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PRICE
POVERTY REDUCTION BY INCREASING
THE COMPETITIVENESS OF ENTERPRISES

PRICE MONITORING AND EVALUATION PLAN

July, 2013

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PRICE PROJECT DESCRIPTION

Since its inception in 2008, PRICE has made very good progress targeting value chains in its three technical components: horticulture, aquaculture, and leather products. In order to support its objective to increase the competitiveness of enterprises in the horticulture, aquaculture, and leather sectors, PRICE’s horticulture component primarily focused on seed and on commercial value chains for potatoes, eggplants, and mangoes. The aquaculture sector targeted fish and shrimp sub-sectors, with the activities of the shrimp sub-sector largely managed by a subcontract to World Fish. The leather products component targeted workforce development while building capacity in small- and medium-scale enterprises and strengthening activities in hide quality to provide higher-quality raw material for tanning and leather value addition. The project worked across a broad geographic region based on the targeted value chains.

In 2011, PRICE was asked by USAID to refocus its activities to the 20 Feed the Future (FTF) target districts located in the south and southwest of Bangladesh. Although PRICE was conceptualized and initiated before FTF, it ramped up its efforts in the south, with a significant increase in its horticulture activities. Since then, the project has been operating under this approach, contributing to FTF targets by achieving results in the target areas. In October 2012, PRICE was granted a ten month extension that designated PRICE’s close date as December 31, 2013.

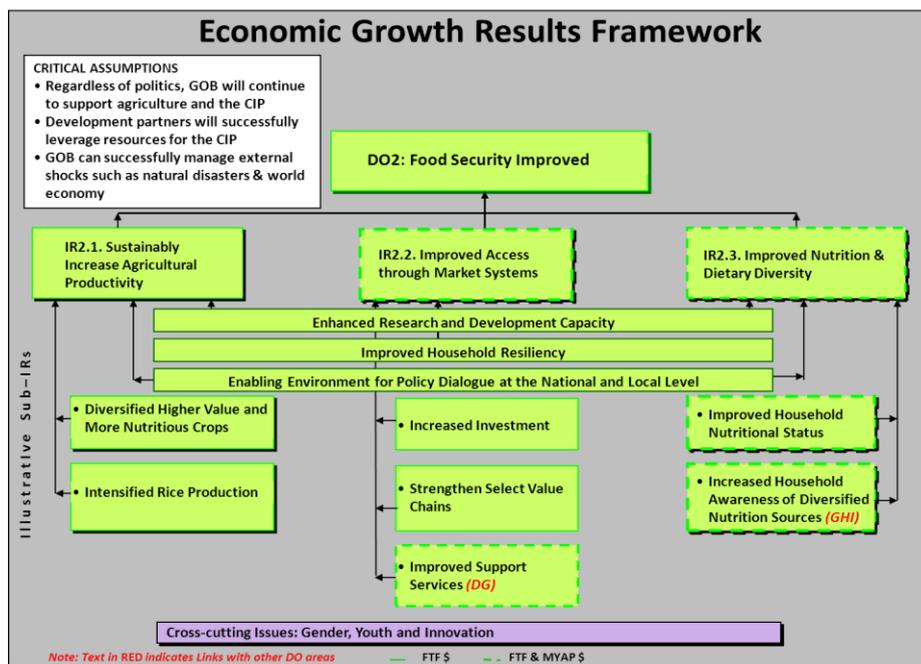
Link to USAID/Bangladesh Strategy

PRICE is a priority project under Development Objective (DO) 2 of USAID/Bangladesh’s Country Development Cooperation Strategy (CDCS). DO2, “*Food Security Improved*”, seeks to sustainably increase the agricultural productivity by Bangladesh’s small farmers and increase the purchasing power of the food-insecure poor. DO2 is the flagship DO for the United States Government (USG)’s Feed the Future (FTF) Strategy and its objective in Bangladesh, “*Availability, Access, and Utilization of Domestically Produced and Nutritious Foods Increased.*”

PRICE’s original development hypothesis suggested that the promotion the competitiveness of Bangladeshi firms, products, and services in global markets would foster entrepreneurialism and help reduce inequities that impede the poor from reaping greater benefit from economic and income growth. PRICE’s approach was initially focused on export competitiveness and worked to forge solid connections between SMEs and larger producers and exporters, while also lifting managerial, marketing, and production skills to enable SMEs to meet quantity and quality standards.

With its shift to the FTF framework in 2011, PRICE re-oriented to support a more production and markets based approach with the assumption that development in

these areas would improve the skills of producers and other vital players in the respective value chains, thus leading to more efficient agricultural productivity, improved market access and increased food security.



PRICE's work now directly contributes to the achievement of USAID/Bangladesh's DO2 results framework (see figure 1) Intermediate Results (IRs) IR2.1 "sustainably increase agricultural productivity" and IR2.2 "improved access through market systems". In fact, PRICE's higher-level intermediate results (IRs) and three sub-IRs contribute to DO2 as well as achieving PRICE's "competitiveness of horticulture, aquaculture and leather sectors increased" objective through strengthened agricultural production and markets. PRICE's IRs are shown in the results framework in Figure 2.

In order to achieve its objective, PRICE is focusing on three interrelated IRs¹:

IR1 "Productivity of the horticulture, aquaculture and leather sectors increased." Increasing productivity at the producer level is a primary objective of agriculture sector growth as without an increase in agriculture productivity there is little likelihood of increased food security, improved nutritional status, or expansion of markets and trade. Activities under this IR will contribute to enhancement of productivity through a focus on technical transfer, training, application of sustainable approaches, crop diversification and increased innovation.

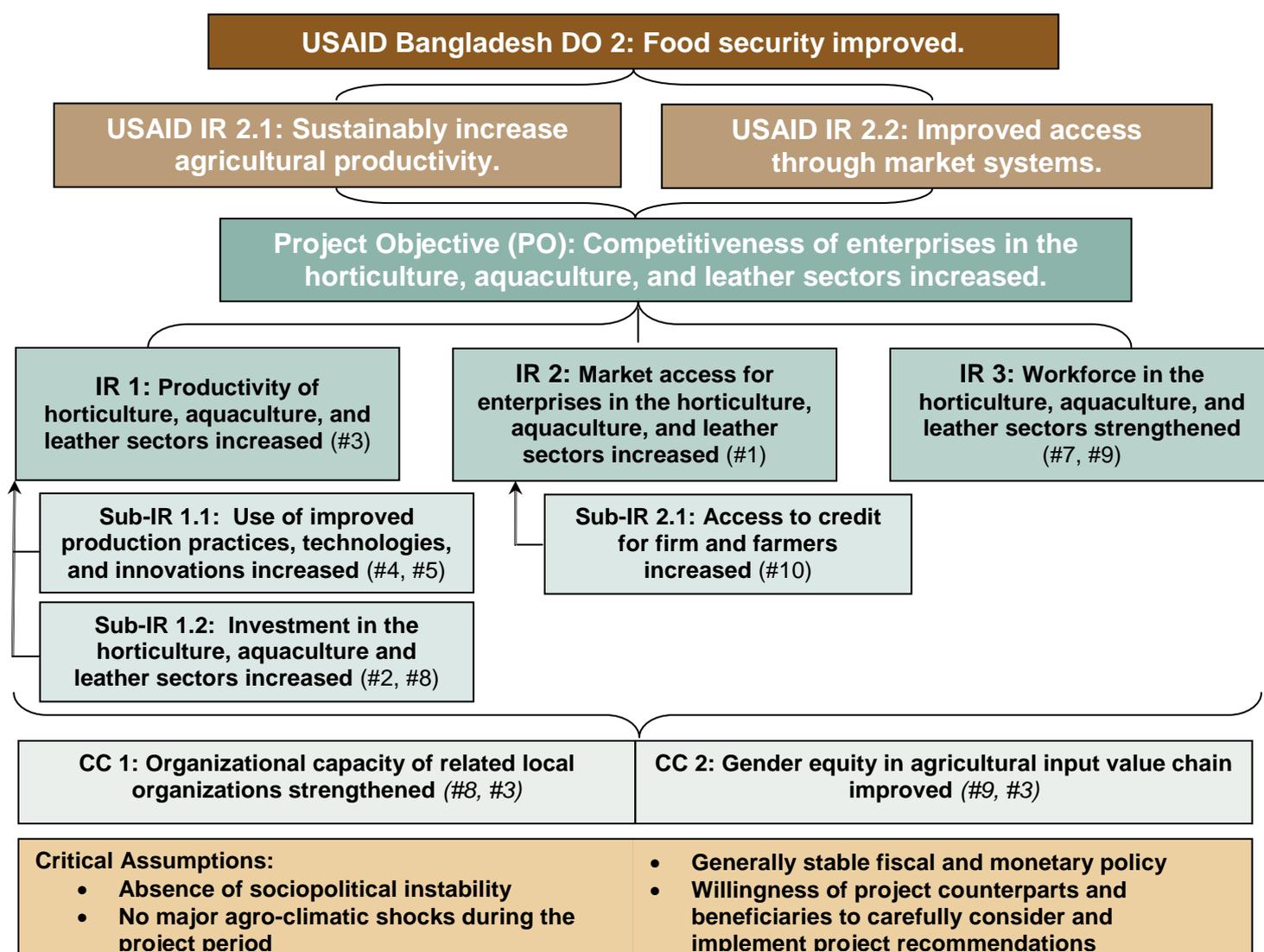
IR2 "Market access for enterprises in the horticulture, aquaculture and leather sectors increased." This IR will build capacity of farmers/workers and SMEs in the three sectors through training; facilitation of greater access to market information; provision of specialized extension and business services; improvements in the market efficiency of agricultural producers; support of effective and efficient input supply systems; enhancement of market linkages; strengthening of value chain relationships; improvement in post-harvest storage, transportation and processing; and information dissemination on knowledge of quality standards, health and labor requirements.

IR3 "Workforce in the horticulture, aquaculture and leather sectors strengthened." This IR will lead to an improvement in workforce that will result in improved competitiveness in PRICE's three target sectors. It is assumed that access to quality training programs will result in a more skilled, adaptable workforce. Uptake of that workforce will in turn will lead to increased employment and improvements at various points along the value chain.

In its results framework, PRICE also lists critical assumptions which allude to general conditions under which the project strategy for achieving its objectives will hold true. These critical assumptions are primarily outside the control of the project and reflect conditions likely to affect the achievement of results, such as socio-political instability (namely, *hartals*, which impede movement in the target regions) or natural disasters which would affect agricultural productivity.

