



**USAID**  
FROM THE AMERICAN PEOPLE



# AGRO-INPUTS PROJECT

## Annual Progress Report

### Year 2: October 1, 2013 – September 30, 2014



October 31, 2014

Prepared for the United States Agency for International Development under USAID Cooperative Agreement No. AID-388-A-12-00005, Bangladesh Agro-Inputs Project, implemented by CNFA.

This report is made possible through the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of CNFA and do not necessarily reflect the views of USAID or the United States Government.

# USAID Agro-Inputs Project in Bangladesh

## **Annual Progress Report**

Year 2: October 1, 2013 - September 30, 2014

and

## **Quarterly Progress Report**

Year 2, Quarter 4: July 1, 2014 – September 30, 2014

USAID Cooperative Agreement

AID-388-A-12-00005

Implemented by CNFA

Submitted to:  
USAID/Bangladesh  
Anar Khalilov, AOR

---

## Contents

|  |   |
|--|---|
| I. Project Background .....  | <b>Error! Bookmark not defined.</b>     |
| Key Project Details .....  | <b>Error! Bookmark not defined.</b>     |
| Project Objective and Interventions .....  | <b>Error! Bookmark not defined.</b>     |
| Summary of Key Achievements in Year 2 .....                                      | <b>Error! Bookmark not defined.</b>     |
| Introduction.....  | <b>Error! Bookmark not defined.</b>     |
| II. Quarterly Progress Report- Quarter 4: July 1, 2014- September 30, 2014 ..... | <b>Error!<br/>Bookmark not defined.</b> |
| Intervention 1: Establish Agro-Input Retailers' Network                          | <b>Error! Bookmark not defined.</b>     |
| Intervention 2: Market Information Systems .....                                 | <b>Error! Bookmark not defined.</b>     |
| Intervention 3: Quality Control and Standards and Regulatory Constraints.....    | <b>Error!<br/>Bookmark not defined.</b> |
| Intervention 4: Strengthening Local Organizations .....                          | <b>Error! Bookmark not defined.</b>     |
| Financial and Expenditure Summary .....  | <b>Error! Bookmark not defined.</b>     |
| International Travel Plan for Next Quarter .....                                 | <b>Error! Bookmark not defined.</b>     |
| Summary of Activities for the Next Quarter.....                                  | <b>Error! Bookmark not defined.</b>     |
| III. Annual Progress Report: October 1, 2013- September 30, 2014.....            | <b>Error! Bookmark<br/>not defined.</b> |
| Intervention 1: Establish Agro Input Retailers' Network                          | <b>Error! Bookmark not defined.</b>     |
| Intervention 2: Market Information System .....                                  | <b>Error! Bookmark not defined.</b>     |
| Intervention 3: Quality Control and Standards and Regulatory Constraints.....    | <b>Error!<br/>Bookmark not defined.</b> |
| Intervention 4: Strengthening Local Organizations .....                          | <b>Error! Bookmark not defined.</b>     |
| Project Management, Mobilization, and Cross-Cutting Themes .                     | <b>Error! Bookmark not<br/>defined.</b> |
| Financial and Expenditure Summary .....  | <b>Error! Bookmark not defined.1</b>    |
| Key Issues of Interest .....   | <b>Error! Bookmark not defined.2</b>    |
| Key Constraints .....  | <b>Error! Bookmark not defined.</b>     |
| International Travel to Date .....   | <b>Error! Bookmark not defined.3</b>    |
| Annex 1: Sub-grants .....  | <b>Error! Bookmark not defined.5</b>    |
| Annex 2: BSA Baseline OCAT Score .....   | <b>Error! Bookmark not defined.7</b>    |
| Annex 3: Credit Survey Baseline Report Chart.....                                | <b>Error! Bookmark not defined.9</b>    |
| Annex 4: Credit Survey Baseline Report .....                                     | <b>Error! Bookmark not defined.1</b>    |

---

Annex 5: Feed the Future indicators..... **Error! Bookmark not defined.**5  
Annex 6: Custom and cross cutting indicators..... **Error! Bookmark not defined.**7  
Annex 7: Lower-level output indicators – Interventions 1 through 4 ..... 70

## Acronyms

|         |  |
|---------|--|
| AAPI    | Accelerating Agriculture Productivity Improvement activity |
| AIP     | USAID Agro-Inputs Project in Bangladesh                    |
| AIRN    | Agro-Inputs Retailers Network                              |
| AIS     | Agricultural Information Service of the DAE                |
| AOR     | Agreements Officer's Representative                        |
| ASCA    | AIRN Supply Chain Advisor                                  |
| AVAS    | Association of Voluntary Actions for Society               |
| BADC    | Bangladesh Agricultural Development Corporation            |
| BCPA    | Bangladesh Crop Protection Association                     |
| BEC     | Business Ethics Committee                                  |
| BFA     | Bangladesh Fertilizer Association                          |
| BMT     | Business Management Training                               |
| BPRSSP  | Bangladesh Policy Research and Strategy Support Program    |
| BRAC    | Bangladesh Rural Advancement Committee                     |
| BSA     | Bangladesh Seed Association                                |
| CA      | Cooperative Agreement                                      |
| CLA     | CropLife Asia  |
| COP     | Chief of Party   |
| CPP     | Crop Protection Product                                    |
| DAE     | Department of Agricultural Extension                       |
| EDDR    | Environmental Due Diligence Review                         |
| FGD     | Focal Group Discussion                                     |
| FTF     | Feed-the-Future  |
| FO      | Field Officer  |
| GIS     | Geographic Information System                              |
| GLC     | Gender Lens Committee                                      |
| GoB     | Government of Bangladesh                                   |
| IPM     | Integrated Pest Management                                 |
| ISC     | Industry Skills Committee                                  |
| KII     | Key Informant Interview                                    |
| LGED    | Local Government Engineering Department                    |
| LOP     | Life of Project  |
| M&E     | Monitoring and Evaluation                                  |
| MFI     | Micro Finance Institution                                  |
| MIS     | Market Information System                                  |
| MOA     | Ministry of Agriculture                                    |
| MOU     | Memorandum of Understanding                                |
| MPOB    | Monthly Price Outlook Bulletin                             |
| OCA     | Organizational Capacity Assessment                         |
| OCAT    | Organizational Capacity Assessment Tool                    |
| OCD     | Organizational Capacity Development                        |
| PERSUAP | Pesticide Evaluation Report and Safer Use Action Plan      |
| PNGO    | Partner NGO  |
| SCBA    | Senior Capacity Building Advisor                           |

|        |  |
|--------|--|
| SME    | Small or Medium Enterprise   |
| SPRING | Strengthening Partnerships, Results, and Innovations in Nutrition Globally |
| SSA    | Spatial Systems Associates   |
| STTA   | Short-Term Technical Assistance  |
| TOT    | Training of Trainers   |
| USAID  | U.S. Agency for International Development                                  |

# I. Project Background

## Key Project Details

|                          |  |
|--------------------------|--|
| <b>Title:</b>            | Agro-Inputs Project (AIP) in Bangladesh  |
| <b>Start Date:</b>       | September 17, 2012   |
| <b>Project Duration:</b> | Five Years   |
| <b>Type of Award:</b>    | Cooperative Agreement No. AID-388-A-12-00005   |
| <b>Award Amount:</b>     | \$14,028,602   |
| <b>Main Implementer:</b> | CNFA   |
| <b>Sub Implementers:</b> | <ul style="list-style-type: none"><li>• Spatial Systems Associates</li><li>• Capacity Building Service Group</li><li>• The Nielsen Company (Bangladesh) Ltd.</li><li>• GMark</li><li>• Ashroy Foundation</li><li>• <i>Banchte Shekha</i></li><li>• Association of Voluntary Actions for Society (AVAS)</li></ul> |

## Project Objective and Interventions

The objective of the U.S. Agency for International Development (USAID) Agro-Inputs Project (AIP) is to improve the supply of quality agricultural inputs through input retailers. Its central effort is the creation of a sustainable Agro Input Retailers Network (AIRN) through Intervention 1. Interventions 2- 4 are designed to work in concert and holistically with Intervention 1. AIP's four interventions are:

- 1) Establishment of an Agro-Input Retailers **Network**;
- 2) Development of **Market Information Systems**;
- 3) Setting **Quality Control Standards** for inputs and lessening **Regulatory Constraints**; and
- 4) **Strengthening Local Organizations** towards direct implementation.

