source of data: Partner interviews for enterprises and sample surveys for farmer groups.

C. Leather Products

Region	Partner	Sales Increased			No. Total Jobs Created			Investment Increased USD
		Domestic USD	Export USD	Total USD	Male	Female	Total	
Dhaka	LFMEAB - Apex Adelchi Footwear Ltd.	-	4,738,500	4,738,500	0	0	0	0
	LFMEAB - Bay Footwear Ltd.	-	782,600	782,600	-	-	-	0
	LFMEAB - Jennys Shoes Ltd	-	302,400	302,400	-	-	-	0
	LFMEAB - Landmark Footwear Ltd	-	1,226,250	1,226,250	-	-	-	0
	LFMEAB - Apex Leather Craft Fashion & Accessories	-	487,500	487,500	-	-	-	0
	LFMEAB - PICARD	-	2,431,875	2,431,875	96	144	240	0
	LFMEAB - Bengal Shoe Industries	-	4,112,256	4,112,256	20	130	150	0
	LFMEAB - FB Footwear Ltd	-	5,287,500	5,287,500	0	0	0	0
	LFMEAB-USBANGLA Leather Products	-	148,890	148,890	40	28	68	0
	LFMEAB - Earth Footwear Ltd	-	264,000	264,000	32	68	100	0
	LFMEAB - RIMEX Footwear Ltd	-	382,500	382,500	42	58	100	0
	LFMEAB - TK Footwear Ltd	72,000	0	72,000	34	24	58	0
	Leather Technologist SME Entrepreneur (LTSE)	345,214	0	345,214	290	194	484	0
	Aarong - 20 supplier SMEs	630,769	0	630,769	70	-	70	352,564
	COEL	-	3,032,250	3,032,250	-	-	-	0
	Total Leather Products	1,047,983	23,196,521	24,244,504	624	646	1,270	352,564

Source of data: Partner interviews

ANNEX IV: PRICE FY 2013 SUCCESS STORIES

Case Study: Changing Rural Lives through Fish Farming

Success Story: Creating Opportunities for Rural Women (Horticulture)

Success Story: Creating New Opportunities for Local Women (Leather)

Success Story: Fish Farming Raises Income by Building Skills and Confidence

Success Story: Seed Potatoes Grow Farmers' Production and Incomes

Success Story: New Income through Dyke Farming

Success Story: Supporting SME Development in Bangladesh's Leather Sector

Success Story: PRICE Enhances Shrimp and Fish Farming Skills and Production



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CASE STUDY

Changing Rural Lives through Fish Farming

PRICE Assists Din Bijoy Enterprise to Change Livelihoods in Southwest Bangladesh



Photo: BUSHRA RAHMAN / PRICE

DB Enterprise's beneficiary women fish farmers in a training session

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CHALLENGE Din Bijoy Enterprise (DB Enterprise) was established in 2007 by Probir Biswas. DB Enterprise began with a depot service and in 2008 added a fish feed business. In 2009 DB Enterprise started a new initiative, contract fish farming in Chitolmari, Bagerhat. The goal of this new initiative was to help local *ghers* (pond) fish farmers increase their fish production, improve their marketing, and earn a better living. To support the initiative, DB Enterprise became a beneficiary partner of PRICE. PRICE helped DB Enterprise overcome their farmers' major challenge, which is lack of technical knowledge, by providing trainings and technical guidance in fish and shrimp production. Additionally, a secondary challenge was increasing access to finance for these small scale fish farmers.

INITIATIVE In 2009, with the support of PRICE, DB Enterprise organized training sessions titled "Improved Technologies of Shrimp Farming," given to 500 contract farmers. BD Enterprise also established 10 demonstration plots that provided farmers with hands-on training and encouragement through viewing the demonstration farm's good results. Additionally, PRICE linked these farmers with high quality input dealers that supply virus-free screened post-larvae and high quality fish feed, which helps increase production. To date, PRICE has supported DB Enterprise to provide training to 1,050 fish farmers on how to properly use new fish farming technology and implement better farm management techniques. To help increase access to finance, PRICE has linked larger farmers with banks and linked small scale farmers with local NGOs and financial institutions that specialize in crop based micro credit. Additionally, DB Enterprise encouraged local women to be involved with fish farming by assuring additional income sources to support their families.