¹ IRs are linked to the specific project indicator by the number in parentheses as listed in the box below the figure 2 results framework.

Figure 2. PRICE Results Framework and List of Selected Performance Indicators



#	Indicator	Indicator Type	IR
1	Value of incremental sales (USD) (collected at farm-level).	F-Indicator 4.5.2-23	2
2	Value of new private sector investment (USD) in the agriculture sector or food chain leveraged by FTF implementation.	F-Indicator 4.5.2-38	1
3	Number of individuals who have received USG-supported short-term agricultural sector productivity or food security training.	F-Indicator 4.5.2-7	1
4	Number of farmers and others who have applied new technologies or management practices as a result of USG-assistance	F-Indicator 4.5.2-5	1
5	Number of hectares under improved technologies or management practices as a result of USG-assistance.	F-Indicator 4.5.2-2	1
6	Total value of sales increased.	Custom	2
7	Total number of full-time jobs created.	Custom	3
8	Total value of investment increased.	Custom	1
9	Number of persons participating in USAID workforce development programs.	Custom	3
10	Number of firms and farms receiving USG assistance to access formal loans or micro-credit	Custom	2

PRICE MONITORING AND EVALUATION PLAN

The PRICE monitoring and evaluation (M&E) plan is designed to measure PRICE's performance and impact and clearly demonstrate how the project is or will achieve its objectives and ultimately help improve the program. The M&E plan defines the indicators that measure progress towards project objectives, determines what data must be collected at what moments of the campaign, the methods of data collection, and how findings will be analyzed and reported. The PRICE team collects and analyzes the performance information quarterly and brings meaning to the raw data by analyzing them and providing appropriate context so they can be interpreted into useful information. The data collected serves as the basis for quarterly and annual reports to USAID and results from the analyses help determine whether adjustments to the project implementation plan are required. Finally, this information is conveyed to the relevant internal and external parties through project communications and knowledge sharing events.

A. Features of the PRICE M&E System

The PRICE M&E system is specifically designed to involve technical team members and project counterparts. This approach has several benefits:

Efficiency. Technical team members and counterparts have first hand knowledge of their activities and resulting impacts so they are best suited to efficiently collect and verify basic M&E data in their respective technical areas.

Ownership. By being involved in project M&E efforts, technical team members can ensure that the information generated is relevant and consistent with the project's objectives while our counterparts will see the demonstrated success of reforms.

Feedback. After collecting and analyzing M&E information, technical team members and counterparts are aware of the project's progress and they will be able to use the M&E information to help guide project implementation.

The project M&E team is responsible for organizing data collection. They ensure that project team members have the necessary tools to collect data and that they collect it consistently and at the appropriate frequency. The M&E team then verifies data quality and analyzes it so they can report trends. Annually the M&E team reviews the appropriateness of the M&E Plan and makes necessary additions or adjustments to the existing indicators. The chief of party supervises the overall M&E system.

The project's technical area specialists are responsible for managing the process of primary data collection and entry in their respective technical areas. They then use the information to make management decisions about implementation activities. These technical specialists communicate progress to PRICE counterparts informally during the course of technical assistance and formally in quarterly reports to help them make decisions about necessary and priority interventions.

PRICE collects basic M&E data from the administrative and technical records of the project, including specially-designed surveys, and focus groups. PRICE also consults records, statistics, surveys, and databases maintained by the Government of Bangladesh (GOB), USAID, other donors, and NGOs as additional sources of data.

B. Measurement of Performance

During the project period (2008-2013) PRICE's objective has been to reduce poverty and improve food security by increasing yields, promoting sales and encouraging investments in select value chains. Therefore, the focus of PRICE performance indicators is on sales, jobs, and investment—particularly for the benefit of women, young adults, and small and medium enterprises (SMEs)—to achieve equitable growth. These are the performance indicators for the overall strategic objective and they have specific targets for the life of the project.

PRICE uses custom indicators that allow the project to track other aspects of its work and to support requirements for overall USAID reporting. For example, custom indicators include disaggregation of performance indicators by categories such as sex, age, sector, region, exports, and SMEs. These indicators also track the number of SMEs receiving PRICE assistance and financing, training metrics, and other measures.

PRICE primarily collects data on standard and custom indicators relevant to activities that are directly implemented by the project. Through these performance indicators, PRICE has been able to accomplish the following:

- Capture and communicate major project progress and results
- Monitor implementation progress against targets
- Supply information concerning major PRICE activities
- Identify problems constraining performance and resolution
- Contribute to USAID's own performance management and reporting needs

Performance of the project comprising the three sectors (aquaculture, leather products and horticulture) has been measured using seven defined specific indicators through March 2012. Two types of indicators have been used to monitor PRICE's contribution to (1) project performance assessment and (2) key indicators of the global U.S. Foreign Assistance Framework, including the Feed the Future (FTF) Initiative indicators. The first category is called custom indicators and the second is called standard indicators. Custom indicators are indicators generated for the specific use by PRICE and include impact, outcome and output indicators. Standard indicators are used to report on PRICE's contribution to the global results of priority program areas of the U.S. Foreign Assistance Framework, including FTF indicators. Standard indicators also include impact, outcome and output indicators. All of these indicators are measured quarterly and annually throughout implementation in order to monitor progress towards targets agreed with USAID.

While the indicators are intended to be reported on over the life of the project (2008-2013), it is likely that adjustments will be necessary over time. Annually, PRICE reviews the M&E Plan in coordination with USAID and other counterparts, and the indicators are modified as necessary.

C. Changes to PRICE M&E plan over the life of project

PRICE began in 2008 and the first M&E plan (then called PMP) was approved in March, 2009, which had eight contractual and custom indicators. At that time, PRICE activities were geographically dispersed, with a large proportion of beneficiaries in the north and east of Bangladesh. Upon the commencement of FTF-funded interventions at the beginning of fiscal year 2011, PRICE and USAID agreed to redefine PRICE's geographic focus to better target the 20 FTF districts in the south and southwest of Bangladesh. PRICE and USAID agreed that:

1. PRICE activities within the 20 FTF target districts should reach a level of effort of 75 to 80 percent; and,
2. PRICE activities outside the 20 FTF target districts should not exceed 20 to 25 percent.

USAID and PRICE had several meetings from July, 2012-March, 2013 to discuss the definitions of the newly-added FTF indicators, identify FTF indicators that matched PRICE's existing indicators, and select which indicators PRICE should continue to report on. It was agreed that PRICE should select a set of FTF indicators which are possible to report on without incurring any additional expenses. It was also agreed that PRICE would continue to report on standard indicators as well as custom indicators which PRICE has been previously reporting on. This M&E Plan includes all indicators including FTF or "standard", PRICE contractual obligations, and custom indicators (see Annex 2). The previous set of seven PRICE indicators was replaced by this new set (of 10?). There were no changes to the three major contractual indicators and results have been captured and documented through the quarterly and annual reports.

Targets have been set for the rest of the project period (which is?) for the new indicators in this M&E Plan. As indicated in Annex 2, PRICE is reporting on five standard indicators (Indicators 1-5) and six custom indicators (Indicators 6-11).

Standard FTF Indicators. The five standard (FTF) indicators used by PRICE are:

Indicator 1: Value of incremental sales (USD) (collected at farm-level) attributed to FTF implementation (F-Indicator 4.5.2-23; FTF Required if Applicable)

Indicator 2: Value of new private sector investment (USD) in the agriculture sector or food chain leveraged by FTF implementation (F-Indicator 4.5.2-38; FTF Required if Applicable)

Indicator 3: Number of individuals who have received USG supported short-term agricultural sector productivity or food security training (F-Indicator 4.5.2-7; FTF Required if Applicable and Whole of Government)

Indicator 4: Number of farmers and others who have applied new technologies or management practices as a result of USG assistance (F-Indicator 4.5.2-5; FTF Required if Applicable and Whole of Government)

Indicator 5: Number of hectares under improved technologies or management practices as a result of USG assistance (F-Indicator 4.5.2-2; FTF Required if Applicable and Whole of Government)

Custom Indicators. The six custom indicators used by PRICE are:

Indicator 6: Total value of sales increased: (contract-bound)

Justification: Economic activities are largely measured by the creation of sales. It is the aggregation of the increase in total value of gross sales of assisted firms and farmers that can be attributed to PRICE activities. It is calculated in United States dollars and disaggregated by domestic and export sales.

Indicator 7: Total number of full-time jobs created: (contract-bound)

Justification: True poverty reduction means having a decent job with jobs arising from increases in sales and investment across the value chains in response to market demand. 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 of a firm or farmer in a performance period and dividing by 260 or 150, as appropriate. A new job will be attributed to the year in which the job originated.

Indicator 8: Total value of investment increased: (contract-bound)

Justification: Economic activities are largely measured by increased investment. It is the aggregation of the increase in the total value of investment of assisted firms that can be attributed to PRICE activities. Investment will include loan and private equity. It is calculated in United States dollars and disaggregated by domestic and export sales.

Indicator 9: Number of persons participating in USAID workforce development programs

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. It will give the number of persons participating in USG-funded workforce development programs including, technical and vocational programs and workforce readiness programs.

Indicator 10: Number of firms and farms receiving USG assistance to access formal loans or micro-credit (custom)

Justification: Firms improve their productivity, and in turn their competitiveness, by accessing capital and increasing investment in productive assets. It is the number of USG-supported SMEs and farmers who obtain bank loans or microfinance loans.

Justification: Economic activities are largely measured by the creation of sales. It is the aggregation of the increase in total value of gross sales of assisted firms only that can be attributed to PRICE activities. It is calculated in United States dollars and is a subset of Indicator 6.

PRICE collaborated with BFFEA (Bangladesh Frozen Fish Exporters Association) on labor law compliance training for the shrimp industry and six processing plants participated in the training program on a voluntary basis. After this training program was completed in FY 2011, there was no further request from BFFEA for such trainings. Therefore, the custom indicator 5, 'Number of staff (workers and managers) trained on key issues of Bangladesh Labor Law 2006' was dropped from FY 2012 onwards based on consultations and agreement with USAID.

For the first three custom indicators (Indicator 6-8), PRICE has targets set by the contract with USAID (Contract No. 388-C-00-08-00021-00). For the other custom and standard indicators mentioned here, PRICE has agreed to report on them but PRICE does not have any contractually obligated targets.