The creation of AIRN is leveraging 3,000 Government of Bangladesh (GoB)-registered retailers to be certified in 20 Feed-the-Future (FTF) districts, to supply quality, unadulterated, and genuine agricultural inputs to over one million farmers. Among the 3,000 retailers, 300 will be women-owned who are being established by matching

grants and other technical assistance. All retailers will be supported to make informed business decisions for efficient, ethical, and science-based operations.

Market information systems (MIS) creates and distributes an Ag-Inputs Monthly Price Outlook Bulletin (MPOB) primarily for seeds, fertilizers and plant protection products. The bulletin is underpinned by a Geographic Information System (GIS). This will depict a visual representation of input distribution networks, transportation infrastructure, client concentrations, cropping patterns, product and price trends, and other important information.

Improving quality control standards and regulatory constraints involves working with industry associations and the GoB to develop industry standards for each of the major crops, and building capacities of associations to assert their voice to the GoB. AIRN will conduct “Business Ethics Audits” of certified retailers for transparency and consistency.

AIP is building the capacity of local organizations so that they are brought up to USAID’s pre-award standards as potential future implementers of AIP and other related activities. This will be made possible through capacity building and providing financial assistance to the organizations such as business associations, NGOs, microfinance institutions, research institutes, and government agencies.

## Summary of Key Achievements in Year 2

CNFA is proud to present the achievements of the USAID Agro Inputs Project in Bangladesh during Year 2. At the completion of AIP’s second year, significant progress was made on multiple fronts.

### **Intervention 1: Establish Agro-Input Retailers’ Network**

With the foundation laid in Y1 for continued growth, Year 2 resulted in major advancements in the formation of the Agro-Inputs Retailers Association’s (AIRN), including development of its membership base and member services, formative governance, business model, and business plan. Through detailed processes in membership drives across 35 *upazillas*, total membership stands at 782. The groundwork for issuing 105 matching grants in Y3 to create women-owned and operated retailerships was put in place. Local PNGOs were trained in in-kind grant making processes and are moving forward towards the goal of creating 300 women-owned and operated retailerships. The Directory of Wholesalers and Companies within the Feed-the-Future (FTF) zone was also completed. This directory covers all GoB-registered agro-input retailers in the FTF zone. There are nearly 11,000 against the backdrop of AIP’s life of project goal of joining 3,000 into AIRN. AIP continually refines and updates its basic trainings for AIRN member retailers, and for the 55 Master Trainers within its partner companies and a third party training service provider. Master Trainers LOP to date have trained 1441 agro -inputs retailers,

### **Intervention 2: Market Information System**

The following successes were also achieved in Year 2 and will be discussed further in the following sections:

- A Credit Survey was completed to provide a data base to utilize in bank negotiations for improved terms of credit for AIRN's Accredited members. The survey data will also be utilized to inform AIRN decision making with regards to appropriate member services, such as training and continued education;
- AIP launched 160 demonstrations to farmers of high quality inputs – with nearly 200 more are poised to begin in Q1 of Y3;
- Preparatory work for AIRN's first Agriculture Fair in Q1 of Year 3 was completed, including identification of a fairground, creation and distribution of marketing materials, and identification of vendors and participants;
- The first Monthly Price Outlook Bulletins was circulated and met with positive feedback from recipients and industry actors; and
- Progress was also made towards the launch of the GIS-backed online Market Information System (MIS), which will take place in Q1 of Y3.

### **Intervention 3: Quality Control and Standards and Regulatory Constraints**

Quality standards and policy advocacy also advanced strongly in the seed sector, with AIP collaboration with the private sector and the Government of Bangladesh (GoB) Ministry of Agriculture (MoA). AIRN developed its in-house rating criteria of internal quality control mechanisms for Bangladeshi seed companies and completed the first rating of a prominent national seed company. Memoranda of Understanding (MOU) were made with the Department of Agricultural Extension DAE, prominent national and multi-national companies, and the Bangladesh Seed Association. An MOU was drafted with the Bangladesh Crop Protection Association (BCPA), which at year's end, awaits signature by the new BCPA leadership. Five MOUs to date were finalized with companies to promote better cooperation on several fronts to improve supplies of quality inputs. This includes, but is not limited to the company's agreement to receiving the AIRN internal quality control rating, demonstrating companies' products, and to giving proprietary access to the MIS for the company to view its data against the market demand. AIRN's Call Center for farmer-consumers was also set up and will start operations early in Q1 of Y3.

### **Intervention 4: Strengthening Local Organizations**

Organizational capacity development and assessment progressed on many fronts throughout Y2:

- Formal assessment of the Bangladesh Seed Association (BSA) with output for a long-range development plan;
- Development of AIRN in ways that it can be exemplar among business associations in Bangladesh; and
- Informal OCA assessments of local NGOs to gauge their capacity and development necessary to deliver matching grants up to USAID standards.

Groundwork in Y1 for environment-related monitoring and mitigation resulted in in-house capacity to evaluate demonstration plots and conduct Field Days in Year 2. This practice is now being adopted by other FTF implementing partners in collaboration with AIP assistance. AIP's Environmental Due Diligence Report and Pesticide Evaluation Review and Safer Use Action Plan (PERSUAP) were completed and approved by

USAID. Gender-focused activities for project guidance and communications made solid progress in meeting cross-cutting output targets. AIP's baseline Gender Assessment was completed, as was the analysis of Women's Empowerment in Agriculture Index (WEAI) for a sub-population of present and potential female entrepreneurs.

Communications and messaging advanced with print media campaigning and through cooperation with the Department of Agricultural Extension's (DAE) Agricultural Information Service (AIS) Community Radio. The DAE Community Radio and AIP produced and aired 6 programs reaching farmers and retailers in the Feed the Future (FTF) zone. The AIP communications strategy at-large was also restructured and redesigned based on lessons learned and the onboarding of new staff. AIP hired in industry experts in seeds, crop protection products (CPP), and fertilizers to complete content writing for e-books, brochures, and posters, and also hired a Communications Director to begin in early Year 3 Q1, to strongly push multi-media messaging on agro-inputs' quality recognition to farmers, retailers, and the public at large in the FTF zone.

Throughout Year 2, AIP's monitoring and evaluation staff continually updated AIP's M/E plan and internally trained staff on the plan's purpose and their responsibilities. M/E programmed and began populating an M/E relational database, linking some data fields with those in the MIS-GIS. M/E ran regularly scheduled data quality reviews to ensure the system meets external data quality assessments.

AIP is well poised to build off of Y2 momentum and continue making successful progress during Y3.