RESULTS Through these initiatives, farmers learned improved and integrated technologies of both shrimp and carp fish farming. Also, by creating links between farmers and quality input dealers, farmers gained the ability to access quality inputs. As a result of these activities, farmers have increased their production by more than 60 percent. In 2012, farmers successfully produced 2.8 kg of fish per decimal versus 1 kg previously in 2008. Another positive impact was that female participation in contract farming with BD Enterprise increased by 50 percent. Overall, since partnering with PRICE in 2009, BD Enterprise has made a substantial increase in profits. In 2010, DB Enterprise earned \$14,136 and in 2012 they earned \$35,122. All farmers who received trainings from DB Enterprise are now self-employed and continue their commercial fishing activities.



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Creating Opportunities for Rural Women

PRICE intervention with EFADF Agro Business helped rural unemployed women of Bagerhat, Bangladesh to be self-employed through dyke vegetable farming



Photo: PRICE / Bushra Rahman

“I never thought I could contribute to my family’s income. PRICE helped me to be self-employed and now I can support my family for our better future.”

- Sweety Biswas

Sweety Biswas is a 24 year old mother from the Ballavpur village in Bagerhat, Bangladesh. She was a housewife until 2009 when she joined EFADF Agro Business dyke farmers group. Prior to joining the group she grew seasonal vegetables for her family’s consumption on small pond dykes. Sweety’s husband was the only bread winner for the family and used to earn a living by shrimp farming, but this barely covered their living expenses. With no job opportunities in the area, Sweety was unable to financially contribute to help support her family.

However, in 2009, Sweety learned about EFADF Agro Business. They are one of PRICE’s partners working in the Bagerhat area and they focus on helping farmers grow safe and marketable seasonal vegetables in unused dykes. Along with other housewives in her neighborhood, Sweety joined a farmer’s group organized by EFADF and received contract farmer training on safe vegetable production and marketing. This was the first time Sweety received formal training on vegetable production and she learned about new technologies that she could utilize and how she could transform her almost unused dyke area into a commercial farming area.

In the trainings she learned how to make compost fertilizer, how to apply the compost correctly, how to prepare her seed beds, and how to nurse the plants using bio-pesticides that produce safe vegetables. After receiving the training, Sweety came back with new ideas and a plan to become self-employed. In 2009 she invested approximately 15,000 taka (approximately US\$192) and implemented all the techniques she learned from her EFADF training.

During her first summer season she earned approximately 40,000 taka (US\$513) and made a profit of approximately 25,000 taka (US\$321). During the winter that year she invested 35,000 taka (US\$449) and successfully produced a winter crop. She grew tomatoes, cauliflower, cucumbers, bitter gourd, beans, and sweet pumpkins and earned approximately 100,000 taka (US\$1,282). Then, in 2012, after learning from her experience, Sweety was able to increase her production by 3.5 times. With her increased supply she earned more than 200,000 taka (US\$2,564) by selling her seasonal vegetables to local markets through EFADF’s vegetable selling center.

This self-employment has made a great change in her life as she is now directly contributing to her family’s income. With the additional income, her family has bought cattle, upgraded their house and improved their overall living condition. This has made Sweety feel more self-confident and empowered.

PRICE has been supporting EFADF Agro Business since 2009. With PRICE’s assistance, EFADF Agro Business has trained a total of 1,440 dyke farmers including 472 women farmers in Khulna and Bagerhat regions. EFADF has been supporting these farmers to transform their unused dyke areas into commercial vegetable farms. This program has been helping unemployed young adults, especially women, to be self-employed. It has enabled many women to be involved in income generating work and contribute to the economy as well as in their family’s income.



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Creating New Opportunities for Local Women

PRICE leather products intervention with BSIL helps local women in Laxmipur (Noakhali), Bangladesh find jobs close to home.



Photo: PRICE / Bushra Rahman

“My husband is still unable to work and under treatment. But as I have a stable income now, I am not that worried anymore. I can support my family, especially my children.”

- Pronoti Saha

Pronoti Saha, a 30 year old and mother of two from Gopinathpur village in Laxmipur (Noakhali) became the sole breadwinner for her family of four when her husband became paralyzed and could not maintain his job as a shopkeeper. Ms. Saha never worked outside her house, and could not find work near her home to support both her family and her husband’s treatment. In order to pay for her husband’s treatment and to bear the expenses of her family she sold their little piece of land. In 2007 she started sewing and earned 1,000 taka per month (approximately US\$13). However, this amount of money barely afforded one meal per day for her family. As a result, she had to stop sending her daughter to school and sent both of her children to live in her parent’s house.