Indicator reference sheets have been prepared for each indicator to provide more detail on the indicator's definition, units of measure, justification, data collection, and where possible, proposed targets. Please see Annex 3 at the end of document that includes all the PIRS.

Reporting. PRICE reports quarterly and annually to USAID. Each fiscal year (Oct-Sept) three quarterly reports and one annual report are generated and submitted to USAID. Not only does the annual report summarize the entire year, but it reports on the progress made during the fourth quarter. These reports contain detailed project progress in the three sectors, cross-cutting issues and performance reports. The performance report section contains the results for the standard and custom indicators as stated above. PRICE also submits weekly activity updates to USAID.

D. Use of Case Studies

Case studies are occasionally used as illustrative examples that provide a clear picture and/or a deeper understanding of project progress. Case studies are prepared by the communication personnel of the project under direct supervision of COP. Sector team leaders and others support this process by suggesting interesting cases that clearly show progress and or results of project activities. On average, 12 case studies are prepared each year and these are submitted to USAID along with the project's quarterly and annual reports. These stories are also uploaded to the PRICE project's website, <http://price-bd.com/>. Other types of illustrative examples include success stories, first person stories and photo stories.

E. Data Source

Primary Data. The principal sources of data that PRICE's M&E team uses are primary sources (source or sources?). Primary sources of data are the partners or the beneficiaries themselves and this is used for indicators 1, 2, 6, 7, 8, 10, and 11(11 is not on the RF list, please be consistent). PRICE collects data from these sources directly. For Indicator 3 and Indicator 9, data is taken from the quarterly training reports produced by the project's training personnel, and adjusted for the indicators' requirement. Necessary adjustments include eliminating double-counting when one MSME has received training more than once. For Indicator 10 (assistance to access bank loans or private equity), data is collected by respective sector teams through regular interviews with the partner. A sample survey method is not used for this indicator because the extrapolation of survey results might contain sampling errors. Lastly, Indicator 9 is calculated based on the information from Indicator 3. Indicator 10 is calculated by using mini or sample surveys for each farmer group to estimate the adoption rate of improved technology or management practices. Indicator 5 (FTF indicator 4.5.2-2) is considered an outcome from indicator 4 (FTF indicator 4.5.2-5) which is, in turn, an outcome of indicator 3 (FTF indicator 4.5.2-7).

Secondary Data. In addition to primary sources, PRICE's M&E team also utilizes secondary sources of information to measure the indicators. Secondary sources include a range of organizations including the Government of Bangladesh (e.g. ministries), Export Promotion Bureau (EPB), Department of Fisheries (DoF),

business associations, international organizations such as the World Bank, United Nations, universities, commercial firms and implementing partners like BSFF, BFFEA. Data is collected in regular intervals or based on need and a database is maintained to store and organize the data. This database is then used for analyzing industry trends, and project and sector performance.

F. Baselines

A baseline is the value of an indicator before the commencement of activities and is used as a reference point for comparison when measuring progress toward a result. For pre-FTF indicators (custom indicators 6-11 #'s), baseline information for enterprises was collected during the process of developing Memoranda of Understanding (MoUs) or growth plans with the partners. For initial partners this was done in 2008; for any partners added later, this was done immediately after the MOU signing. For the producer groups or associations or cooperatives with hundreds of farmers, baseline data on these indicators was collected during the first training sessions conducted for the farmers. Hired M&E consultants, as well as PRICE technical team members present in the training sessions, collected the data from all training participants and entered information into a prescribed format.

Upon PRICE's reorganization under the FTF framework, partner baselines were taken in 2011 in the same manner as described above. The completed formats are preserved by PRICE's M&E department and entered into the computer and analyzed accordingly. Data quality control is undertaken by the M&E team member during and after the data collection.

Performance data collected after the baseline is compared to the baseline to determine the project's progress or performance results during performance measurement periods (quarterly and annually).

G. Data Elements and Collection Tools

Data Elements. Many of the project's indicators are aggregate indicators, made up of various data elements. M&E works with each technical team and its counterparts to design database spreadsheets, forms, and surveys to capture and manage these data elements.

Tools. Formats for data collection on PRICE indicators have been designed by the PRICE M&E team by using input from the technical teams (see Annex 5). Periodically, these data collection formats have been modified to fit the project's requirements. PRICE uses M&E formats to collect data on the indicators 6-8 (increase in sales, creation of jobs and increase in investment) based on the different types, sources and methods of data collection. Detailed guidelines for enumerators are attached with each questionnaire and all completed data forms are signed by the interviewees and the interviewers.

For the other indicators, which are related to training or assistance provided by PRICE, Quarterly Training Reports are generated by PRICE's training personnel.

H. Data Collection, Entry and Storage

For custom indicators 6 (increase in sales), 7 (creation of jobs) and 8 (increase in investment), performance data will be collected at the end of each calendar quarter by the partners (Oct-Dec, Jan-Mar, April- June, July-Sept). The baseline and quarterly performance data is collected through partner interviews and sample surveys.

The first method, partner interview, is suitable for the individual SMEs PRICE is working with. As the name suggests, the source of information for this method is the partner or client with whom the project is working with. The approach is to hold a discussion with the partner enterprise and lead the conversation according to the need for information on performance. The partner might recall the information from memory or might check relevant business records for providing the information. The interviews are conducted by the PRICE technical team who has regular contact with the partner enterprises. This familiarity helps allows interviewers to easily collect data from the partners and helps ensure the quality of data.

In addition to interviews, sample surveys have also been used to collect data. Sample surveys have been used in cases where performance data on sales, jobs and investment was not readily available from the partners. These partners do not have an organized way of keeping records of their sales, jobs or investment. Thus, to collect data from partners such as fish farmers' associations who have a large number of members (from 60 to 3000), the sample survey method has been employed. The source of information in this case is the beneficiaries of the interventions, i.e. the members of the associations. These surveys can be of two types, large surveys with statistically viable sample size, and mini surveys with a minimum sample size of 30 or larger.

For large surveys, a statistically viable sample size is calculated beforehand by considering the character of the population to be surveyed. Professional survey teams use data collected from detailed briefings on the project and process data that had been collection by PRICE's technical and M&E teams. Formats for data collection are provided by PRICE's M&E team and sample points are selected at random. However, the cost and time required for conducting this type of survey for each partner with combined body of micro enterprises were too large to be conducted quarterly. Thus, it has been decided that PRICE would conduct these full-fledged surveys only annually, at the end of the U.S. fiscal year in September.

For mini-surveys, a minimum sample size of 30 or larger is taken. The statistical viability behind this decision is that when the sample size is greater than 30, the distribution approaches normal distribution. Also, the homogeneity in the population (similar type of land, weather, availability of inputs, market linkage, sharing of knowledge) is considered here. For the quarterly reports, these types of mini surveys have been conducted since 2010. However, these quarterly mini survey results are verified during the later annual survey.

Data Collection by External Third-Party. If PRICE determines that sufficient expertise or man-power is not available internally, it may subcontract an external, local research entity to conduct wide-scale surveys for this performance monitoring plan. PRICE hires external third party professional survey teams for collecting data from farmer groups (associations, cooperatives, and NGOs to ensure the integrity of data as they are not directly managed by PRICE and should not have any potential conflict of interests. The PRICE M&E team selects the external firm from a pre-approved pool of qualified candidates. Qualified firms must have staff with adequate education and relevant experience, especially in Bangladesh.

Data Entry. All data collected for PRICE indicators, is entered by the respective sector team in an Excel format. Later the data entered is checked and confirmed by the PRICE M&E team and entered into the project M&E database.

For data collected during the sample surveys, an appropriate format for data entry is prepared by the PRICE M&E team. For the mini surveys with a quarterly sample size of equal to or less than 30, data entry will be performed by the PRICE Data Specialist. For the surveys with a larger sample size, conducted by third party survey teams, the data entry will be done by the contractors' data entry professional. Data can be provided in either soft or hard copy, as needed. The PRICE M&E specialist coordinates this process and conducts quality checks on entry.

Data Storage. The PRICE M&E team is responsible for the final storage of all data collected by PRICE's partners in the Dhaka office. A detailed catalog of the available data is on file so the data can be easily and quickly accessed.

I. Data Quality Assessment

Data Quality Assessments. Data Quality Assessments (DQA) will be conducted for all the indicators reported to USAID Bangladesh. PRICE will ensure that all indicators meet the USAID's five data quality standards (validity, integrity, precision, reliability and timeliness). The DQA's will be verified in collaboration with USAID/Bangladesh. The purpose of the DQA is to ensure that PRICE and USAID/Bangladesh are aware of the strengths and weaknesses of the data collected, as determined by applying data quality standards. The

DQA's will inform PRICE and other decision makers of the extent to which data integrity can be trusted to influence project decisions.

The PRICE technical team provides initial quality control for the various raw data elements. The technical team examines the data to identify common errors including logical inconsistencies, out-of-range values, significant departures from trends, or other errors that can be immediately addressed.

The PRICE M&E team is responsible for data quality control after data entry. Around 10 percent of the tabulated data is compared with the raw data forms to ensure accuracy of data entry. The M&E team performs basic data analysis and tabulation to identify potential erroneous data. When errors are identified, the M&E team will make appropriate corrections by coordinating and consulting with counterparts as appropriate.

In September 2012 PRICE has started using third party firms for data verification.

To ensure high quality training report data, the training specialist will visit ongoing training sessions, consult with partners and beneficiaries, check the quality of training administration and provide on-the-spot recommendations. The training specialist will also provide prompt feedback to respective sector team.

Data Quality Criteria. Five related standards are used to examine data quality in more depth².

Criteria for Good Data Quality:

1. Validity
2. Precision
3. Reliability
4. Timeliness
5. Integrity

(1) Validity. An indicator should clearly and adequately represent the intended result.

- Attribution. Does the indicator measure the contribution of the project?
- Bias and/or Sampling Errors. Are there any biases or sampling errors that affect the data?

(2) Precision. Data should be sufficiently precise to present a fair picture of performance and enable management decision-making at the appropriate levels. Also, there should be a sufficient degree of confidence in the data's accuracy.

(3) Reliability. Data should reflect stable and consistent data collection processes and analysis methods over time, so that changes in data are not due to changes in the data collection method.

In other words, if the data collection procedure were repeated, the same result should occur.