## Introduction

This report presents AIP's Quarterly Progress Report for Year 2, Quarter 4 (July 1 through September 30, 2014) in Section II, and AIP's Year 2 Annual Progress Report (October 1, 2013 – September 30, 2014) in Section III. To minimize repetition, the Quarterly Progress Report is brief and the Annual Report that follows addresses the entire program year's activities, outputs and achievements.

## II. Quarterly Progress Report- Quarter 4: July 1, 2014- September 30, 2014

### Intervention 1: Establish Agro-Input Retailers' Network

#### 1.1a Establish the Agro Input Retailers' Network (AIRN)

The creation of the Agro-Input Retailers Network (AIRN) is one of the cornerstone components in AIP's mission to improve the supply of quality agricultural inputs through retailers. AIP is guided in the establishing of a network of a minimum 3,000 agricultural input retailers, 300 of whom will be female entrepreneurs, trained to make competitive, informed, market-based business decisions.

### **1.1.1 Selection of 90 out of 122 *Upazillas* in 20 FTF Districts**

In the fourth quarter of Y2, AIRN membership drives took place in 12 upazillas: Faridpur Alfadanga, Faridpur Boalmari, Bagherhat Fakirhat, Bagerhat Chitalmari, Jessore Chaugachha, Barisal Agailjhara, Jhalokati Nalchity, Pirojpur Nesarabad, Jhenaidah Harinakunda, Shailkupa, Kaliganj and Satkhira Sadar.

### **1.1.2 Assessments of Private Sector Agricultural Input Companies**

As part of the assessment of private sector agricultural input companies, the AIRN Supply Chain Advisor (ASCA) worked to formulate rating criteria for assessing the internal quality control mechanisms of seed processing companies. One local STTA reviewed the rating criteria and assisted the ASCA on technical aspects of seed quality and standards. A standard questionnaire was developed and verified. Utilizing the questionnaire, the ASCA conducted an assessment of the Lal Teer Seed Ltd. In accordance with AIP's MOU with Lal Teer, a confidential report on the results of the organization's internal quality control assessment will be prepared and sent to the company. The report will include an explanation of the assessment procedure and its findings.

### **1.1.3 Identify Training Needs of Retailers**

AIP conducted internal discussions to identify clear, key learning objectives for an International Study Tour, cost effectiveness, and ease and simplicity of procedure. Thailand, Malaysia, India, Cambodia, Vietnam, and Sri Lanka were considered as potential destinations and each option was explored for its match with key criteria noted above. A detailed concept note was created and submitted to USAID and CNFA Head Quarters. Upon receiving approval, plans were finalized for a tour to India.

A principal objective of the AIP/AIRN international study tour was to increase the capacities of retailers to manage their businesses competitively, ethically, and on scientifically-based grounds. A secondary objective was to expose agro-inputs retail leaders to the state of the art regional developments in the agricultural inputs retail industry.

Participants were selected based on meeting the following criteria: Status as an AIRN Accredited Member; level of involvement in the Network's formation and likely future as an AIRN leader; communication and presentation skills; and spoken and written English comprehension. Upon return, each held meetings with members of their respective AIRN ad hoc committees to report on the trip, share information and new concepts learned during the tour.

### **1.1.4 Working Purpose, Objectives, and Modalities of AIRN**

During the quarter, AIRN gained additional members and *Upazilla* Ad Hoc committees; quantities are reported in 1.1.5a. A Credit Survey Baseline report was completed. The survey took in 400 AIRN retailers through a survey designed together with BRAC Bank. The purpose of the survey was to provide information to banks with which AIRN will negotiate for improved terms of credit for its Accredited members. Meetings were held with BRAC Bank, the outcome of which was that the bank will submit a proposal

for AIP/AIRN review and consideration early in the next quarter. Meetings with other financial institutions will be similarly scheduled. Additionally, the survey data will be utilized to inform AIRN as to appropriate member services, e.g. training and continued education (See Annex 4).

### **1.1.5 AIRN Structure and Members**

At the end of Q4, 35 *upazilla* AIRN “ad-hoc” committees with a total of 782 members had joined the Network. Through cost-shared training of retailers as per AIP’s MOUs with five input supply companies, and separately by the third party training contract with GMark, 46 “batches” with a total of 1441 retailers were trained over the Life of Project (LOP) by the end of Q4.

AIRN added 14 additional FOs to accelerate its membership drives and to assist retailers who have completed the three basic trainings, but who are in an *upazilla* in which ad hoc committees have yet to be formed, join AIRN.

A barrister was engaged to secure the licensing and registration of AIRN. The most appropriate form of registration is as an “association” under the Companies Act. The registration of AIRN was commenced in Q4 and will be completed in Q1 of Year 3.

AIRN added an additional “Provisional” membership class, to its current Association and Accredited membership categories. While the Provisional class is expected to principally provide a transitional status for women retailers as AIP assists each establish her agro-input retail shop, it may also provide an entry level opportunity for others, such as mobile input vendors, who may wish to establish a fixed location operation.

Following AIRN registration, the Business Ethics Committee (BEC) will be organized. (see 1.1.9.2).

#### **1.1.5a AIRN Membership Drive**

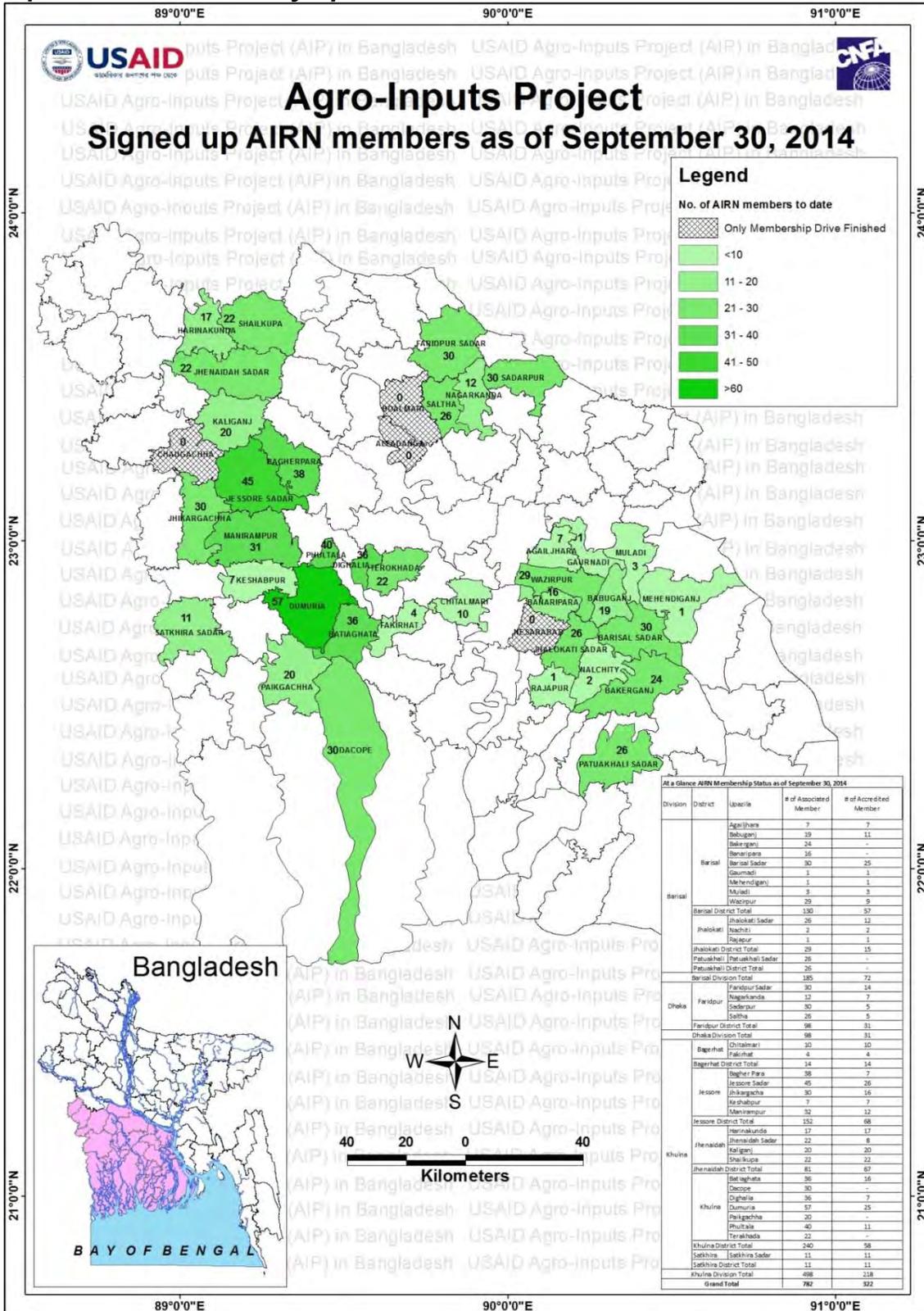
**Associate members:** By the end of Q3 of Y2, *total* (combined Associate and Accredited) AIRN membership stood at 582 from 23 *upazillas*. In Q4 of Y2, AIRN membership drive events were organized in 12 *upazillas*, and 200 retailers joined AIRN as Associate members. At the end of Q4 of Y2, the total Associate members progressed to **460**.