Even though Ms. Saha worked very hard, it was quite difficult for her to afford her husband’s treatment and maintain the household. However, in 2010 she submitted an application to join the PRICE-facilitated Bengal Shoe Industries Limited training program. She was qualified for the training program and began in December 2010. This on-the-job training helped her earn 1,500 taka (approximately US\$19) which she started receiving as a stipend. Since she already had sewing skills she started doing very well in that particular section of the program. She also started developing her skills in leather cutting and lasting. In addition, she learned about standards compliance, organizational structure and behavior to help her cope with the transition to a professional work environment. After completing the three month training she was offered a full-time job in the factory’s sewing section. For the first time of her life, she had a full-time job with a salary of 3,000 taka per month (US\$38). As her performance, at the end of 2011, the factory gave her a raise of 300 taka. “My husband is still unable to work and is under medical treatment. But as I have a stable income now, I am not that worried anymore. I can support my family, especially my children.” Ms. Saha brought her children home and started schooling them in the nearby schools.

To address the shortage of skilled workers in the leather sector, PRICE has been working with eight lead firms and five small and medium enterprises in the footwear and leather goods sub-sectors to provide two month on-the-job trainings in cutting, prefabricating, assembling, and finishing. Aside from skill development, the training covers other important information including personal hygiene and professional conduct, labor laws, and office rules and regulations. Furthermore, these trainings create job opportunities, particularly for women of lower socio-economic status, as they are immediately placed in jobs within the company after completing the training.

As of January 2013, a total of 9,658 workers have been trained in skilled workforce development under PRICE. BSIL alone has trained 1,082 people (987 women) and created 994 new jobs in the industry, including 826 jobs that were secured by women. BSIL is located in Laxmipur, Noakhali and its activity is creating great job opportunities for local unemployed young adults, especially women.



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SUCCESS STORY

Fish Farming Raises Income by Building Skills and Confidence

PRICE's aquaculture program transforms a poor housewife into a confident, capable, commercial fish farmer.



Photo: BUSHRA RAHMAN / PRICE

Chandana Mandal gets ready to feed her fish in one of her three fish ponds

"I never thought I could create my own income source. I am very happy that I can help my family and now I can also provide my son better education."

- Chandana Mandal

Like most of the women in her community, Chandana Mandal was a housewife and relied on her husband, the family's sole breadwinner, to provide for their family's needs. Since her husband's only regular job was seasonal rice farming, the family struggled to make ends meet. Chandana looked for opportunities to help contribute to her family's income. While they did not have much, the family did have one special asset: two small household ponds. In these, Chandana produced around 70 kg each year of different types of fish to help feed her family.

Chandana decided to join Gondhamari Matshyajibi Shamabay Shomity (GMSS), a fish farmers' association in Gondhamari, Khulna. As one of PRICE's partner organizations, GMSS not only helped to connect Chandana with other fish farmer's in her area, but also provided her with new opportunities to improve her farming techniques. In March 2012, she attended a PRICE-facilitated training on "Improved Technology of Fish Farming." This was the first time Chandana had attended a formal training on fish farming. She learned about pond preparation, how to making fish feed, the different types of fish to be cultured in a pond, and fish nursing.

In April 2012, Chandana began her endeavor into commercial fish farming by raising carp in both of her ponds. She invested BDT22,000 (\$280) of her personal savings and borrowed the rest of the start-up costs from relatives. Applying her newly acquired knowledge from PRICE's training, Chandana produced more than 520 kg of carp in a year, worth BDT67,000 (\$850). She kept some for her family and sold the rest by building a marketing network in the nearby villages to get a competitive price for her fish. From the 400kg sold, Chandana was able to bring in BDT 52,000 (\$660).

Chandana is very proud of her new identity as a fish farmer. Through her efforts, she has been able to contribute to her family's expenses for the first time. With this additional source of income, her family has been able to buy cattle as well as pay extra tuition for her son's education. "I never thought I could create my own income source. I am very happy that I can help my family and now I can also support my son's education." With what she brought in, Chandana was able to lease another small pond to expand her fish farming business. So far this year, Chandana able to invest another BDT 33,000 (\$420) to raise carp in the three ponds. She dreams of producing an even more successful harvest this time year than last. Through PRICE, more than 50,000 farmers like Chandana have been trained in improved fish farming technology since 2008.



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SUCCESS STORY

Seed Potatoes Grow Farmers' Production and Incomes

PRICE and Konika Seed Company Ltd. help improve farmers' livelihoods by introducing seed potato production in southwest Bangladesh.



Photo: PRICE / Bushra Rahman

Shawkat Ali happily shows off his flourishing potato crop.