(4) Timeliness. Data should be timely enough to influence management decision-making. There are two key aspects of timeliness. First, data must be available frequently enough to influence decision-making. Second, data should be current enough when available.

(5) Integrity. Data that are collected, analyzed, and reported should have established mechanisms in place to reduce manipulation. There are generally two types of issues that affect data integrity. The first is inaccurate transcription. For example, a number might be incorrectly entered into a database system or recorded in a performance report. Data integrity is at greatest risk of being compromised during collection and analysis. The second, and more complex issue, is whether there is any incentive on the part of the data source to manipulate the data. For example, if a project obtains data from stakeholders who depend on funding from the project, the stakeholder may have an incentive to skew the data.

²Definitions are derived from USAID Programming Policy, ADS Chapter 203 Assessing and Learning, p. 20.

Data Quality Assessments by USAID. USAID conducts annual Data Quality Assessments (DQA) visits to PRICE project areas and meets partners, stakeholders, and consultants. The assessors meet with the partners and beneficiaries and check that all required documentation is present. USAID also meets with PRICE personnel and discusses the whole data collection process, including quality control and the reporting process in detail. Based on that, USAID prepares an annual DQA report for the project. At the middle of the project life, a team from USAID/W conducted the mid-term evaluation of PRICE performance.

Reduce Double Counting. PRICE works to minimize potential double counting through close coordination between sectors and technical teams. The project M&E team reviews indicators with each team to identify areas where overlapping between sectors may occur. Once identified, the teams work together to determine how the data will be monitored and reported.

Double counting may also occur between PRICE and other USAID projects operating under SO 12. The M&E team will identify these situations and work with partner projects to determine the best way to report the results. However in some situations, it may be appropriate for both projects to monitor the same data. In these cases, the project may still monitor and report on the data but will report the magnitude of potential overlaps. With this information, USAID is able to adjust for double counting when consolidating indicators from various partners.

J. Data Analysis

After ensuring data quality, the data is processed and analyzed by the PRICE M&E team. MS Excel has been used for the processing and analysis of data so far. Transcription error is avoided by checking 10 percent of data entry. If any errors are found, 100 percent of data is double checked for errors. For the indicators on increase in sales, creation of jobs and increase in investment, separate processing techniques are used for data collected from enterprises directly (by using Enterprise Data Format) and the data collected from the combined body of beneficiaries, i.e. associations or cooperatives (by using sample survey method and format). Data from sample surveys is extrapolated by getting the figure for the whole populations using cultivable land area as the basis.

As of February 2013, PRICE has been using software for data entry and analysis of the collected data. As the software was designed before the FTF reporting requirement, only the custom indicators' results are available from the software. For FTF or Standard indicators' reporting, PRICE continues to partially use manual data processing.

However, the process of measurement of performance is comparing performance period results with the baseline period data. The performance period data is compared with the same period in baseline and the resulting change is taken as performance. For example, while calculating quarterly increase in sales (Indicator 6, Figure 2) of a partner, the gross sales of the partner in that particular quarter is compared with the baseline sales of the partner in the same quarter in the baseline year. That means:

$$\text{Increase in Sales in the quarter} = \text{Value of sales in the quarter} - \text{Value of baseline sales in the same quarter}$$

For Indicator 7, 'Total number of full-time jobs created', the creation of jobs are considered across the value chains, wherever applicable. For the jobs created directly by the partners (only one node in a value chain), data is collected from the partners. Performance calculation from this data is as stated above: performance period data is compared with the same period in baseline and the resulting change is taken as performance.

For estimating the additional jobs created downstream or upstream or on-farm as a result of partner activities, in September 2010 PRICE drafted a job model. The job model estimates job factors for different types of partners in several ways including downstream, upstream and on-farm.

The *downstream job factor* gives the factor by which additional labor days are used by a partner for each additional unit of production in a period. The total quantity of increased production of a partner in a period is multiplied by the respective job factor and the resulting full time equivalent job is calculated. For example, if

partner A has increased its production by 500 MT in a period and partner A's downstream job factor is 5 (labor days per MT of production), the resulting full time equivalent job created downstream is: $(500 \times 5) / 150 = 16.67$.

With the accumulated data at hand till September 2010, *the downstream job factor* was used to calculate additional jobs created by the enterprises and farmer groups till September 2010 and reported in the annual report of FY 2010. Since then, downstream job ratio has been used in the same way.

The *on-farm job factors* are used in the job model because in the Bangladesh context, a major part of the labor used in agriculture is from family members for which farmers don't keep records. The on-farm job factor in the job model calculates the total on-farm labor requirement factors of different partners which may include hired and/or family labor. For the accumulated data at hand till September 2010, on-farm job factor has been used to calculate additional jobs created by the farmer groups and reported in the annual report of FY 2010.

In each sector, all the partners' performances are summed up for getting the aggregate performance on the 3 indicators for the sector. Then the three sectors' performances are summed up to get the project performance.

While analyzing the data, the M&E team focuses on the segregation required by the definition of an indicator such as sector, age, region, and export-import. After that, the quantitative achievements are linked back to the qualitative improvements by the partners. Qualitative results are collected through regular M&E activities as well as sector activity reports. The M&E team receives consent from the technical team before establishing such relationship in the analyses.

K. Data Management Software

The existing PRICE M&E database is designed to follow the development of appropriate recording and reporting formats and the data collection tools are consistent with the indicators and information needs and M&E plans. Project reporting requirements have determined the type of data management, processing, analyses and reporting. Though the earlier system used MS Excel application for data processing and reporting, still it took considerable time and this situation was supposed to worsen with the higher scale of the project. Thus an automated M&E data management system or software that captures outputs and outcome indicators using a common user-friendly software package has been developed. This has added flexibility, efficiency to and enhanced reliability of the PRICE M&E system.

A database structure has been used to develop the data management system for PRICE. This structure allows automatic navigation in the database and support query facilities. The design includes module creation, ID creation, data analyses, upload and download options. Around 15 users can access the system and are able to see the reports. Access to the system is secured by a password, and three of these users have administrative access to the system. PRICE worked with Grameen Solutions Ltd., a renowned software company in Bangladesh, to establish the database system. They developed the software using Apache Web Server, MySQL-5 as database and PHP-5 as the web scripting language. AJAX and Java Script frameworks were also used.

L. Evaluations. USAID or its designee may conduct evaluations focused on key implementation issues during the implementation of PRICE. Evaluations will be conducted in line with ADS 203 and the USAID Evaluation Policy of January 2011 and accompanying documents. Such external evaluation (s) may include a detailed review and analysis of the development hypothesis, cause and effect dynamics, project organization, management, field work, significant outputs, and the quality and quantity of overall performance. PRICE will provide sufficient planning for the regular collection of data that may be required for different types of evaluations, including counterfactual data for impact evaluations. USAID held a mid-term evaluation of the project in March, 2011 and a final evaluation is being planned for October, 2013.

ANNEX 1: LIST OF ALL INDICATORS REPORTED TO USAID

PRICE is now using five standard indicators (Indicators 1-5) and six custom indicators (Indicators 6-11).

The five standard (FTF) indicators that are also included in the F-Framework are:

Indicator 1: Value of incremental sales (USD) (collected at farm-level) attributed to FTF implementation (F-Indicator 4.5.2-23; FTF Required if Applicable)

Indicator 2: Value of new private sector investment (USD) in the agriculture sector or food chain leveraged by FTF implementation (F-Indicator 4.5.2-38; FTF Required if Applicable)

Indicator 3: Number of individuals who have received USG supported short-term agricultural sector productivity or food security training (F-Indicator 4.5.2-7; FTF Required if Applicable and Whole of Government)

Indicator 4: Number of farmers and others who have applied new technologies or management practices as a result of USG assistance (F-Indicator 4.5.2-5; FTF Required if Applicable and Whole of Government)

Indicator 5: Number of hectares under improved technologies or management practices as a result of USG assistance (F-Indicator 4.5.2-2; FTF Required if Applicable and Whole of Government)

The six custom indicators are as follows:

Indicator 6: Total value of sales increased (contract-bound)

Indicator 7: Total number of full-time jobs created (contract-bound)

Indicator 8: Total value of investment increased (contract-bound)

Indicator 9: Number of persons participating in USAID workforce development programs

Indicator 10: Number of firms and farms receiving USG assistance to access formal loans or micro-credit

ANNEX 2: PRICE PERFORMANCE DATA TABLE

PRICE has the following performance data table (updated October 2012):

Standard Indicators

Indicator No. (Related IR)	Indicator title	Unit	Disaggregated by:	Baseline		FY12 Target	Achievement in FY12			FY13 Target	FY14 (Oct-Dec '13) Target
				Year	Value		FTF Zone	Non-FTF Zone	Total		
4.5.2-23 (2)	Value of incremental sales at farm level attributed to FTF implementation	USD , mill.	Fish and shrimp	2011	0		10,097,135	30,574,906	40,672,041	9,600,000	800,000
			Horticulture		0		7,814,158	15,754,042	23,568,200	10,125,000	1,500,000
			Total		0		17,911,294	46,328,948	64,240,241	19,725,000	2,300,000
4.5.2-38 (1)	Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	USD , mill.	None	2011	0		10,175,434	2,240,287	12,415,721	1,660,000	100,000
4.5.2-2 (1)	Number of hectares under improved technologies or management practices as a result of USG assistance	ha	New	2011	0		3,183	2,127	5,310	2,050	0
			Continuing		0		0	0	0	5,310	7,360
			Male		0		2,418	1,934	4,352	6,020	6,020
			Female		0		765	193	958	1,340	1,340
			Total		0	40,564	3,183	2,127	5,310	7,360	7,360
4.5.2-5 (1)	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	New	2011	0		12,278	3,465	15,743	9,220	0
			Continuing		0		0	0	0	15,740	24,960
			Male		0		9,088	2,580	11,668	19,220	19,220
			Female		0		3,191	885	4,076	5,740	5,740
			Total		0	39,600	12,278	3,465	15,743	24,960	24,960
4.5.2-7 (1)	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	Number	Male	2011	0		30,786	13,740	44,526	25,950	0
			Female		0		10,074	2,608	12,682	5,550	0
			Producers		0		40,380	15,768	56,148	30,750	0
			People in government		0		0	190	190	0	0
			People in private sector firms		0		480	390	870	750	0
			Total		0	52,800	40,860	16,348	57,208	31,500	0

Custom Indicators

* For initial partners this was done in 2008; for any partners added later, this was done immediately after the MOU signing.