**Accredited members:** 143 AIRN members had become Accredited by the end of Q3. In Q4 of Y2, 178 additional trained retailers achieved Accredited membership status after agreeing to and signing the Business Code of Conduct. AIRN shop logos and M/E log books were distributed and explained to newly Accredited members, following normal protocol. At the end of Q4 of Y2, the total of AIRN Accredited members stood at **322**.

**AIRN Members at the end of Q4 of Y2:**

| <b>Division</b> | <b>District</b> | <b>Upazilla</b>  | <b>Combined Associate and Accredited Members</b> | <b>(out of which) Accredited Members are:</b> |
|-----------------|-----------------|------------------|--|---|
| Barisal         | Barisal         | Barisal Sadar    | 30   | 25  |
|                 |                 | Babugonj         | 19   | 11  |
|                 |                 | Wazirpur         | 29   | 09  |
|                 |                 | Banaraipara      | 16   | 0   |
|                 |                 | Muladi           | 03   | 03  |
|                 |                 | Mehendiganj      | 01   | 01  |
|                 |                 | Gournodi         | 01   | 01  |
|                 |                 | Bakherganj       | 24   | 0   |
|                 | Agailjhara      | 07               | 07   |   |
|                 | Jhalokati       | Jhalokati Sadar  | 26   | 12  |
|                 |                 | Nalchity         | 02   | 02  |
|                 |                 | Rajapur          | 01   | 01  |
|                 | Patuakhali      | Patuakhali sadar | 26   | 0   |
| Khulna          | Khulna          | Fultala          | 40   | 11  |
|                 |                 | Dumuria          | 57   | 25  |
|                 |                 | Dighalia         | 36   | 07  |
|                 |                 | Dacope           | 30   | 0   |
|                 |                 | Batiaghata       | 36   | 16  |
|                 |                 | Pykgasa          | 20   | 0   |

# Map of AIRN Members by Upazilla



### 1.1.6 Credit Guarantee Fund

AIP has a \$250,000 credit guarantee facility for AIRN member-retailers. This guarantee will be leveraged to increase lending to agro-retailers by reducing the risk to banks and/or MFIs. USAID announced a larger program for a credit guarantee to BRAC Bank in late 2013, and suggested AIP look into further collaboration.

After frequent interaction, BRAC Bank provided AIP a base for a survey questionnaire to allow both parties to gain an understanding of the market size in the FTF zone, including loan volume, types of financing facilities presently available to agro-inputs retailers (e.g. revolving credit, SME, Agricultural loan), current credit practices by the retailers, availability of sources of financing, monthly average receivables, and payables.

To conduct the survey AIP amended an existing contract with the Nielsen Company (Bangladesh) Ltd. In June, 467 retailers were contacted, among which 400 interviews were successfully completed. Among the 400, 115 were from Barisal, 76 from Faridpur, 74 from Jessore, and 135 from Khulna broader regions.

AIP and BRAC bank met in the last week of September to discuss the terms of an agreement BRAC would be prepared to offer should AIP utilize its loan guarantee to reduce the bank's related risk. As the outcome of the meeting, the bank agreed to prepare a concept paper and share it with AIP in October.



*DAE staff member explaining the BADC licensing process*

### 1.1.7 Gender Lens Committee

Two Gender Lens Committee (GLC) meetings were held in Q4. Participants gained an understanding of the Department of Agriculture Extension (DAE), Ministry of Agriculture (MoA), and Bangladesh Agriculture Development Corporation (BADC) licensing process for retailers. Members of the GLC were also introduced to the AIP small grant process and accompanying processes and tools that will be used to support women retailers in the establishment of their brick and mortar agro-input retailship. Tools and processes for M/E of the grant making process were also covered to ensure effective management of project funds.

### 1.1.8 Creation of Women Retailers through AIRN

In Q4, AIP executed service contract agreements with three Bangladeshi NGOs ("Partner NGOs" i.e. "PNGOs") in the FTF Zone: AVAS in Barisal, Ashroy Foundation in Khulna, and *Banchte Shekha* in Jessore. These agreements assign PNGOs' staff to carry out a chain of community-based activities all aimed at assisting rural women to apply for and implement matching grants to establish women-owned and operated agro-input retailships. The PNGOs' field activities support women through the process,

e.g. open advertising, public meetings, costing out businesses with shortlisted applicants, establishing “benchmarks” (stages of grant delivery), securing business licenses, explaining the terms of matching grants agreements, and other assistance. AIP will screen applicants, execute the grant agreements, deliver its matching share in-kind (not in cash), and follow up with technical assistance. In Y3, the establishment of 35 retailerships is a requirement in each of the three PNGOs’ contracts.

In addition to some existing staff who will work part time on this brief, the PNGOs required staff dedicated to these support assignments. AIP assisted all PNGOs with shortlisting, interviewing, and selecting nine PNGO staff, i.e., “Project Officers” and finance bookkeepers.

All three PNGOs’ matching grant staff will meet once a month with AIP to review progress for the next three months.

### **1.1.9 Strengthening Agricultural Input Wholesale Associations**

#### **1.1.9.1 Directory of Input Supply Companies and Wholesalers**

The Nielsen Company (Bangladesh) Ltd. completed and submitted two assignments in Q4. This includes a “master list” of fixed (and not mobile), GoB-registered agro-input retailers in the FTF zone, and a Directory of agro-input companies and wholesalers within the FTF zone who have supply chains extending into the FTF zone.

The first assignment yielded a “master list” of 10,982 GoB-registered agro-input retailers, of whom many are registered with more than one agency (e.g. BCIC, BADC, MOA,) and hold a local trade license. The second assignment listed a total of 528 companies and 2,061 wholesalers in the Directory. In reality, many of the business entities have dual roles, performing both wholesaler and retailer functions. Consequently, many were enlisted in both the “master list” as retailers and the Directory as wholesalers. AIP’s next immediate task will be to geocode wholesalers and companies as part of the “supply side” point data sets on its MIS-GIS.