"I never knew that I could grow seed potato. This is completely a new crop in our area and with PRICE's help I have learned to produce good quality seed potato, giving me new hope and success as a farmer."

— Shawkat Ali, Konika contract farmer

Shawkat Ali, a 40 year old farmer from the village of Bokunda in the Chuadanga district of Bangladesh, has farmed his one hectare of land for more than ten years. For nine months of the year, he grew rice, mustard and jute, but had to let his land lie fallow over the remaining three months. Lacking essential farming skills and technical knowledge, Shawkat struggled to earn enough income in order to support his family of seven.

In 2008, Shawkat was met with a golden opportunity. That year, PRICE partnered with Konika Seed Company Limited, a vegetable seed producer and supplier, to help introduce seed potato production to southern Bangladesh. Shawkat was enrolled as a Konika contract farmer and was trained on potato production techniques, including fertilizer application, irrigation scheduling, and harvesting time and techniques. He learned about crop rotation and how he could incorporate the three-month potato production into his growing schedule, keeping his land productive year round. This was the first time that Shawkat had received any technical training on farming. Lacking investment capital, Konika also provided Shawkat with a loan as well as seeds, fertilizers, and pesticides on credit.

In 2008, Shawkat invested approximately BDT 70,000 to produce 9,400 kg of seed and table potatoes on about half of his land. From this, he brought in BDT120,000 in sales, resulting in a significant profit of BDT 50,000—a first for Shawkat. After receiving refresher training the following year, Shawkat decided to double his investment: with BDT130,000, he planted potatoes on his entire one hectare of land. With his improved skills and his enthusiasm, he produced 15,300 kg of potatoes, bringing in BDT 236,000 profit.

Through PRICE's assistance Shawkat has transformed himself from a traditional rice farmer to a successful seed potato producer. "I never knew that I could grow seed potato," commented Shawkat. "This is completely a new crop in our area and with PRICE's help I have learned to produce good quality seed potato, giving me new hope and success as a farmer." With his new additional income, Shawkat built a new house with proper sanitation. Additionally, he has inspired his three brothers to follow in his footsteps as Konika contract farmers, producing seed potato and working to make a positive change in their lives.



SUCCESS STORY

New Income through Dyke Farming

PRICE assistance to more than 6000 dyke farmers in southwest Bangladesh helped transform unused land into commercial farming areas.



Modhusadan nursing the dyke vegetable crops.

Photo: PRICE / Bushra Rahman

“This self-employment has opened a new door for me and has added a permanent income source to maintain my large family.”

-- Modhusadan Majumdar

Modhusadan Majumdar is a 50 year old farmer from Bagerhat district, Bangladesh. Even though he owns a small shrimp pond, Modhusadan has spent most of his working life as a day laborer. For the last five years, he has been trying to grow vegetables for family consumption on the ridges of the shrimp pond, called the “dyke”. However, lacking the knowledge and experience of growing vegetables, he has been unable to produce a good quality harvest.

In 2012, Modhusadan learned about Renaissance, a PRICE partner organization that helps farmers transform unused dykes into viable farming areas to grow commercial seasonal vegetables. Modhusadan joined a newly formed farmers’ group and received PRICE-supported training from Renaissance on safe vegetable production and marketing. Modhusadan learned improved dyke production technology, seed bed preparation, and nursery management. He also learned the benefits of composting, making compost fertilizers, and using bio-pesticides to safely increase yields of his vegetable crop.

After the training, Modhusadan invested BDT 3,000 (approximately \$39) to grow tomato along his dyke during the winter months, putting his new knowledge and skills to the test. Through his effort, Modhusadan successfully produced 4,800 kg of tomato, which he sold at the local wholesale market for BDT157,200 (\$2,041), resulting in a profit of BDT150,200 (\$1,950). He also grew cauliflower, cucumber, bitter melon, beans, chili, and sweet pumpkins for consumption. This successful harvest inspired Modhusadan to advance his knowledge of regarding dyke farming. He reached out to Renaissance for further technical advice as he prepared for the 2013 summer season.

Since 2011, PRICE has been supporting Renaissance to provide training to 6,100 dyke farmers, including 1,566 male and 4,534 female farmers in the Bagerhat region. Through this work PRICE and Renaissance have been able to provide build the capacity of farmers, especially unemployed young adults and women, to improve their family’s income through vegetable dyke farming, using safe pesticides and fertilizer to increase yields.



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SUCCESS STORY

Supporting SME Development in Bangladesh's Leather Sector

PRICE helps entrepreneurs in Bangladesh's leather sector to expand their businesses, link with new markets, and increase profits.