Indicator No. (Related IR)	Indicator title	Unit	Disaggregated by:	Baseline		FY12 Target	Achievement in FY12			FY13 Target	FY14 (Oct-Dec '13) Target
				Year*	Value		FTF Zone	Non-FTF Zone	Total		
Custom (2)	Total value of sales increased	USD mill.	Domestic	2008	0	34,349,369	23,115,214	58,151,611	81,266,825	23,099,250	2,958,350
			Export		0	27,949,648	6,604,774	37,013,518	43,618,291	28,351,100	5,876,500
			Aquaculture		0	26,181,337	17,915,674	34,615,710	52,531,384	12,000,000	1,000,000
			Horticulture		0	13,051,243	11,804,315	24,291,994	36,096,309	12,025,000	2,000,000
			Leather/Leather products		0	23,066,436	0	36,257,424	36,257,424	27,425,350	5,834,850
			Total		0	62,299,017	29,719,988	95,165,128	124,885,117	51,450,350	8,834,850
Custom (3)	Number of full-time equivalent jobs created	Number	Aquaculture	2008	0	10,908	14,016	4,985	19,001	2,900	300
			Horticulture		0	3,534	1,475	5,113	6,588	2,900	1,000
			Leather/Leather products		0	880	0	2,736	2,736	870	0
			Male		0	13,708	15,270	9,254	24,524	4,610	975
			Female		0	1,614	221	3,580	3,801	2,060	325
			Total		0	15,322	15,491	12,834	28,325	6,670	1,300
Custom (1)	Total value of investment increased	USD mill.	Aquaculture	2008	0	2,604,828	10,025,298	2,150,976	12,176,274	1,300,000	0
			Horticulture		0	217,519	150,136	89,311	239,447	360,000	100,000
			Leather/Leather products		0	200,000	0	180,120	180,120	250,000	0
			Total		0	3,022,346	10,175,434	2,420,407	12,595,841	1,910,000	100,000
Custom (3)	Number of persons participated in WF-dev. prog.	Number	Aquaculture	2008	0	770	850	920	1,770	1,000	0
			Horticulture		0	870	420	710	1,130	5,700	0
			Leather/Leather products		0	3,200	0	3,496	3,496	2,800	0
			Male		0	2,722	770	2,097	2,867	4,200	0
			Female		0	2,118	500	3,029	3,529	5,300	0
			Total		0	4,840	1,270	5,126	6,396	9,500	0
Custom (2)	Number of firms and farms receiving USG assistance to access formal loan or micro-credit	Number	Aquaculture	2008	0	750	0	791	791	500	0
			Horticulture		0	0	2,160	3,581	5,741	15,000	4,000
			Leather/Leather products		0	8	0	21	21	0	0
			Male		0	379	1,185	3,917	5,102	14,500	3,800
			Female		0	379	975	476	1,451	1,000	200
			Total		0	758	2,160	4,393	6,553	15,500	4,000

ANNEX 3: INDICATOR REFERENCE SHEETS

Performance Indicator Reference Sheet - Indicator 1
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors increased.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems, IR2.2.
PRICE Intermediate Result: 2(IR:2) Market access for enterprises in the horticulture, aquaculture and leather sectors increased
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. Outcome indicator.
DESCRIPTION
<p>Precise Indicator Definition(s): This is a standard FTF indicator and PRICE follows the definition as mentioned in the FTF Indicator Handbook.</p> <p>This indicator reflects both volume (in metric tons) and value (in US dollars) of purchases from smallholders of targeted commodities (horticulture: potato, eggplant, vine crops, mango etc. and aquaculture: fish and shrimp) for its calculation. The value of incremental sales indicates the value (in USD) of the total amount of the horticulture and aquaculture products sold by farm households relative to a base year and is calculated based on the total value of sales of a product (crop or fish) during the reporting year minus the total value of sales in the base year.</p> <p>Calculation: Performance period data will be collected through sample survey among the project beneficiaries. Sample performance survey result is extrapolated for population. The earlier established baseline is spread for the respective quarter considering agriculture seasonality and extrapolated for present population. The difference between the baseline and the extrapolated quarterly performance survey (value of reporting period minus baseline) is calculated and performance data is taken. All individual partners' (farmer groups) performances are added up together to get the product, sector, and project performance.</p>
Unit of Measure: Value of sales (USD). Volume (tons) is also collected. Note: Local currency (BDT) is converted to USD at the standard exchange rate for the reporting period.
Disaggregated by: horticultural crops: potato, eggplant, vine crops, mango etc., fish
Direction of change: Higher is better
Justification and Management Utility: Value (in US dollars) of purchases from smallholders of targeted commodities (horticulture and aquaculture) 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, thereby achieving the project's goals.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: Value of incremental sales will be collected directly from a census or sample of farmer beneficiaries, from recorded sales data by farmers' associations or from farm records. PRICE will collect the sales revenue data directly from the partner organizations using standard data collection forms. PRICE will only count the increase in sales in the reporting year attributable to the FTF investment, i.e. where FTF assisted the individual farm directly. Examples of FTF investment could include: improved seeds, better input availability, farming techniques, vermi and tricho compost, pest management techniques, market linkage assistance, or other activities that benefitted farmers.
Data Source(s): Records of partner associations, 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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
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 will assist partner organizations with recordkeeping through project staff expertise or hired consultant, if needed.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING

Review and Reporting of Data: Staff will review data on a quarterly basis 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 is established with each partner enterprise, association, trader group, etc. at the time the MOU is signed with the partner or during the first training sessions of the farmer groups. The commitment and process of collecting initial baseline data and ongoing sales information and other achievements are outlined in detailed MOUs with partners.

Location of Data Storage: PRICE/Dhaka M&E Department

Other:

THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 2
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors increased.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems, IR2.2.
PRICE Intermediate Result: Productivity of horticulture, aquaculture and leather sectors increased, IR1 (sub-IR 1.2).
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
<p>Precise Indicator Definition(s): This is a standard FTF indicator and PRICE follows the definition as mentioned in the FTF Indicator Handbook. In the FTF indicator handbook, investment is defined as the use of private sector resources intended to increase future production output or income, to improve the sustainable use of agriculture-related natural resources (soil, water, etc.), to improve water or land management, etc. "Private sector" includes any privately-led agricultural activity managed by a for-profit formal company. CBO or NGO resources are 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 project's FTF initiative. Investments reported do not include funds received by the investor from the project. New investment means investment made during the reporting year.</p> <p>When PRICE collects performance data from a partner enterprise, the enterprise is monitored for how much has been spent on purchased fixed assets during the performance period ("investment"). To be counted toward this indicator, this investment must be related to business activities on which PRICE has given assistance. Fixed assets are defined as durable assets with a life span of more than one year, such as machinery or agricultural implements that help to facilitate/ improve or increase production, processing, storage, etc.</p> <p>Baseline is taken as zero for this indicator and the reporting period data is considered as the performance for the indicator. No further calculation is required. All individual partners' (farmer groups and SMEs) performances are added up together to get the sector and project performance.</p>
Unit of Measure: USD
Disaggregated by: None
Direction of change: Higher is better
Justification and Management Utility: Increased investment is the predominant source of economic growth in the agricultural and other economic sectors. Private sector investment is critical because it indicates that the private agents see investment yielding a positive financial return and therefore is likely to lead to sustainable increases in agricultural production.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE collect the data directly from the partner organizations using standard data collection forms.
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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
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 will 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 on a quarterly basis for inclusion in quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.

OTHER NOTES

Notes on Baselines/Targets: A baseline is established with each partner enterprise, association, trader group, etc. at the time of the MOU is signed with the partner or during the first farmer training. The commitment and process of collecting initial baseline data and ongoing investment information and other achievements is outlined in detailed MOUs with partners.

Location of Data Storage: PRICE/Dhaka M&E Department

Other:

THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 3
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors increased.
DO2 Intermediate Result or Sub-Intermediate Result: Sustainably increase agricultural productivity, IR2.1.
PRICE Intermediate Result: Productivity of horticulture, aquaculture and leather sectors increased, IR1 (sub-IR 1.1).
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, Output indicator.
DESCRIPTION
<p>Precise Indicator Definition(s): This is a standard FTF indicator and PRICE follows the definition as mentioned in the FTF Indicator Handbook. In the FTF Indicator Handbook, the short-term agricultural sector productivity or food security training is defined as trainings where significant knowledge or skills have been imparted to individuals through interactions that are intentional, structured, and purposed for imparting knowledge or skills. This includes farmers and fishers who receive training in a variety of best practices in productivity, post-harvest management, linking to markets, etc. It also includes rural entrepreneurs, processors, managers, and traders receiving training in application of new technologies, business management, linking to markets, etc. and training to extension specialists, policymakers who are engaged in the horticulture and aquaculture sectors. The definition also counts in-country and off-shore trainings and notes that training delivery mechanisms can include formal training methods as well as technical assistance activities.</p> <p>PRICE trainings in the horticulture and aquaculture sectors fall under the trainings as identified and defined in the FTF Indicator Handbook. In horticulture sector, PRICE provides various types of trainings to the farmers such as -- organic pesticides, proper fertilizer application, good agricultural practices for pest control, irrigation, proper use of high quality certified seeds, integrated crop management practices, and proper post-harvesting handling techniques. PRICE also provides trainings to potato seed sector specialists and technicians, seed dealers and retailers on seed quality, production, and business ethics. In aquaculture sector, the project provides training to farmers on improved farming techniques, proper use of high quality grade inputs, and the advantages of procuring inputs as a group and group marketing. PRICE works with the processors as well.</p>
Unit of Measure: Number
<p>Disaggregated by: Type of individual: -Producers (farmers, fishers, etc.) -People in government (e.g. policy makers, extension workers) -People in private sector firms (e.g. processors, service providers, manufacturers) -People in civil society (e.g. NGOs, CBOs, CSOs, research and academic organizations) Sex: Male, Female</p>
Direction of change: Higher is better
Justification and Management Utility: Measures enhanced human capacity for increased agriculture productivity, improved food security, policy formulation and/or implementation, which are critical for transformational development.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: : PRICE maintain trainings records for the trainings provided to farmers, firms or other individuals and track and report from these along with other available internal project documentation.
Data Source(s): Project 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: Sr. M&E Specialist, Training Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Training Manager will conduct periodic verifications of training records and conduct instant training quality checks during training sessions. M&E team will support whenever required and coordinate with the Training Manager. This will be done on quarterly as well as annual basis.
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 will 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 analyze and review data on a quarterly basis for inclusion in quarterly and annual progress reports and inform management decision. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is established as zero.