#### **1.1.9.2 Capacity Development of BSA, BFA, and BCPA**

During the quarter, an Organizational Capacity Assessment (OCA) was initiated and completed with BSA and a presentation was made on the OCA findings to the BSA membership. A baseline Organizational Capacity Assessment Tool (OCAT) score (see Annex 2) was completed. The OCAT score is utilized in determining the focus and best approaches for Organizational Capacity Development (OCD) training content. Based upon the results of the OCA as expressed in the OCAT, and BSA’s current limited capacity to properly affect OCD, AIP will review and determine whether to proceed. Assuming a positive determination, OCD for BSA will be completed by the end of Year 3.

Completion of a MOU with BCPA to include among its provisions the OCA/OCD process was delayed due to changes in BCPA’s leadership. Determination of the nature

of the BFA OCA and OCD, cooperation on fertilizer national policy-related matters, and other MOU provisions will follow.

A finding of the retailer Credit Baseline Survey is that 65% of AIRN members conduct both retail and wholesale business in a ratio of 53% retail and 47% wholesale. Consequently, much of AIP’s training of “retailers” is reaching many of those also involved in wholesale business (see Intervention 1.1.4 Annexes 3 and 4).

## 1.2 Trainings and Study Tours

### Retailers’ Training

In Q4, thirteen “batches” (groups) of the basic trainings required to be eligible for AIRN Accredited membership were conducted for 337 retailers by GMark and the AIP partner supply companies (those with which it has MOUs).

### Training on Environmental Compliance for PNGOs

A half-day Environmental Compliance training was held in August. Seven management and staff of AIP’s three partner NGOs (PNGOs) participated.

### Domestic Study Tour

In July, AIP conducted its fourth domestic study tour for 11 AIRN Ad-Hoc committee representatives to the ACI Seed Processing Centre, ACI Seed, *Pairaband, Mithapukur, Rangpur*. Its objectives were to observe ACI quality control systems (such as the seed processing centre, seed moister, germination testing, packaging, hybrid testing, commercial research, green house).

|   |  |
|---|--|
| <p>Md. Azizur Rahman), M/S, Ma Traders, who joined AIRN in August 2013 said “this was my first time to physically see the Seed Processing system including seed storage facilities. Earlier I thought the seeds came from the farmers but I didn’t know that there are many steps or testing before seed packing for the clients. Now I will share the seed germination, seed packing, seed lot, and seed weight &amp; fumigation system among other AIRN members.”</p> | <p>S. M. Rafiqul Islam), M/S, <i>Barisal City Beeg Vandor</i>, who joined AIRN in 2013 said “I learned about the ACI Seed Processing Centre, and the seed processing, sun drying, grading, germination, cleaning, packaging, levelling, coating, preservation, storage, staking, cool chain maintenance.”</p> <p>“For marketing rice seed the seed processor tested the germination at least three times from the lots. For vegetable seed 12% moister is okay. But today I learned that the different vegetable moister should vary according to the specific vegetable.”</p> |
| <p>Santanu Sarker), M/S, <i>Chitra Enterprise, Matortola Bazaar</i> joined AIRN in 2014. He said, “this was my first study tour and I feel very good to see the overall Seed Processing System, which was a new learning experience for me.”</p>  |  |

As a requirement of every tour, participants commit to the development of an action plan to share what they learned with other AIRN members in up-coming monthly ad hoc committee meetings.

## International Study Tour

The first AIP/AIRN International Study Tour was organized to India during August 2014. The six-day international tour was designed to expose agro-inputs' leaders to state-of-the-art regional developments in the agricultural-inputs industry s, thereby increasing the capacities of the retailers to manage their business ethically, competitively, and based on informed, market, and scientifically-based grounds.

The itinerary included visits with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Advanta Seed Limited, the University of Agricultural Science, the Agri-Tech Exhibition on Agriculture, the Fertilizer Association of India, National Seed Corporation Limited, and Insecticides (India) Limited.



*Participants learned about agricultural technologies at the University of Agricultural Science, Bangalore*

Thirteen participants, of which seven were members of the Agro-Inputs Retailers Network (AIRN), and a representative from each of the Bangladesh national input industry associations (i.e., BSA, BCPA, and BFA), and three AIP/AIRN staff took part in the tour (see 1.1.3).

### 1.2.1 Development of Training Modules

A MOU was finalized with ACI, which includes training for ACI affiliated agro-input retailers. AIP agreed to engage a consultant to review the ACI training modules and assist ACI in the development of a four day training schedule. AIP agreed to supply the materials to be used by the ACI Master Trainers for instruction on agri-business management and ethics, the safe & judicious use of agricultural chemicals, and high density nutritious crops. ACI will use its current materials for agronomics training. Two additional topics on AIRN membership and environmental safety net at the retail shop (e.g., proper display, storage, personal protective equipment, etc.) procedures will also be incorporated.

### 1.2.2 Master Trainers' Selection, TOT, and Trainings

AIP organized a four-day Training of Trainers (ToT) on *Krishi Upokoron Satik Bebohar O Bikroy Bishouk* (Safe and Judicious Use of Agricultural Inputs) for ACI Master Trainers and AIRN selected field officers. The key objective of the course was to improve the capacity of Master Trainer facilitation skills and delivery of technical

subjects. These topics include business management, crop production technology, nutrition, and the safe use of pesticides.

### 1.3 Prepare and Distribute Brochures

In Q4, more than 500 copies of AIRN brochures were distributed during membership drives. Content and layout for a revised AIRN brochure were in process to incorporate the new AIRN “Provisional” member classification. The updated brochure will include additional services for all member categories, color photos, and a description of AIRN structure.

#### 1.3.1 Branding and Marketing Campaign for AIRN

AIP published the Summer AIRN newsletter highlighting all AIRN's successes and exciting activities. English editions of AIRN newsletters are distributed to USAID, PNGOs, the broader development assistance community, business associations, and other FTF projects in Bangladesh. The Bangla AIRN newsletters are distributed to AIRN member retailers and to other Bangla readers. Both English and Bangla versions will also be available on the AIP website.

AIRN signboards were distributed to over 150 newly Accredited AIRN members to display in their shops. The signboards are significant in that they advise the retailer's clients and the public that the retailer had completed a series of trainings on business management, basic agronomics and the safe use of crop protection products, and has committed to the AIRN ethical Code of Conduct to provide only quality agricultural inputs and advice to his farmer-clients.



#### 1.3.2 Public Awareness Campaign for Proper Use of Seed, Fertilizer, and Pesticides

During Q4, AIP broadcast AIP/AIRN subject-related messages through the Ministry of Agriculture's DAE AIS Community Radio. Messages focused on the benefits of quality fertilizers, how to recognize quality by the color, texture, and smell of different types of fertilizers, and the efforts of AIRN and AIP to improve the supply of quality inputs through retailers. Development of the next program on the safe storage of pesticides at shop level was nearing completion at the end of Q4.

#### 1.3.3 E-books Improvement

AIP moved forward in collaboration with AIS to produce 3 new e-books in Q4. AIP has contracted local short term technical consultants to develop the required content on the use and storage of seed, the safe use of crop protection products (CPPs), and fertilizer use rates for food crops. After completion, the draft on seed was sent to the AIS team to assemble an e-book. AIS will submit a proposed layout for approval before completing a final product. E-books on fertilizers and pesticides will follow.

