

ANNEX 1: Communication Matrix

	COMMUNICATION OBJECTIVE AND KEY MESSAGE	MOST APPROPRIATE TOOLS	ESTIMATED DATE	TARGET AUDIENCE & EXPECTED IMPACT
Success Stories	PRICE has a rich pool of partners who have achieved some measure of success as a result of collaboration with the project. It is important to share these success stories with the Mission, and in-country stakeholders, as well as through USAID/Washington's Telling Our Story website (www.usaid.gov/stories). Success stories are a primary tool for sharing project impact and will be submitted on a quarterly basis, with a minimum of 10 per year.	Print publication	From October 2012 - December 2013, a minimum of 10 success stories will be published in this regard.	Our target audience will directly learn about project impact from the beneficiaries' perspective.
Weekly Updates	PRICE will provide weekly updates of its activities on the last working day of every week to the USAID Economic Growth Office. These will be short (1-2 pages) descriptions of noteworthy events and technical breakthroughs resulting from project interventions.	Email update	Every Thursday of the week	USAID/Bangladesh-Economic Growth Office
Annual Events and Activities	As noted preciously in this Work Plan, the project hosts and participates in a number of events, both project-wide and sector specific, from trainings to public outreach campaigns. For the 2013 fiscal year, these include participation in the USAID-organized Gender Fair, America Week, Dhaka International Trade Fair, Access to Finance workshops, Linkage Building Workshop, National Fish Week, Flaying Awareness Campaign, food safety awareness creation campaigns, and buyer seller meets.	Fair/Campaign/workshop	Event dates will be provided by the sector teams.	Beneficiaries, stakeholders, partners, donors, public
Progress Reporting	PRICE produces three quarterly reports and one annual report per year. The reports are	PDF format Report	From October 2012-December 2013 PRICE will	USAID/ Bangladesh- Economic Growth Office

	detailed summaries of activities and accomplishments during the reporting period in each of the sectors we work in. Additionally, PRICE submits semi-annual performance figures and narratives to the USAID Mission.		produce 3 quarterly reports and 2 annual reports.	
Final Report	PRICE will produce a final report at the end of the project. The report will have detailed summaries of activities and accomplishments during the project.	Printed Report with book binding	One final report will be submitted after the end of the project.	USAID/ Bangladesh- Economic Growth Office
Quarterly Newsletter	PRICE produces a quarterly newsletter in order to reach a broad audience that includes PRICE's partners and beneficiaries. The newsletter serves to cover all sector highlights and a feature focus on at least one partner PRICE works with. This feature focus will cover PRICE's intervention and impact, the importance of the partner organization's role in their industry, and the human interest.	PDF format soft copy and Print publication (when needed)	PRICE will produce four quarterly newsletters in every quarter through 2013 as scheduled.	Beneficiaries, stakeholders, partners, donors, and public
Project Website	The project website is constantly updated to provide the latest highlights of the project, main accomplishments, sector news, and upcoming activities. Throughout 2013, the website www.price-bd.com will be updated with all latest updates of the sectors on regular basis. In addition, all publications will also be uploaded on the Publications section of the website as well.	Online publications	Once every week, preferably at the beginning of the week	Beneficiaries, stakeholders, partners, donors, and public
Photographs	New project photographs will be provided regularly. PRICE will also update catalogs with new photos, or print new photos of PRICE's events, milestones, and achievements when required. Additionally, photos can be included in success stories.	Soft copy and print version when needed	-	Beneficiaries, stakeholders, partners, donors, and public (as appropriate)
Video	PRICE will produce new video productions on project activities. The video	Audio Visual	Date will be decided per sector's	Beneficiaries, stakeholders, partners, donors, and public

	documentary on PRICE can be updated if required. PRICE will also produce a minimum of three videos for leather, a minimum of nine audio visual manual and documentaries for aquaculture, and a minimum of three video documentaries on horticulture.		requirements	
Print Publications	PRICE will publish training manuals for all three sectors. Additionally, project briefs, sector briefs, brochures, catalogues, on-demand leaflets, posters, flip charts, folders, and any other similar print publications will be done when required.	Both electronic and print version as needed	Date will be decided per sector's requirements	Beneficiaries, stakeholders, partners, donors, and public
Special Promotion of Beneficiaries' Stories Through Mass Media	Before October 2013, PRICE will promote its beneficiaries' success stories through mass media (both electronic and print).		Dates will be provided by the sector teams	Beneficiaries, stakeholders, partners, donors, and the public through local and national print and electronic media