Location of Data Storage: PRICE/Dhaka Training Department
Other :
THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 4
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors increased.
DO2 Intermediate Result or Sub-Intermediate Result: Sustainably increase agricultural productivity, IR2.1.
PRICE Intermediate Result: Productivity of horticulture, aquaculture and leather sectors increased, IR1 (sub-IR 1.1).
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. Outcome indicator.
DESCRIPTION
Precise Indicator Definition(s): This is a standard FTF indicator and PRICE follows the definition as mentioned in the FTF Indicator Handbook. This indicator measures the total number of farmers in horticulture and aquaculture sectors and other primary sector producers (horticulture and aquaculture), individual processors (not firms), rural entrepreneurs, managers and traders, etc. that applied new technologies anywhere within the food and fiber system, as a result of USG assistance. For PRICE, this includes improved production technology, use of improved seeds and other inputs, access to improved inputs, efficient use of inputs, improved post-harvest and processing techniques, introduction of new varieties of crops etc. Any technology that was first applied in a previous year and that continues to be applied is included as 'continuing'. Per the FTF definition, PRICE counts only significant improvements to existing technologies. In the case where, for example, a farmer applies more than one innovation as a result of PRICE assistance, they are still only counted once. Also, if more than one farmer in a household is applying new technologies, PRICE counts all the farmers in the household who apply. Calculation: PRICE started reporting on this indicator in 2012 and found that the quarterly surveys cannot go to that depth of information (it was difficult to decide how much application of technology should be counted as 'application' under the indicator or whether farmers in the Bangladesh rural area can identify the extent of application etc.), so it is assumed that 30 percent of the trained individuals apply the new technology. Several models on early adoption of technology in rural agriculture have been consulted for deciding on the figure 30 percent, which is still a conservative assumption. (These models are attached below). Thus this indicator is a subset of the indicator 4.5.2-7 (Number of individuals who have received USG supported short-term agricultural sector productivity or food security training) in previous performance period.
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 and Management Utility: Measures enhanced human capacity for increased agriculture productivity, which are critical for achieving PRICE goal.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: Quarterly surveys targeted farmers and individuals
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 Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
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 will 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 analyze and review data on a quarterly basis for inclusion in quarterly and annual progress reports and inform management decisions. Reporting in quarterly and annual progress reports and relevant success stories.

OTHER NOTES**Notes on Baselines/Targets:** Baseline is established as zero.**Location of Data Storage:** PRICE/Dhaka M&E Department**Other:****THIS SHEET LAST UPDATED ON: 16 May 2013**

Performance Indicator Reference Sheet - Indicator 5
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors increased.
DO2 Intermediate Result or Sub-Intermediate Result: Sustainably increase agricultural productivity, IR2.1.
PRICE Intermediate Result: Productivity of horticulture, aquaculture, and leather sectors increased, IR1 (sub-IR 1.1).
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. Outcome indicator.
DESCRIPTION
<p>Precise Indicator Definition(s): This is a standard FTF indicator and PRICE follows the definition as mentioned in the FTF Indicator Handbook. 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 is marked as “continuing” (see disaggregation notes below.)</p> <p>The new technologies and management practices that PRICE promotes closely matches with the technologies identified in the FTF Indicator Reference Sheet under four broad categories: Mechanical and physical, Biological, Chemical and Management and cultural practices.</p> <p>Under this indicator, PRICE counts the hectares that were brought under post-harvest handling, seed bed preparation, use of compost and bio fertilizer, integrated pest management, organic pest management, improved seed varieties, improved marketing practices</p> <p>Technologies to be counted are agriculture-related technologies and innovations that include improved production technology, use of improved seeds and other inputs, access to improved inputs, efficient use of inputs, improved post-harvest and processing techniques, introduction of new varieties of crops, etc. Significant improvements to existing technologies should be counted. Calculation: The results from the indicator 4.5.2-5 ("number of farmers and others who have applied new technologies or management practices as a result of USG assistance) are multiplied by the average farm size to get the result for this indicator.</p>
Unit of Measure: Hectares
<p>Disaggregated by: Technology type: pest management, disease management, soil-related (fertility and conservation, including tillage), irrigation, water management, post-harvest handling and storage, processing, climate mitigation or adaptation and good aquaculture techniques.</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</p>
Direction of change: Higher is better
Justification and Management Utility: Measures enhanced human capacity for increased agriculture productivity, which are critical for achieving PRICE goal
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: Via survey or other applicable method.
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).
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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
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 will 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 analyze and review data on a quarterly basis for inclusion in quarterly and annual progress reports and inform management decisions. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is established as zero.
Location of Data Storage: PRICE/Dhaka M&E Department
Other:
THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 6
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems, IR2.2.
PRICE Intermediate Result: Market access for three sectors increased, IR2.
Name of Indicator: Total value of sales increased.
Classification: Custom, outcome 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 of aquaculture, horticulture and leather that can be attributed to PRICE activities.
Calculation: <u>Farmer group sales:</u> Performance period data is collected each quarter through sample survey. Sample performance survey result is extrapolated for population. Earlier set up baseline is spread for the respective quarter considering agriculture seasonality and extrapolated for present population. This baseline is compared to the extrapolated quarterly performance survey and the difference (value of reporting period minus baseline period) is taken as the performance.
<u>Enterprise sales:</u> Performance period data is collected each quarter and compared to the respective quarter in the baseline period. The difference (value of reporting period minus baseline period) is taken as performance. Calculated in this way, all individual partners' (farmer groups and enterprises) performances are added up together to get the sectors' and project performance.
Unit of Measure: USD converted from local currency
Disaggregated by: Domestic sales, export sales, and three sectors: Aquaculture, Horticulture and Leather
Direction of change: Higher is better
Justification and Management Utility: Value (in US dollars) of increased sales is a measure of the competitiveness of the MSMEs. This measurement also helps track access to markets and progress toward commercialization by subsistence and semi-subsistence smallholders. Improving markets will contribute to increased productivity and production, which in turn will reduce poverty and thus achieve the project goal.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE collects the sales revenue data directly from the partner firms, organizations, and partner associations using standard data forms. The commitment and process of collecting initial baseline data and ongoing sales information and other achievements are 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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: A baseline is established with each partner enterprise, association, trader group, etc. at the time of the signing of an MOU with the partner. PRICE reviews data quality issues annually 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 will 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 analyze and review data quarterly for inclusion in quarterly and annual progress reports and inform management decision Reporting in Quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline is 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. For enterprise sales, a baseline broken into 4 quarters is set up before assistance to the partner starts.
Location of Data Storage: PRICE/Dhaka M&E Department
Other:

Performance Indicator Reference Sheet - Indicator 7
PRICE Development Objective Title: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems (IR2.2).
PRICE Intermediate Result: Workforce in the three sectors strengthened (IR3).
Name of Indicator: Total number of full-time equivalent jobs created.
Classification: Custom, outcome 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.
Calculation: <u>Farmer group jobs:</u> Performance period data is collected each quarter through sample survey. Sample performance survey result is extrapolated for population. Earlier set up baseline is spread for the respective quarter considering agriculture seasonality and extrapolated for present population. This baseline is compared to the extrapolated quarterly performance survey and the difference (value of reporting period minus baseline period) is taken the performance.
<u>Enterprise jobs:</u> Performance period data is collected each quarter and compared to the respective quarter in the baseline period. The difference (value of reporting period minus baseline period) is taken as the performance. Calculated this way, all individual partners' (farmer groups and enterprises) performances are added up together to determine the sector and project performance.
Unit of Measure: Number
Disaggregated by: Sector and sex
Direction of change: Higher is better
Justification and Management Utility: The creation of jobs directly contributes to expanded economic opportunities and poverty reduction.
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.
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: Sr. M&E Specialist
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 the MOU is signed with the partner. PRICE will annually review data quality issues to ensure data is of sufficient quality for M&E 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 will 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 on a quarterly basis for inclusion in quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline is established with each partner enterprise, association, trader group, etc. at the time the MOU is signed with the partner or during the first farmer training. The commitment and process of collecting initial baseline data and ongoing jobs information and other achievements will be outlined in detailed MOUs with partners.
Location of Data Storage: PRICE/Dhaka M&E Department
Other:
THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 8
PRICE Development Objective Title: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems (IR2.2).
PRICE Intermediate Result: Improved access through market systems (IR2).
Name of Indicator: Total value of investment increased
Classification: Custom, outcome indicator.
DESCRIPTION
Precise Indicator Definition(s): The aggregation of the increase in the total value of investments of assisted firms and farmers in the three value chains that can be attributed to PRICE activities. Investment is defined as any use of private sector resources intended to increase future production output or income. "Private sector" includes any activity managed by a partner for-profit formal company. Partner CBO or NGO resources are included if they engage in for-profit agricultural activity. The new investment is directly encouraged or facilitated by activities funded by the project. Investment reported does not include funds received by the investor from the project. New investment means investment made during the reporting year. Thus, the baseline is taken as zero for this indicator and the reporting period data is considered as the performance for the indicator. No further calculation is required. All individual partners' (farmer groups and SMEs) performances are added up together to get the sector and project performance.
Unit of Measure: USD converted from local currency
Disaggregated by: Sector
Direction of change: Higher is better
Justification and Management Utility: Increased investment is the predominant source of economic growth in the agricultural and other economic sectors. Private sector investment is critical because it indicates that the private agents view the investment to yield a positive financial return and therefore is likely to lead to sustainable increases in production.
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.
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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: PRICE reviews data quality issues annually to ensure data is of sufficient quality for M&E 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 will 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 on a quarterly basis for inclusion in quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: A baseline is established with each partner enterprise, association, trader group, etc. at the time of the MOU is signed with the partner or during the first farmer training. The commitment and process of collecting initial baseline data and ongoing information will be outlined in detailed MOUs with partners.
Location of Data Storage: PRICE/Dhaka M&E Department
Other:
THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet- Indicator 9
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems (IR2.2)
PRICE Intermediate Result: Workforce in the three sectors strengthened (IR3)
Name of Indicator: Number of persons participating in USAID workforce development programs
Classification: Custom, output indicator
DESCRIPTION
Precise Indicator Definition(s): The indicator measures the 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 and Management Utility: Increased access to quality programs will result in a more skilled and adaptable workforce made available to market players. This in turn strengthens the service market and enhances production efficiency.
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: Sr. M&E Specialist, Training Manager
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
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 will 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 quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is established as zero.
Location of Data Storage: PRICE/Dhaka Training Department
Other:
THIS SHEET LAST UPDATED ON: 16 May 2013