## Intervention 2: Market Information Systems

### 2.1 Analysis and Distribution of Ag-Inputs Monthly Price Outlook Bulletin

In Q4, the AIRN Supply Chain Advisor (ASCA) finalized a comprehensive study across the FTF zone to identify the major, most prominently traded agro-inputs and associated companies. The study was organized across four broad regions: Faridhpur, Jessore, Khulna, and Barisal. Following data collection, two workshops in Barisal and Khulna were organized to validate data and finalize the list of most highly traded agro-inputs. A workflow was designed for AIRN FOs to collect data in future. Based on the study results, the first Monthly Price Outlook Bulletin was published and distributed among AIRN member retailers and other stakeholders in September. The MPOB will be updated monthly with the most recent wholesale price information, printed, and distributed. Early feedback from AIRN retailers has been positive.

**USAID**  
আমেরিকা যুক্তরাষ্ট্রের সহায়তা

**airn**

**Agro-Inputs Price Bulletin - September 2014**

এই প্রকাশনা হল নীচের মতো পরিষেবা ২০টি জেলায় মাসিক হিসাবরক্ষণ প্রতি উৎপাদন স্তরের মূল্য পর্যালোচনা করে তৈরি করা। এটি একটি মাসিক মাসিক হিসাবরক্ষণ প্রতি উৎপাদন স্তরের মূল্য পর্যালোচনা করে তৈরি করা। এটি একটি মাসিক মাসিক হিসাবরক্ষণ প্রতি উৎপাদন স্তরের মূল্য পর্যালোচনা করে তৈরি করা।

**মাসিক হিসাবরক্ষণ মাসিক মূল্য পর্যালোচনা** ১. মাসিক মূল্য পর্যালোচনা, ২. মাসিক মূল্য পর্যালোচনা, ৩. মাসিক মূল্য পর্যালোচনা, ৪. মাসিক মূল্য পর্যালোচনা, ৫. মাসিক মূল্য পর্যালোচনা, ৬. মাসিক মূল্য পর্যালোচনা, ৭. মাসিক মূল্য পর্যালোচনা, ৮. মাসিক মূল্য পর্যালোচনা, ৯. মাসিক মূল্য পর্যালোচনা, ১০. মাসিক মূল্য পর্যালোচনা, ১১. মাসিক মূল্য পর্যালোচনা, ১২. মাসিক মূল্য পর্যালোচনা, ১৩. মাসিক মূল্য পর্যালোচনা, ১৪. মাসিক মূল্য পর্যালোচনা, ১৫. মাসিক মূল্য পর্যালোচনা, ১৬. মাসিক মূল্য পর্যালোচনা, ১৭. মাসিক মূল্য পর্যালোচনা, ১৮. মাসিক মূল্য পর্যালোচনা, ১৯. মাসিক মূল্য পর্যালোচনা, ২০. মাসিক মূল্য পর্যালোচনা

**মূল্য পর্যালোচনা** ১. মাসিক মূল্য পর্যালোচনা, ২. মাসিক মূল্য পর্যালোচনা, ৩. মাসিক মূল্য পর্যালোচনা, ৪. মাসিক মূল্য পর্যালোচনা, ৫. মাসিক মূল্য পর্যালোচনা, ৬. মাসিক মূল্য পর্যালোচনা, ৭. মাসিক মূল্য পর্যালোচনা, ৮. মাসিক মূল্য পর্যালোচনা, ৯. মাসিক মূল্য পর্যালোচনা, ১০. মাসিক মূল্য পর্যালোচনা, ১১. মাসিক মূল্য পর্যালোচনা, ১২. মাসিক মূল্য পর্যালোচনা, ১৩. মাসিক মূল্য পর্যালোচনা, ১৪. মাসিক মূল্য পর্যালোচনা, ১৫. মাসিক মূল্য পর্যালোচনা, ১৬. মাসিক মূল্য পর্যালোচনা, ১৭. মাসিক মূল্য পর্যালোচনা, ১৮. মাসিক মূল্য পর্যালোচনা, ১৯. মাসিক মূল্য পর্যালোচনা, ২০. মাসিক মূল্য পর্যালোচনা

**সেবার** এই প্রকাশনা USAID/আমেরিকা যুক্তরাষ্ট্রের সহায়তায় তৈরি। এখানে উল্লিখিত বিবরণ ও মূল্যের তথ্য, এবং USAID/আমেরিকা যুক্তরাষ্ট্রের সহায়তায় তৈরি করা।

**Pesticides (কীটনাশক)**

| Brand Name                      | ক্রমিক নাম    | Active Ingredient                          | Company Name | কোম্পানির নাম | Average Wholesale Price in Taka over 20 Districts |
|---------------------------------|---------------|--|--------------|---------------|---|
| <b>Miticides (কীটনাশক):</b>     |               |  |              |               |   |
| Gayvet                          | গাইভেট        | Sulphur                                    | Square       | স্কয়ার       | 152.00 (1kg)                                      |
| Kumulus                         | কুমুলাস       | Sulphur                                    | Auto         | অটো           | 151.00 (1kg)                                      |
| Magsulphur                      | ম্যাগসাল্ফার  | Sulphur                                    | MacDonald    | ম্যাকডোনাল্ড  | 173.00 (1kg)                                      |
| Microvit                        | মাইক্রোভিট    | Sulphur                                    | Global       | গ্লোবাল       | 136.00 (1kg)                                      |
| <b>Fungicides (ফাঙ্গিসাইড):</b> |               |  |              |               |   |
| Karishma                        | কারিশমা       | Acetochlorin (20%) + Cyproconazole (8%)    | Eon          | ইয়ন          | 227.00 (100ml)                                    |
| Nativo                          | ন্যাটিভো      | Tebuconazole (50%) + Trifluoromethyl (25%) | Bayer        | বায়ার        | 77.00 (10g)                                       |
| Knowin                          | কনোইন         | Carbendazim                                | MacDonald    | ম্যাকডোনাল্ড  | 130.00 (100g)                                     |
| Popular                         | পপুলার        | Mancozeb (64%) + Metalaxyl (8%)            | Global       | গ্লোবাল       | 94.00 (100g)                                      |
| Secure                          | সিকিউর        | Mancozeb (50%) + Phenanthrene (10%)        | Bayer        | বায়ার        | 110.00 (50g)                                      |
| Agrifuran                       | এগ্রিফুরান    | Carbofuran                                 | Seatrader    | সিট্রাডার     | 115.00 (1kg)                                      |
| Alba                            | অলবা          | Abamectin                                  | Samp         | সাম্প         | 104.00 (100ml)                                    |
| Belt                            | বেল্ট         | Flubendiamide                              | Bayer Crop   | বায়ার ক্রপ   | 149.00 (25g)                                      |
| Beisierhoate                    | বাইসিয়ারহোটে | Dimethoate                                 | Alpha Agro   | আলফা অগ্রো    | 57.00 (100ml)                                     |
| Briifar                         | ব্রিফিয়ার    | Carbofuran                                 | ACI          | এসিআই         | 113.00 (1kg)                                      |
| Sinothrin                       | সিনোথ্রিন     | Cypermethrin                               | Global       | গ্লোবাল       | 75.00 (100ml)                                     |
| Caught                          | ক্যাট         | Cypermethrin                               | ACI          | এসিআই         | 79.00 (100ml)                                     |
| Katap                           | ক্যাটাপ       | Cartap                                     | Petrochem    | পেট্রোকেম     | 119.00 (100g)                                     |
| Darshan                         | দারশান        | Chlorpyrifos                               | Auto         | অটো           | 61.00 (100ml)                                     |

#### 2.1.1 GIS Development

In Q4, GIS development work mainly focused on web-based display development, using collected secondary (base layer i.e. “demand side”) and primary (point data from retailers and demonstration plots i.e. “supply side”) level data.