Annex 2: Gantt Chart for Communication Activities, FY2013

Events/Tasks	Q1	Q2	Q3	Q4	Q5
America Week					
Gender Fair					
Annual Report					
Quarterly Reports					
Quarterly Newsletter					
Final Report					**
Semi-Annual Performance Reports					
Preparing Success Stories					
Making Videos					
Website Operation					
Weekly Reports					
Print Publications					

** Final report will be submitted after the end of the project

Annex III: Indicator Reference Sheets

Performance Indicator Reference Sheet- Indicator 1
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Value of incremental sales (collected at farm-level) attributed to FTF implementation (RiA)
Classification: F-Indicator 4.5.2-23; FTF Required if Applicable
DESCRIPTION
Precise Indicator Definition(s): This indicator will collect both volume (in metric tons) and value (in US dollars) of purchases from smallholders of targeted commodities for its calculation. The value of incremental sales indicates the value (in USD) of the total amount of agricultural products sold by farm households relative to a base year and can be calculated based on the total value of sales of a product (crop, animal, or fish) during the reporting year minus the total value of sales in the base year. Note that quantity of sales is part of the calculation for gross margin under indicator #4.5—4, and in many cases this will be the same or similar to the value here.
Unit of Measure: <i>Value of sales (USD)</i> <i>Volume (tons) must also be collected</i>
<i>Note: Convert local currency to USD at the average market foreign exchange rate for the reporting period</i>
<i>System Note: First enter baseline value of sales (sales in year before FTF efforts) and then enter value of sales in the reporting year in USD. The FTF Monitoring System (FTFMS) will automatically calculate the Value of incremental sales between the baseline year and the reporting year.</i>
Disaggregated by: Commodity
Direction of change: Higher is better
Justification: Value (in US dollars) of purchases from smallholders of targeted commodities is a measure of the competitiveness of those smallholders. This measurement also helps track access to markets and progress toward commercialization by subsistence and semi-subsistence smallholders. Improving markets will contribute to the Key Objective of increased agricultural productivity and production, which in turn will reduce poverty and thus achieve the goal. Lower level indicators help set the stage to allow markets and trade to expand.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: Value of incremental sales can be collected directly from a census or sample of farmer beneficiaries, from recorded sales data by farmer’s associations, or from farm records. PRICE will collect the sales revenue data directly from the partner organizations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing sales information and other achievements will be outlined in detailed MOUs with partners. Only counting the increase in sales in the reporting year attributable to the FTF investments, such as, where FTF activities assisted the individual farm directly. Examples of FTF investment could include: improved seeds, better input availability or farming techniques, marketing assistance, or other activities that benefited farmers.
Data Source(s): Records of partner associations and farms
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment:
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultants, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES

Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association and trader group at the time of the signing of an MOU with the partner, or during the first training to the farmers. However, if required, this baseline will be adjusted later until the impact is expected to occur.

Location of Data Storage: PRICE Dhaka Office M&E Desk

Other Notes:

THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 2
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation (RiA)
Classification: F-Indicator 4.5.2-38; FTF Required if Applicable
DESCRIPTION
Precise Indicator Definition(s): Investment is defined as any use of private sector resources intended to increase future production output or income, improve the sustainable use of agriculture-related natural resources, and improve water or land management. The “food chain” includes both upstream and downstream investments. Upstream investments include any type of agricultural capital used in the agricultural production process such as animals for traction, storage bins, and machinery. Downstream investments could include capital investments in equipment for post-harvest transformation/processing of agricultural products as well as the transport of agricultural products to markets. “Private sector” includes any privately-led agricultural activity managed by a for-profit formal company. CBO or NGO resources may be included if they engage in for-profit agricultural activity. “Leveraged by FTF implementation” indicates that the new investment was directly encouraged or facilitated by activities funded by the FTF initiative. Investments reported should not include funds received by the investor from USG as part of any grant or other award. New investment means investment made during the reporting year.
Unit of Measure: US Dollars
Disaggregated by: None
Direction of change: Higher is better
Justification: Increased investment is the predominate source of economic growth in the agriculture and economic sectors. Private sector investment is critical because it indicates that the investment is perceived by private agents to provide a positive financial return and therefore is likely to lead to sustainable increases in agricultural production. Agricultural growth is critical to achieving the FTF goal to “Sustainably Reduce Global Poverty and Hunger.”
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: The value of new investments can be collected directly from partner enterprises, a census or sample of farmer beneficiaries and from farm records. PRICE will collect the data directly from the partner organizations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing investment information and other achievements will be outlined in detailed MOUs with partners.
Data Source(s): Private sector financial records, program data
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment:
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or a hired consultant, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. The quarterly and annual progress reports will include relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association and trader group when a MOU is signed with the partner, or during the first training to the farmers. However, if required, this baseline may be adjusted later until the impact is expected to occur.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 3
PRICE t Objective : Expanded economic opportunities created through equitable economic growth
Intermediate Result: SME competitiveness enhanced and growth accelerated
Name of Indicator: Number of individuals who have received USG supported short-term agricultural sector productivity or food security training (RiA) (WOG)
Classification: F-Indicator 4.5.2-7; FTF Required if Applicable, Whole of Government
DESCRIPTION
Precise Indicator Definition(s): The number of individuals to whom significant knowledge or skills have been imparted through interactions that are intentional, structured, and purposed for imparting knowledge or skills should be counted. This includes farmers, ranchers, fishers, and other primary sector producers who receive training in a variety of best practices including productivity, post-harvest management or linking to markets. It also includes rural entrepreneurs, processors, managers and traders receiving training in application of new technologies, business management or linking to markets, and training to extension specialists, researchers, policymakers and others who are engaged in the food, feed and fiber system and natural resources and water management. All in-country and off-shore trainings will be included. Include training on climate risk analysis, adaptation, mitigation, and vulnerability assessments, as it relates to agriculture. Delivery mechanisms can include a variety of extension methods as well as technical assistance activities. One example is a USDA Cochran Fellow. Training should include food security, water resources management/IWRM, sustainable agriculture, and climate change resilience, but should not include nutrition-related trainings. This indicator is to count <i>individuals</i> receiving training, individuals applying new practices, should be reported under #4.5.2-5.
Unit of Measure: Number
Disaggregated by: Type of individual: -Producers (farmers, fishers, pastoralists, and ranchers) -People in government (policy makers, and extension workers) -People in private sector firms (processors, service providers, manufacturers) -People in civil society (NGOs, CBOs, CSOs, research and academic organizations) <i>Note: While producers are included under MSMEs under indicators 4.5.2-30 and 4.5.2-37, only count them under the Producers and not the Private Sector Firms disaggregate to avoid double-counting. While private sector firms are considered part of civil society more broadly, only count them under the Private Sector Firms and not the Civil Society disaggregate to avoid double-counting.</i>
Sex: Male, Female
Direction of change: Higher is better
Justification: Measures enhanced human capacity for increased agriculture productivity, improved food security, policy formulation and/or implementation, which is key to transformational development.
Management Utility: Output
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will track and report, from internal project documentation, the firms or enterprises that receive USG assistance, through PRICE, to improve their production and management practices.
Data Source(s) : Program training records
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment:
Known Data Limitations and Significance (if any): N/A
Actions Taken or Planned to Address Data Limitations: N/A
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is assumed as zero.
Location of Data Storage: PRICE Dhaka Office Training Desk

Other Notes:

THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 4
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: SME competitiveness enhanced and growth accelerated
Name of Indicator: Number of farmers and others who have applied new technologies or management practices as a result of USG assistance (RiA) (WOG)
Classification: F-Indicator 4.5.2-5; FTF Required if Applicable, Whole of Government
DESCRIPTION
<p>Precise Indicator Definition(s): This indicator measures the total number of farmers, ranchers and other primary sector producers (food and non-food crops, livestock products, wild fisheries, aquaculture, agro-forestry, and natural resource-based products are included), individual processors (not firms), rural entrepreneurs, managers and traders and natural resource managers that applied new technologies anywhere within the food and fiber system as a result of USG assistance. This includes innovations in efficiency, value-addition, post-harvest management, sustainable land management, forest and water management, managerial practices and input supply delivery. Any technology that was first applied in a previous year and that continues to be applied should be included as 'continuing'. Technologies to be counted here are agriculture-related technologies and innovations including those that address climate change adaptation and mitigation (including, but not limited to, carbon sequestration, clean energy, and energy efficiency as related to agriculture). This could include:</p> <ul style="list-style-type: none"> • Mechanical and physical: New land preparation, harvesting, processing and product handling technologies, including biodegradable packaging. • Biological: new germ plasm (varieties, and breeds) that could be higher-yielding or higher in nutritional content, and more resilient to climate impacts. Affordable food-based nutritional supplementation such as vitamin A-rich sweet potatoes, rice, high-protein maize, or improved livestock breeds. Better soil management practices that increase biotic activity and soil organic matter levels increase livestock health services and products such as vaccines. • Chemical: fertilizers, insecticides, and pesticides sustainably and environmentally applied, and soil amendments that increase fertilizer-use efficiencies • Management and cultural practices: sustainable water management, practices, sustainable land management practices, sustainable fishing practices, information technology, improved and sustainable agricultural production and marketing practices, increased use of climate information for planning disaster risk strategies in place, climate change mitigation and energy efficiency, and natural resource management practices that increase productivity and resiliency to climate change. IPM, ISFM, and PHH as related to agriculture should all be included as improved technologies or management practices <p>Significant improvements to existing technologies should be counted. In the case where, for example, a farmer applies more than one innovation as a result of USG assistance, they are still only counted once. Also, if more than one farmer in a household is applying new technologies, count all the farmers in the household who apply.</p> <p>This indicator is to count <i>individuals</i> who applied new technologies, whereas indicator #4.5.2-28 is to count firms, associations, or other group entities applying new technologies.</p>
Unit of Measure: Number
Disaggregated by: Duration New = This reporting year is the first year the person applied the new technology or management practice Continuing = The person first applied the new technology or practice in the previous year and continues to apply it Sex: Male, Female
Direction of change: Higher is better
Justification: Measures enhanced human capacity for increased agriculture productivity, improved food security, policy formulation and/or implementation, which is key to transformational development.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: Survey of all targeted individuals, Project or association records, farm records
Data Source(s): Partners, beneficiaries
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES

Date of Initial and Future Data Quality Assessment:
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultants, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is assumed as zero.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 5
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: SME competitiveness enhanced and growth accelerated
Name of Indicator: Number of hectares under improved technologies or management practices as a result of USG assistance (RiA) (WOG)
Classification: F-Indicator 4.5.2-2; FTF Required if Applicable, Whole of Government
DESCRIPTION
<p>Precise Indicator Definition(s): This indicator measures the new and continuing area (in hectares) of land under new technology during the current reporting year. Any technology that was first adopted in a previous reporting year and continues to be applied should be marked as “Continuing” (see disaggregation notes below).</p> <p>Technologies to be counted here are agriculture-related technologies and innovations including those that address climate change adaptation and mitigation (e.g. carbon sequestration, clean energy, and energy efficiency as related to agriculture). Relevant technologies include:</p> <ul style="list-style-type: none"> • Mechanical and physical: Irrigation, new land preparation, harvesting, processing and product handling technologies, including biodegradable packaging. • Biological: New germ plasm (varieties and breeds) that could be higher-yielding or higher in nutritional content and/or more resilient to climate impacts. Affordable food-based nutritional supplementation such as vitamin A-rich sweet potatoes or rice, or high-protein maize, or improved livestock breeds. Soil management practices that increase biotic activity and soil organic matter levels and livestock health services and products such as vaccines. • Chemical: Fertilizers, insecticides, and pesticides safe storage application and disposal of agricultural chemicals, effluent and wastes, and soil amendments that increase fertilizer-use efficiency • Management and cultural practices: Information technology, conservation agriculture, improved and sustainable agricultural production and marketing practices, increased use of climate information for planning disaster risk strategies in place, climate change mitigation and energy efficiency, and natural resource management practices that increase productivity such as upstream watershed conservation or bio-diesel fueled farm equipment, and increasing resilience to climate change including soil and water conservation and management practices that include erosion control, water harvesting and low or no-tilling. Sustainable fishing practices like ecological fishery reserves, improved fishing gear, establishment of fishery management plans. Integrated Pest Management (IPM), and Integrated Soil Fertility Management (ISFM), and Post-Harvest Handling (PHH) related to agriculture should all be included as improved technologies or management practices. <p>Significant improvements to existing technologies should be counted.</p> <p>If a hectare is under more than one improved technology type like improved seed (crop genetics) and IPM (pest management), count the hectare under <u>each</u> technology type (i.e. double-count). In addition, count the hectare under the total with one or more improved technology categories. Since it is very common that more than one improved technology is disseminated and applied, this approach allows FTF to accurately count the uptake of different technology types, and to accurately count the total number of hectares under improved technologies.</p> <p>If a hectare is under more than one improved technology, some of which continue to be applied from the previous year and some of which were newly applied in the reporting year, count the hectare under the relevant technology type as new or continuing, depending on the technology, and under <u>new</u> for the total with one or more improved technology category. For example, any new application of an improved technology categorizes a hectare as new, even if other technologies being applied are continuing.</p>
Unit of Measure: Hectares

<p>Disaggregated by: Technology type: crop genetics (including nutritional enhancement), animal genetics, pest management, disease management, soil-related (fertility and conservation, including tillage), irrigation, water management, post-harvest handling and storage, processing, climate mitigation or adaptation, fishing gear/technique, other, totals with one or more improved technology</p> <p>Duration: --New = this is the first year the hectare came under improved technologies or management practices --Continuing = the hectare being counted continues to be under improved technologies or management practices from the previous year</p> <p>Sex: --male --female --association-applied</p>
<p>Direction of change: Higher is better</p>
<p>Justification: Measures enhanced human capacity for increased agriculture productivity, improved food security, policy formulation and implementation, which is key to transformational development.</p>
<p>Management Utility: Outcome</p>
<p>PLAN FOR DATA ACQUISITION BY USAID</p>
<p>Data Collection Method: Via survey or other applicable method. Project-level. Only those hectares affected by USG assistance, and only those brought or continuing under <u>new</u> technologies or management during the current reporting year.</p>
<p>Data Source(s): PRICE will use the average farm size of each partner farmer group (associations, cooperatives or NGOs – from their records) and multiply this by the number of farmers in that group who have applied new technology or management practices supported by the project (this number comes directly from indicator 4.5.2-5).</p>
<p>Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.</p>
<p>Estimated Cost of Data Acquisition: Minimal</p>
<p>Responsible Individual(s) at PRICE: M&E Manager</p>
<p>DATA QUALITY ISSUES</p>
<p>Date of Initial and Future Data Quality Assessment:</p>
<p>Known Data Limitations and Significance (if any): N/A</p>
<p>Actions Taken or Planned to Address Data Limitations: N/A</p>
<p>PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING</p>
<p>Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.</p>
<p>OTHER NOTES</p>
<p>Notes on Baselines/Targets: Baseline is assumed as zero.</p>
<p>Location of Data Storage: PRICE Dhaka Office M&E Desk</p>
<p>Other Notes:</p>
<p>THIS SHEET LAST UPDATED ON: 30 July 2012</p>