Performance Indicator Reference Sheet - Indicator 10
PRICE Objective: Competitiveness of enterprises in the horticulture, aquaculture, and leather sectors.
DO2 Intermediate Result or Sub-Intermediate Result: Improved access through market systems (IR2.2).
PRICE Intermediate Result: Improved access through market systems, IR2 (sub-IR 2.1).
Name of Indicator: Number of firms and farms receiving USG-supported assistance to access bank loans or private equity
Classification: Custom, output indicator.
DESCRIPTION
Precise Indicator Definition(s): This indicator measures the number of small and medium enterprises (SME) and farms, which receive assistance from 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 and Management Utility: Firms and farms improve their productivity, and in turn their competitiveness, by accessing capital and increasing investment in productive assets.
PLAN FOR DATA ACQUISITION BY USAID
Data Collection Method: PRICE will track and report data from internal project documentation on the number of persons receiving financing from various sources.
Data Source(s): Project documentation from field offices, including trip notes from client field visits, training and workshop participants registration rolls, partner documentation, etc.
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: Sr. M&E Specialist
DATA QUALITY ISSUES
Date of Initial and Future Data Quality Assessment: Data is checked and verified quarterly and annually.
Known Data Limitations and Significance (if any): Partners may not have adequate records for bank loans.
Actions Taken or Planned to Address Data Limitations: PRICE will assist and train the partners to maintain adequate records.
PLAN FOR DATA ANALYSIS, REVIEW, & REPORTING
Review and Reporting of Data: Staff will analyze and review data quarterly for inclusion in quarterly and annual progress reports. Reporting in quarterly and annual progress reports and relevant success stories.
OTHER NOTES
Notes on Baselines/Targets: Baseline is established as zero.
Location of Data Storage: PRICE/Dhaka Training Department
Other:
THIS SHEET LAST UPDATED ON: 16 May 2013

ANNEX 4: PERFORMANCE MANAGEMENT TASK SCHEDULE

Surveys	Frequency	Start Date	End Date	Responsibility
Quarterly: Q1'13	1	01 Jan 2013	15 Jan 2013	Sr. M&E Specialist
Quarterly: Q2'13	1	01 Apr 2013	15 Apr 2013	Sr. M&E Specialist
Quarterly: Q3'13	1	01 Jul 2013	15 Jul 2013	Sr. M&E Specialist
Annual: 2013	1	01 Oct 2013	15 Oct 2013	Sr. M&E Specialist
Final Report	1	01 Oct 2013	31 Dec 2013	Sr. M&E Specialist

ANNEX 5: TOOLS FOR DATA COLLECTION: FORMATS AND INSTRUCTIONS

DATA COLLECTION FORMAT-1

SME BASELINE & PERFORMANCE

There are three forms (Form 1, Form 2, Form 3) to gather baseline and results/performance information from the partners who are small or medium enterprises (SMEs). Here baseline period indicates the 12 months (divided into 4 quarters) period before the date when PRICE effectively starts implementing the activities agreed in the MoU with the partner. Performance period indicates the calendar quarter (3 months) immediately following the baseline period. Form 1 records general information about the partner or client, which is part of baseline information. Form 2 is used for recording baseline information on Sales and Jobs. Information of the performance period or the result on sales, jobs and investment is recorded in the Form 3. Later this result information is compared with corresponding baseline quarter and performance is calculated as the improvement.

The respective sector team will usually fill out the forms. PRICE M&E team will provide initial briefing and continuous support to PRICE sector teams for filling out the forms.

SME INFORMATION: GENERAL

Form 1 will gather general baseline information from the partner. The form should be filled out electronically. The partner's location and economic activities are included in this section.

Field 1: Name of Partner

Write the name of individual partner

Field 2: Legal Status

Mention the legal status of the partner firm (proprietorship or partnership or limited company etc.)

Field 3: Inception Year

Write the year when the enterprise started operation

Field 4: Contact Address

Write the address of the partner where they can be contacted (include detailed address and contact number)

Field 5: Sector

Specify the sector in which the partner is operating business

Field 6: Product/s and Service/s

Record the client's product or service, whether or not PRICE will provide assistance for all of those.

Field 7: Location/s of Sales/ Service Provision

Write the corresponding location of sales or service provision by the client

Field 8: PRICE Facilitated Product/Service

Record the client's product or service that PRICE will provide assistance for.

Field 9: Position in Value chain

Record the partner's position in the value chain. For example, it can be primary production, transformation, trade, or services.

Field 10: PRICE Facilitations Proposed

Mention the proposed assistances by PRICE

Field 11: Partner's Objective of Taking Facilitation

Record the partner's objective for taking PRICE facilitation

Field 12: Date filled out

Record the date when the form is filled out

Field 13: Filled out by

Record the name and designation of the person who filled out this form

Field 14: Source

Mention the source document (if any) that has been used to fill out this form (e.g. MoU with the Client)

Form 1: SME INFORMATION: GENERAL

(This form will be filled out taking information from the MoU signed with partner)

SN	Item	Information
1	Name of the Partner	
2	Legal Status	
3	Inception Year	
4	Contact Address	
5	Sector	
6	Product/s and Service/s	
7	Location/s of Sales/ Service Provision	
8	PRICE Facilitated Product/Service	
9	Position in Value Chain	
10	PRICE Facilitations	
11	Objective of Taking Facilitation	
12	Date filled out	
13	Filled out by	
14	Source	

SME BASELINE

Form 2 will gather baseline information from the partner. The partner's production, procurement, sales and employment information is included in this section.

Field 1: SI

Write the serial of corresponding quarters for data being collected, e.g. 1, 2, 3, etc. Actually it is written beforehand.

Field 2: Quarter

Write the duration of the specific quarter for which data is collected. Baseline period which is 12 months are divided into 4 quarters to get quarterly comparable data from there. Quarters are calendar quarters whereas the examples are Jan-Mar, Apr-Jun, Jul-Sept and Oct-Dec. The format of entry is MMM–MMM /YYYY, for example Jan-Mar 2010.

Field 3: Quantity Procured/ Produced

It means the quantity of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. The quantity is expressed in the unit mentioned.

Field 4: Quantity Sold (Domestic)

It means the sales value of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. This sales is done in the domestic market.

Field 5: Price/ Unit (Domestic)

Average price in the domestic market in the quarter for the product assisted.

Field 6: Revenue from Sales (Domestic)

Leave it blank.

Field 7: Quantity Sold (Export)

It means the sales value of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. This sales is done in the export market.

Field 8: Price/ Unit (Export)

Average price in the export market for the product assisted, in the quarter.

Field 9: Revenue from Sales (Export)

Leave it blank.

Field 10: No. of Male Permanent Employees

It means the number of male permanent employees in the partner organization who are involved in the business being assisted.

Field 11: No. of Female Permanent Employees

It means the number of female permanent employees in the partner organization who are involved in the business being assisted.

Field 12: No. of Person Days used as Male Casual Labor

This is the number person days of male casual labor used in the partner organization who are involved the business being assisted. It is later divided by 150 to convert it to no. of fulltime equivalent job created. 150 days of work in a year is equal to 1 fulltime job in agriculture.

Field 13: No. of Person Days used through Female Casual Labor

This is the number person days of female casual labor used in the partner organization who are involved the business being assisted. It is later divided by 150 to convert it to no. of fulltime equivalent job created. 150 days of work in a year is equal to 1 fulltime job in agriculture.

Field 14: No. of Male Fulltime Equivalent Employees

Leave it blank.

Field 15: No. of Female Fulltime Equivalent Employees

Leave it blank.

Field 16: Remarks

Write any remarks if required.

Field 17: Interviewed Person

Record the name, designation and contact number of the person in partner organization who has been interviewed.

Field 18: Interviewed Taken By

Record the name, designation and organization name of the person who took the interview.

Field 19: Date

Record the day, month and year on which this data is collected. Use the format Day/Month/Year (DD/MMM/YYYY)

Form 2: SME BASELINE

(This form will be filled out by interviewing the partner enterprise. All quarters should be calendar quarters, i.e., Jan-Mar, Oct-Dec.)

Sales/ Jobs

Status:

Partner Name:

Name of PRICE Facilitated

Product:

(In case of multiple facilitated products, the client will fill out one form for each product)

S N	Quarter	Quantity Procured/ Produced	Domestic Sales			Export Sales			Status of No. of Employees						Remarks
	Duration with month and year		Quantity Sold	Price / Unit	Revenue from Sales	Quantity Sold	Price / Unit	Revenue from Sales	Permanent		Casual (person days)		Total Fulltime Equivalent		
	MMM- MMM/YY YYY	# (Unit=)	# (Unit=)	BDT	BDT	# (Unit=)	BDT	BDT	M	F	M	F	M	F	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1															
2															
3															
4															
	Total	0	0		0	0		0					0	0	

* Baseline period ends just before the quarter when attributable impact is expected.

1 7	Interviewed person:	Designation:	Contact No.:
1 8	Interview taken by:	Designation:	Organization:
1 9	Date:		

SME PERFORMANCE

Form 3 will gather performance period's information from the partner. The partner's production, procurement, sales, employment and investment information is included in this form.

Field 1: Quarter

Write the duration of the specific quarter for which data is collected. Baseline period which is 12 months are divided into 4 quarters to get quarterly comparable data from there. Quarters are calendar quarters whereas the examples are Jan-Mar, Apr-Jun, Jul-Sept and Oct-Dec. The format of entry is MMM–MMM /YYYY, for example Jan-Mar 2010.

Field 2: Quantity Procured/ Produced

It means the quantity of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. The quantity is expressed in the unit mentioned.

Field 3: Quantity Sold (Domestic)

It means the sales value of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. Sales is done in the domestic market.

Field 4: Price/ Unit (Domestic)

Average price in the domestic market in the quarter for the product assisted.

Field 5: Revenue from Sales (Domestic)

Leave it blank.