#### Khulna and Dhaka-based Outputs in Q4

GIS advances involved mostly desktop-based mapping, training of newly joined 14 Field Officers, revisions of the best means (at present) for collecting point data and uploading to Spatial Systems Associates’ central server through a web-based file sharing program (Dropbox).

Trainings of newly joined FOs in data collection and management, and device usage, were integrated into the 5 days’ of orientation training spanning many AIRN objectives and FOs’ task sets. In Q4, two groups (7 per group) of FOs were trained. New 10-inch Samsung Galaxy notepads were procured, loaded with applications, and introduced to the new FOs for use in Monitoring and Evaluation (M/E) data, MPOB, etc. collection. In addition, advances in GIS development in Khulna involved:

- Mapping out the rapid growth of the AIRN membership drives by *upazilla* to assist the program in making strategic decisions;
- Mapping out the trained AIRN retailers who have been trained by AIP’s third party trainer (GMark) and by AIP partner companies;
- Contribution to basic mapping in the USAID Geo-portal; and
- Monitoring the collected point data and correcting.

## **USA-based Outputs in Q4**

USA-Based GIS development in Q4, focused on three major initiatives. The first involved the FTF zone road centerline dataset. This was improved and geo-rectified to enable display and labeling for a basemap. This effort was carried out by Spatial Systems GIS technicians. The road centerline dataset consists of major subnational (*Upazilla* and District) paved road centerlines that now overlay satellite imagery correctly and accurately. The centerlines were derived from a Local Government Engineering Department (LGED) dataset provided by the World Food Program. The value in orthorectified (high resolution) centerlines lies in the visual context it provides to the map user, and in the general description of location of the infrastructure used for transportation by the agro-input supply chains.

The second and third initiatives are interrelated and concerned further refinement of the visual and user-friendliness of the web based AIRN MIS. A new user interface was developed and tested during Q4. It was developed using Javascript to be displayed in all major web browsers. The interface provides the ability to view all AIRN data overlain with geodatasets showing satellite imagery, road centerlines, population distribution and density, crop patterns, and land use information. The interface also provides the ability to search and zoom to features and places, and provides District and *Upazilla* level statistics. The last initiative was developing the production grade back end services to populate the AIRN MIS with data. This includes the web services that provide the map data, as well as the tabular data available in graphs and charts. This initiative also includes the server security administration to provide specific user groups (e.g. companies with whom AIP has MOUs) with particular access to content in the MIS.

## **2.2 Agricultural Exhibitions**

In Q4, LIMRA, a contracted third party event organizing company, was assisted by AIP to:

- prepare and advertise for online registration of participants;
- identify participants, both domestic and international companies, and projects/NGOs;
- manage invitations, manage participants' fees and remittances collection;
- identify the fair venue in Jessore; and
- identify fair infrastructure "setting up and taking down" and fair safety and security.

These activities were completed in preparation for the AIRN Agricultural Fair, which will take place 2-4 December in Jessore Sadar, Jessore District. With AIP guidance, LIMRA developed five sub-themes for the Ag-Fair: (1) Agro-Machinery Expo; (2) Agro-Inputs Expo; (3) Grain and Foods Expo; (4) Dairy, Poultry, and Aquaculture Expo, and; (5) Solar Power Expo. They have also posted numerous advertisements through different magazines and websites to promote the Ag-Fair.

## **2.3 Collaborative Demonstration Plots with other FTF Programs**

As a result of meetings initiated in Q3, AIP completed a MoU with the Feed-the-Future Agriculture Extension Support Activity project (AESAs) to establish 26 collaborative

demonstration plots (one demonstration per union) with Chili and Mung bean. Beginning in the first month of Q1 of Y3, Chili will be demonstrated at 4 plots in Jessore Keshobpur, in Barisal Sadar (Mung bean: 10 plots), and in Patuakhali sadar (Mung bean: 12 plots). AIP will maintain regular contact with the input company organizing each demonstration to ensure sensible coordination. AESA will link farmers to purchase the demonstrated product from the nearest AIRN retailers.

### **2.3.1 Identification of Collaborators and Plots**

In Q4, demonstration plots to display appropriate input application practices, considering farmers' net return, health, safety and impact on the environment, were established in a cost-sharing partnership with Bayer CropScience and Lal Teer. As part of a demand-creation strategy for AIRN member retailers, signboards containing the AIRN logo were displayed for branding and marking each of the plots.

ACI Limited was also established as a new AIP partner company. ACI proposed a list of 100 demonstration plots to be established during Q1 of Y3. Lal Teer Seed Ltd. provided a list of 132 demonstration plots to be similarly established in Q1.

Lal Teer Seed Limited was also been identified as the partner company for establishing the demonstration plots in collaboration with AESA (see 2.3).

### **2.3.2 Field Days**

Field Days, linked with demonstration plots that utilize quality inputs, were launched in Q4. The demand-creation strategy behind Field Days (three Field Days per plot) is that customers, having observed the profitability and effectiveness of the quality inputs and techniques used in plots, can purchase the demonstrated inputs from retailers in close proximity to their farms.

Field days for each demonstration plot take place during three different crop-growth cycles:

- 1) Demo setup and sowing or transplanting;
- 2) Mid-growth vegetative stage; and
- 3) Final harvest stage.

A total of 132 field days were conducted by AIP partner companies in Q4. The AIP Environmental team started selectively monitoring Field Days and will continue to do so as necessary. The purpose is to monitor companies' compliance with environmental safety and to educate farmer and retailer audiences on the safe application of pesticides.

### **2.3.3 Demonstrations to Promote High Value Nutritious Crops and Technologies**

The Gender Specialist, working in collaboration with a nutritionist, examined the link between nutrition and gender, and developed a comprehensive poster designed to promote, high value nutrient-dense crops (vegetable, potato, sweet potato, and pulses) use in rural households. In Q1 of Y3, the poster will be printed for display in agro-inputs retailer shops.

## Intervention 3: Quality Control and Standards and Regulatory Constraints

### 3.1 Adherence to Industry Standards

AIP's active participation in the MOA's Seed Health Standards Committee (SHSC) through its Agro-input Quality Control and Policy Advisor (AIQCPA), has notably contributed to a review of the Government of Bangladesh's (GoB) seed health standards. As this review represents the first attempt to address seed health issues four notified crops (rice, wheat, jute, and potato) were selected for examination. Meetings of the SHSC were constrained due to the illness and death of its Convenor (Chair), Dr. Golam Ali Fakir, during the quarter.

### 3.2 Certification and Business Ethics

AIP encourages retailers to complete AIRN's basic business and technical training, which is then followed by AIRN certification. For AIRN to determine the business ethics necessary for AIRN membership and certification, a Business Ethics Committee is to be constructed. This planning is underway and following the completion of AIRN's registration in Y3, the Business Ethics Committee will be formed with representatives from each of the major agricultural input industry associations (BSA, BCPA, and BFA) in addition to representatives from farmer groups, the DAE, etc.

#### 3.2a AIRN Certification

Through the end of Q4, 322 AIRN members had been certified as Accredited members. AIRN added an additional "Provisional" membership class to its current Associate and Accredited membership categories. Provisional members, upon obtaining the required GoB licenses and initiating business operations, will become Associate members of AIRN. Following completion of the obligatory basic trainings and related requirements each will become an Accredited member.