Performance Indicator Reference Sheet- Indicator 6
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Total value of sales increased
Classification: Custom Indicator;
DESCRIPTION
Precise Indicator Definition(s): The aggregation of the increase in the total value of gross sales of assisted firms and farmers in the three value chains that can be attributed to PRICE activities.
Unit of Measure: United States dollars converted from local currency, if necessary, at time of collection.
Disaggregated by: Domestic sales, export sales, and sector
Direction of change: Higher is better
Justification: Jobs are created by economic activity, which is largely measured by sales and investment.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will collect the sales revenue data directly from the partner firms, organizations, and partner associations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing sales information and other achievements will be outlined in detailed MOUs with partners.
Data Source(s): Records of partner firms or associations
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: A baseline will be established with each partner enterprise, association, trader group, etc. at the time of the signing of an MOU with the partner. However, if required, this baseline will be adjusted later until the impact is expected to occur. PRICE will annually review data quality issues to ensure data is of sufficient quality for monitoring and evaluation purposes.
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultant, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association, trader group, etc. at the time of the signing of an MOU with the partner or during the first training to the farmers. However, if required, this baseline will be adjusted later until the impact is expected to occur.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 7
PRICE Development Objective Title: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Total number of full-time equivalent jobs created
Classification: Custom Indicator ;
DESCRIPTION
Precise Indicator Definition(s): Full-time equivalent jobs will be defined as those equal to 260 work days per year for non-agricultural production and 150 days for agricultural production (given the seasonality associated with agriculture work). Only new jobs will count, calculated by taking the total number of work days and dividing by 260 or 150, as appropriate. A new job will be attributed to the year in which the job originated.
Unit of Measure: Number
Disaggregated by: Sector, region, gender and age
Direction of change: Higher is better
Justification: The creation of jobs directly contributes to expanded economic opportunities and poverty reduction.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will collect the jobs creation data directly from the PRICE assisted partner firms, organizations, and associations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing jobs information and other achievements will be outlined in detailed MOUs with partners.
Data Source(s): Records of partner firms or associations
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: A baseline will be established with each partner enterprise, association, and trader group at the time of the signing an MOU with the partner. However, if required, this baseline will be adjusted later until the impact is expected to occur. PRICE will annually review data quality issues to ensure data is of sufficient quality for monitoring and evaluation purposes.
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultants, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association, and trader group at the time of the signing of an MOU with the partner or during the first training to the farmers. However, if required, this baseline will be adjusted later until the impact is expected to occur.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 8
PRICE Development Objective Title: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Total value of investment increased
Classification: Custom Indicator
DESCRIPTION
Precise Indicator Definition(s): The aggregation of the increase in the total value of investments of assisted firms in the three value chains that can be attributed to PRICE activities. Investment will include loans and private equity.
Unit of Measure: United States dollars converted from local currency, if necessary, at time of collection
Disaggregated by: Sector
Direction of change: Higher is better
Justification: Jobs are created by economic activity, which is largely measured by sales and investment.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will collect investment data directly from the partner firms, organizations, and partner associations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing information will be outlined in detailed MOUs with partners.
Data Source(s): Records of partner firms or associations
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: A baseline will be established with each partner enterprise, association, trader group, etc. at the time of the signing of an MOU with the partner. However, if required, this baseline will be adjusted later until the impact is expected to occur. PRICE will annually review data quality issues to ensure data is of sufficient quality for monitoring and evaluation purposes.
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultants, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association, trader group, etc. at the time of the signing of an MOU with the partner or during the first training to the farmers. However, if required, this baseline will be adjusted later until the impact is expected to occur.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 9
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Workforce skill improved and labor rights protected
Name of Indicator: Number of persons participating in USAID workforce development programs
Classification: Custom Indicator
DESCRIPTION
Precise Indicator Definition(s): Number of persons participating in USG-funded workforce development programs, including technical and vocational programs and workforce readiness programs.
Unit of Measure: Number
Disaggregated by: Sector, Gender, and Age
Direction of change: Higher is better
Justification: This indicator measures the number of individuals who enrolled in USG-funded workforce development programs. It is assumed that increased access to quality programs will result in a more skilled, adaptable workforce.
Management Utility: Output
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will track and report data from internal project documentation on the number of persons participating in PRICE workforce development programs.
Data Source(s): Project documentation from field offices, including training registration rolls, workshop participant rolls, etc.
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal, as collection will be part of routine project work
Responsible Individual(s) at PRICE: M&E Manager, Training Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: N/A
Known Data Limitations and Significance (if any): N/A
Actions Taken or Planned to Address Data Limitations: N/A
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is assumed as zero.
Location of Data Storage: PRICE Dhaka Office Training Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 10
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: SME competitiveness enhanced and growth accelerated
Name of Indicator: Number of farms and farmers receiving USG-supported assistance to access bank loans or private equity
Classification: Custom Indicator
DESCRIPTION
Precise Indicator Definition(s): Number of small and medium enterprises, including farms, which receive assistance from USG through PRICE to obtain bank loans or private equity.
Unit of Measure: Number
Disaggregated by: Sector, region and gender of owner/manager, if possible
Direction of change: Higher is better
Justification: Firms and farmers improve their productivity, and in turn their competitiveness, by accessing capital and increasing investment in productive assets.
Management Utility: Output
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will track and report data from internal project documentation on the number of persons participating in PRICE workforce development programs.
Data Source(s): Project documentation from field offices, including trip notes from client field visits, training and workshop participants registration rolls, and partner documentation.
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: N/A
Known Data Limitations and Significance (if any): N/A
Actions Taken or Planned to Address Data Limitations: N/A
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is assumed as zero.
Location of Data Storage: PRICE Dhaka Office Training Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012