Photo: PRICE / BUSHRA RAHMAN

[Caption] Style USAID Success Story Photo
Caption, Arial 9

"I could not take the business this far in such a short time without PRICE's constant support. The trainings I received helped me to develop myself as a better manager and to expand my business more efficiently."

--A.K.M. Hedayatul Islam George

A.K.M. Hedayatul Islam George dreamed of becoming a leather products entrepreneur. In 2008, George and two partners decided to start a small leather products factory, called B.A.G. They put to use their technical expertise and market knowledge to produce and sell 250 pairs of leather summer sandals at a 30 percent profit. Using their own design and materials were able to take on larger orders from large leather shoe companies, like Apex and Bata. George decided to partner with other SMEs to form Leather Technologist Small Entrepreneurs (LTSE), a small and medium enterprise (SME) group. By working together and pooling their resources, LTSE could more effectively access larger markets. They also created a new brand, called "Leather Cave" to help them better market their products.

Despite these successes, it was difficult for B.A.G. expand beyond small orders due to limited scale of production, lack of finance, and poor market linkages. In 2009, George and his LTSE partners learned about the USAID/PRICE project and its unique focus on developing SMEs in the leather sector. Over the next five years of the project, PRICE helped George and the other LTSE members to improve their businesses in various ways. Through PRICE-supported workshops and training, George developed his managerial skills. PRICE also helped B.A.G. to access finance from two local banks to expand his production and also link B.A.G. to a large handicrafts retailer, Aarong. As part of PRICE's *access to markets* initiative, B.A.G. attended the Dhaka International Trade Fair, the National SME Fair as well as several buyer-sellers meetings.

As a result of these improvements, George has expanded his business and is now generating more than BDT 20 million (approximately \$260,000) per year with a fixed investment of BDT 5.2 million annually (\$66,000). His company has expanded from a 600 square foot production space to a 6,500 square foot factory where 75 workers are employed as regular staff. He has also started exporting small volumes of leather products to Switzerland, France, Japan and Cambodia.



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SUCCESS STORY

PRICE Enhances Shrimp and Fish Farming Skills and Production

PRICE-supported aquaculture farmers' cooperative contributes to self-employment opportunities for thousands of women in southwest Bangladesh.



Photo: PRICE / Bushra Rahman

Zubli proudly stands in front of her commercial fish pond.

“My new learning gave me confidence and self-employment opportunities. I can better support my family now.”

**— Zubli Bishwas,
PRICE fish farmer**

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Living in a remote village in southwest Bangladesh, Zubli Bishwas and her family used to struggle to earn a living. Her husband, a rice and shrimp farmer, was the sole breadwinner for the family of six. In their two small ponds, Zubli's family invested \$153 a year to produce approximately 72 kg of *bagda* shrimp and 40 kg of *golda* shrimp varieties, which returned an annual profit of approximately \$423. In addition, the family also produced about 330 kg of carp for family consumption and sharing with relatives.

In June 2011, Zubli joined Gondhamari Matshyajibi Shamabay Shomity (GMSS), a local fish farmer cooperative and PRICE-supported partner. GMSS works to improve members' production as well as enhance the quality of their produce. Shortly after joining GMSS, Zubli participated in a three-day long training session facilitated by PRICE, where she learned about pond preparation, fish feed making, the different types of pond culture, and nursing.

After the training, Zubli prepared to undertake commercial fish farming for the first time. She decided to take out a loan from her relatives and bought another small pond. She prepared the ponds with the help of her husband and applied all the newly acquired techniques and technologies learned from the PRICE training. In 2012, Zubli invested approximately \$1,090 and farmed *golda* and *bagda* shrimp varieties as well as carp in the three ponds. Over the course of that year, she produced 215 kg *golda* shrimp worth \$1,923, and 178 kg of *bagda* shrimp worth \$1,025. Also, she produced approximately 630 kg of carp, worth \$964, of which she sold 167 kg. In total, Zubli earned around \$3,205 in 2012 from her endeavor and made a profit of \$2,115.

With this newly added income, Zubli has been able to contribute financially to her family's livelihood. She built a new rice storage building for her family and has also started providing extra tuition for her children. Zubli commented, “My new learning gave me confidence and a new self-employment opportunity. Now, I can better support my family.”

Since 2012, the PRICE project has supported 32,692 fish and shrimp farmers, like Zubli, in southwest Bangladesh to increase their income and provide essential nutrition for their families through enhanced fish and farming techniques and increased production.