Field 6: Quantity Sold (Export)

It means the sales value of product procured or produced in the corresponding quarter by the partner for which assistance is being provided. This sales is done in the export market.

Field 7: Price/ Unit (Export)

Average price in the export market for the product assisted, in the quarter.

Field 8: Revenue from Sales (Export)

Leave it blank.

Field 9: No. of Male Permanent Employees

It means the number of male permanent employees in the partner organization who are involved in the business being assisted.

Field 10: No. of Female Permanent Employees

It means the number of female permanent employees in the partner organization who are involved in the business being assisted.

Field 11: No. of Person Days used as Male Casual Labor

This is the number person days of male casual labor used in the partner organization who are involved the business being assisted. It is later divided by 150 to convert it to no. of fulltime equivalent job created. 150 days of work in a year is equal to 1 fulltime job in agriculture.

Field 12: No. of Person Days used through Female Casual Labor

This is the number person days of female casual labor used in the partner organization who are involved the business being assisted. It is later divided by 150 to convert it to no. of fulltime equivalent job created. 150 days of work in a year is equal to 1 fulltime job in agriculture.

Field 13: No. of Male Fulltime Equivalent Employees

Leave it blank.

Field 14: No. of Female Fulltime Equivalent Employees

Leave it blank.

Field 15: Increase in Fixed Assets – Full Amount

Amount of money (BDT) invested in fixed assets from any sources like equity, bank or institutional loan, others. Here fixed asset is the cost of equipment & machineries, vehicle etc. for which the expected accounting life is more than one year. It will exclude any land and building used for the business.

Field 16: Amount of any institutional loan

Amount of money (BDT) taken as loan from a statutory bank or other financial institutions (FIs) for investing in the fixed asset of the firm. Here Fixed Asset is the cost of equipment & machineries, vehicle etc. for which the expected accounting life is more than one year. It will exclude any land and building used for the business.

Field 17: Remarks

Write any remarks corresponding to the entries, if required.

Field 18: Interviewed Person

Record the name, designation and contact number of the person in partner organization who has been interviewed.

Field 19: Interviewed Taken By

Record the name, designation and organization name of the person who took the interview.

Field 20: Date

Record the day, month and year on which this data is collected. Use the format Day/Month/Year (DD/MMM/YYYY)

Form 3: SME PERFORMANCE

(This form will be filled out by interviewing the partner enterprise. All quarters should be calendar quarters, i.e. Jan-Mar, Oct-Dec)

Sales, Jobs & Investment Status

Name of Partner:

Name of PRICE Facilitated Product:

(In case of multiple facilitated products, the client will fill out one form for each product)

Quarter	Quantity Procured/Produced	Domestic Sales			Export Sales			Status of No. of Employees			Investment		Remarks
		Quantity Sold	Price/Unit	Revenue from Sales	Quantity Sold	Price/Unit	Revenue from Sales	Permanent	Casual (person days)	Total Fulltime Equivalent	Increase in Fixed Assets (equipment, etc. having more than one year of life; excluding land)	Amount of any institutional loan	
Duration with month and year													

MMM- MMM/ YYYY	# (Unit=)	# (Unit=)	BDT	BDT	# (Unit=)	BD T	BDT	M	F	M	F	M	F	BDT	BDT	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

18	Interviewed person:	Designation:	Contact No.:
19	Interview taken by:	Designation:	Organization:
20	Date		

DATA COLLECTION FORMAT-2

SAMPLE SURVEY ON GROUP OF FARMERS (Farmers' Associations/Cooperatives in Agriculture)

BASELINE SURVEY

For collecting data from the partner associations or cooperatives with beneficiaries of large number of micro entrepreneurs or farmers, sample survey method is used. Upto March 2010, baseline surveys were done through sample survey method, right after PRICE had started working with the partner association or cooperative. Now, the baseline survey is being done during the first training a farmer receives through PRICE. It covers all the farmers in the training.

PRICE has translated this format into Bangla for convenience of the data collectors in the field. The format with instructions is shown below.

Form 4: Baseline Survey of Farmer Groups

	<u>Information Fields</u>	<u>Instructions</u>
<u>1</u>	SN	Serial number in sequence
<u>2</u>	Name, Age & gender (M/F) of farmer	Full Name, age in years and gender of the farmer
<u>3</u>	Address (Village, union, thana, upazilla)	The address of the farmer with the name of village, union, thana and upazilla
<u>4</u>	Farm size or water body (decimal)	The size of the farm or water body in decimal under farming during the period
<u>5</u>	a) Period of pond/farm preparation b) labor days used for that	a) Period/s in months when labor was used for pond or farm preparation b) Total number of labor days used for pond or farm preparation
<u>6</u>	a) Period of stocking/seed sowing b) labor days used for that	a) Period/s in months when labor was used for stocking or seed sowing b) Total number of labor days used for stocking or seed sowing
<u>7</u>	a) Period of surveillance b) labor days used for that (if any)	a) Period/s in months when labor was used for surveillance b) Total number of labor days used for surveillance
<u>8</u>	a) Period of feeding/fertilizer/irrigation b) labor days used for that	a) Period/s in months when labor was used for feeding/fertilizer/irrigation b) Total number of labor days used for feeding/fertilizer/irrigation
<u>9</u>	a) Period of harvest & marketing b) labor days used for that	a) Period/s in months when labor was used for harvest & marketing

		b) Total number of labor days used for harvest & marketing
10	Use of female labor in any of these works (5-9, if any) and its percentage	Write the type of work (from 5 to 9) where any female labor is used and mention the percentage of use in that
11	Investment in fixed assets (more than one year durable) so far (BDT)	Any investment in the Fixed Cost: Equipment & machineries, vehicle etc. for which the expected accounting life is more than one year. Mention in BDT
12	Annual production/ harvest (kg)	Total production or harvest in the period, mention the unit of production, e.g. kg or piece, etc.
13	Annual consumption (kg)	Total consumption out of production/harvest, by the farmer and his family in the period, mention the unit of production, e.g. kg or piece, etc.
14	Price per kg in baseline period	Price per unit of the product by farmer, in BDT
15	Annual sales revenue (BDT)	Sales value (in BDT) of the product sold in the market during the period
16	Annual income (BDT)	Profit (in BDT) of the farmer, usually the sales revenue minus the total cost of production
17	Signature/Thumb Print of farmer	Take signature of the surveyed farmer, if not possible then thumb print
18	Name of the interviewer, designation, organization and signature	Write name of the interviewer, designation, organization and signature
19	Name of the interviewer's manager, designation, organization and signature	Write name of the interviewer's manager, designation, organization and signature
20	Received by M & E	Leave it blank for M & E
21	Verified by M & E	Leave it blank for M & E

PERFORMANCE SURVEY

Performance surveys are conducted every quarter after the baseline period ends. Annually, statistically viable sample survey is conducted. However, for the quarterly reporting, only small random sample surveys (with sample of 30) are conducted. A format similar to baseline survey format is being used here.

In recent months, we have translated this format into Bangla for convenience of the data collectors in the field. The format with instructions is shown below.

Form 5: Performance Survey of Farmer Groups

	<u>Information Fields</u>	<u>Instructions</u>
1	SN	Serial number in sequence
2	Name of farmer	Full name of the farmer
3	Address (Village, union, thana, upazilla)	The address of the farmer with the name of village, union, thana and upazilla
4	Farm size or water body (decimal)	The size of the farm or water body in decimal under farming during the period
5	Total Labor days used	Total number of labor days used for pond or farm preparation, stocking or seed sowing, surveillance, feeding/fertilizer/irrigation, harvest & marketing
6	Use of female labor in any of these works (if any) and its percentage	Write the type of work where any female labor is used and mention the percentage of use in total
7	Any investment in fixed assets (more than one year durable) (BDT)	Any investment in the Fixed Cost: Equipment & machineries, vehicle etc. for which the expected accounting life is more than one year. Mention in BDT
8	Quantity of harvest (kg)	Total production or harvest in the period, mention the unit of production, e.g. kg or piece etc.

9	% harvested (compared to expected annual production)	This quarter's harvest as a proportion of the annual expected harvest, in percentage
10	Price per kg	Price per unit of the product by farmer, in BDT
11	Consumption (kg)	Total consumption out of production/harvest, by the farmer and his family in the period, mention the unit of production, e.g. kg or piece etc.
12	Sales Revenue (BDT)	Sales value (in BDT) of the product sold in the market during the period
13	Income (BDT) (<i>Revenue minus Cost</i>)	Profit (in BDT) of the farmer during the period, usually the sales revenue minus the total cost of production
14	After training list the things farmer is doing in an improved way	Method used before receiving training in terms of: 1)pond preparation, 2)stocking/sowing, 3)feeding/irrigation/fertilizer, 4)harvesting, group marketing/procurement, 5)cool chain management and 6)other
15	Specify the improved way of doing	Describe in detail
16	Signature/Thumb Print of farmer	Take signature of the surveyed famer, if not possible then thumb print
17	Name of the interviewer, designation, organization and signature	Write name of the interviewer, designation, organization and signature
18	Name of the interviewer's manager, designation, organization and signature	Write name of the interviewer's manager, designation, organization and signature
19	Received by M & E	Leave it blank for M & E
20	Verified by M & E	Leave it blank for M & E

DATA COLLECTION FORMAT-3

GENERAL BASELINE DATA REQUIREMENTS FROM FARMER GROUPS

This data will be collected by M&E or sector team by taking information from the partner directly.

Form 6: General Information: Farmer Group

Name of partner/client:

Date:

Contacted people from partner:

Sl.	Item	Information	Remarks
1	Number of farmers under intervention		
2	Number of women farmers		
3	Land/water body for farming, under intervention (decimal)		
4	Attach list of farmers with water-body/land		
5	No. of villages under intervention		
6	No. of groups under intervention		
7	Average size of groups(if any)		
8	Ownership of pond/land		
9	Average size of pond/farm in decimal		
10	Typical production cycle and duration (season)		
11	Spread of sales over a year (%)		
12	Source of Inputs		
13	Name of species/ crops used		
14	Farming methods used with proportion (e.g. in aquaculture, derelict, traditional, improved traditional, semi intensive, intensive)		

15	Average annual production		
16	Average price		
17	Processing techniques used		
18	Market linkage		
19	Access to loan or micro credit		
20	Institutional strength		
21	Problems faced by client/ farmers		