Performance Indicator Reference Sheet- Indicator 11
PRICE Objective: Expanded economic opportunities created through equitable economic growth
Intermediate Result: Non RMG sectors strengthened and strategic growth enhanced
Name of Indicator: Total value of sales increased of USG assisted businesses
Classification: Custom Indicator
DESCRIPTION
Precise Indicator Definition(s): This indicator will collect and aggregate value of gross sales of assisted firms and businesses that can be attributed to USAID/FTF activities. The value of sales indicates the value of the total amount of agricultural products sold by firms. The increase in value of sales will be calculated based on the total quantity/volume (in metric tons) sold of a product times the product price in the reporting year minus the total quantity/volume (in metric tons) sold of a product times the product price in base year.
Unit of Measure: In million USD.
Disaggregated by: Targeted agricultural products such as rice, fish and potatoes
Direction of change: Higher is better
Justification: This indicator will help track access to markets and firms progress towards commercialization.
Management Utility: Outcome
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will collect the sales revenue data directly from the partner firms, organizations, and partner associations using pre-designed data forms. The commitment and process of collecting initial baseline data and ongoing sales information and other achievements will be outlined in detailed MOUs with partners.
Data Source(s): Records of partner firms or associations
Frequency/Timing of Data Acquisition: Quarterly. 30 days following the close of the quarter.
Estimated Cost of Data Acquisition: Minimal
Responsible Individual(s) at PRICE: M&E Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: A baseline will be established with each partner enterprise, association, and trader group at the time of the signing of an MOU with the partner. However, if required, this baseline will be adjusted later until the impact is expected to occur. PRICE will annually review data quality issues to ensure data is of sufficient quality for monitoring and evaluation purposes.
Known Data Limitations and Significance (if any): Partner organizations may not have reliable record keeping systems.
Actions Taken or Planned to Address Data Limitations: PRICE may assist partner organizations with record keeping through project staff expertise or hired consultants, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will review data quarterly for inclusion in the quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline will be established with each partner enterprise, association and trader group at the time of the signing of an MOU with the partner or during the first training to the farmers. However, if required, this baseline will be adjusted later until the impact is expected to occur.
Location of Data Storage: PRICE Dhaka Office M&E Desk
Other Notes:
THIS SHEET LAST UPDATED ON: 30 July 2012