In Year 3, AIRN foresees the formation of an Industry Skills Committee (ISC) and application for registration with the Government of Bangladesh (GoB) as a "Registered Training Organization." One function of the ISC will be to determine the continuing education requirements of members to retain their "Accredited" status. The continuing education trainings and related skill certifications will also serve to further enhance retailer business and related advisory competencies, as well as address other of the industry's skill needs.

#### 3.2b AIRN Business Ethics Committee

The AIRN Business Ethics Committee is to "determine the business ethics necessary for AIRN membership." Among other responsibilities, the BEC is to oversee/supervise the annual audits of AIRN Accredited members to ensure they maintain proper quality control and ethical business standards. The results of such audits, aggregated in a manner that assures individual company assessment results remain confidential, will be reported to the AIRN Board of Directors with any recommended adjustments to the AIRN Code of Conduct. Additionally, these findings will be shared with the ISC to inform its recommendations regarding continuing education requirements.

BSA and BCPA have been invited to participate as members of the Business Ethics Committee (see 1.1.9.2 & 3.2). A similar invitation will be extended to BFA as a component of a MOU. Representation by the Department of Extension (DEA), identification of an appropriate farmer's organization to provide a representative, and identification of male and female retailer representatives to the BEC continue as a work in progress.

### **3.3 Monitoring**

The vetting process and hiring of an AIRN Call Center Officer was completed in Q4 as part of its plan for setting up a Call Center in Khulna (a consumer "hotline"). This key AIRN staffer will also aid in processing data for the MIS-GIS system. The selected person is expected to join AIP in October after *Eid*. In preparation for his coming, physical technical infrastructure, which conforms to a state-of-the-art web-based VOIP service, is on order. These technologies enable callers to call at minimal cost, with the Officer calling back. The Call Center is expected to be in fully functional in Khulna in Q1 of Y3.

### **3.4 Coordination on Policy, Legal, and Regulatory Constraints**

An outgrowth of the Q3 BSA/private sector Seed Policy revision process was many participants correctly pointing out that implementation of (even good) policy by GoB is often the most limiting. This limitation suggested a re-think on implementation roles, which could be shared and defined afresh, of the public and private sectors. AIP has agreed to facilitate further meetings of BSA and private sector seed companies to consider obstacles and actions to recommend to the public and private sectors to rectify deficiencies.

To kick start that process, agreements were executed with local short term technical experts on seed, crop protection products (pesticides), and fertilizer. Each will analyze and "map" the related GoB policy, legislative and regulatory framework and/or as applicable, the current level of implementation of the framework requirements. "Mapping" sets forth and compares that which exists in the official world to regulate sector activity, with what is actually happening in the practical world. Each is also tasked with collaborating with the AIP Communications staff in construction of subject matter e-book, brochures, and posters to be utilized in AIP's forthcoming media "Did You Know?" campaign.

## **Intervention 4: Strengthening Local Organizations**

### **4.1 Organizational Capacity Assessment**

Organizational Capacity Assessments (OCA) of local organizations are intended to assist them meet the standards requisite for potential direct implementation of USAID activities. The OCA self-assessment process identifies the areas of strength and those requiring improvement. The Organizational Capacity Development (OCD) is an action plan to address those matters which require strengthening. AIP input industry associations partners BSA, BCPA, BFA, and AIRN are primary targets for such assistance.

An OCA was completed by BSA with an OCD currently slated to begin in Q1 of Year 3 (see 1.1.9.2). Upon agreement of an MOU with BCPA, the OCA/OCD will commence. The BFA will follow suite upon agreement on the details of a MOU.

Consideration of extending the OCA/OCD process to female-led Partner Non-Government Organizations (PNGOs) has been discontinued as it has been determined that they do not meet a sufficient level of staffing, financing, or structure for such an effort to be justifiable or effective. AIP is currently examining the potential of OCD with three FTF-zone agricultural NGOs which previously underwent an OCA screening process under the USAID Agricultural Value Chain (AVC) project.

#### **4.2 Training Design**

The linchpin that currently presents the highest appeal to AIRN membership is the training it offers. Other services will be added based upon refinement of AIRN's Business Model as the Network matures in its governance and operating experience.

AIRN member training is periodically reviewed and adjusted based upon the results of debriefings and analyses following workshops for the basic trainings required for Accredited membership (i.e., Business Management and Ethics, High Density Nutritional Crops, Agronomic Practices, and Safe and Judicious of Agricultural Chemicals). These trainings will be enhanced with new requirements formulated by the Industry Skills Committee and input obtained from the BEC commissioned independent audits of Network members (see .3.2a).

AIRN staff capacity building presentations and trainings during Q4 included Business Model refinement, budget, and Business Plan preparation.

OCD training design is organization specific based on the outcome of the OCA self-assessment process (see 4.1).

## Financial and Expenditure Summary QPR 4, FY 2

|                                   | <u>Total<br/>Budget</u> | <u>Budget FY<br/>2</u> | <u>Expenses<br/>Q 4 FY 2</u> | <u>Expenses<br/>FY 2</u> | <u>Project<br/>Balance</u> |
|-----------------------------------|-------------------------|------------------------|------------------------------|--------------------------|----------------------------|
| <b>Director Labor</b>             | <b>\$3,100,466</b>      | <b>\$683,753</b>       | <b>\$169,515</b>             | <b>\$731,206</b>         | <b>\$1,904,492</b>         |
| Expatriate Labor                  | \$1,173,850             | \$330,201              | \$59,922                     | \$254,753                | \$727,304                  |
| Local Labor                       | \$1,385,216             | \$245,511              | \$77,778                     | \$308,499                | \$914,099                  |
| HQ Labor                          | \$378,795               | \$71,980               | \$31,433                     | \$95,133                 | \$240,858                  |
| Expatriate STTA                   | \$162,605               | \$36,061               | \$382                        | \$72,821                 | \$22,231                   |
| <b>Fringe Benefits</b>            | <b>\$1,176,622</b>      | <b>\$251,528</b>       | <b>\$86,429</b>              | <b>\$258,058</b>         | <b>\$783,060</b>           |
| <b>Supplies and Equipment</b>     | <b>\$961,174</b>        | <b>\$155,040</b>       | <b>\$27,005</b>              | <b>\$120,724</b>         | <b>\$694,399</b>           |
| <b>Allowances</b>                 | <b>\$623,018</b>        | <b>\$165,894</b>       | <b>\$27,844</b>              | <b>\$124,841</b>         | <b>\$257,886</b>           |
| <b>Travel and Per Diem</b>        | <b>\$776,795</b>        | <b>\$151,255</b>       | <b>\$22,106</b>              | <b>\$94,447</b>          | <b>\$571,061</b>           |
| <b>Other Direct Costs:</b>        | <b>\$2,397,533</b>      | <b>\$479,873</b>       | <b>\$137,593</b>             | <b>\$271,353</b>         | <b>\$1,991,430</b>         |
| Rent and Utilities                | \$238,708               | \$47,880               | \$6,302                      | \$82,511                 | \$75,092                   |
| Activity Costs                    | \$1,839,400             | \$386,480              | \$121,748                    | \$158,272                | \$1,648,253                |
| Communication Costs               | \$224,394               | \$40,740               | \$6,539                      | \$24,295                 | \$184,297                  |
| Other Costs                       | \$95,031                | \$4,773                | \$3,004                      | \$6,275                  | \$83,789                   |
| <b>Subcontracts/Agreements</b>    | <b>\$2,095,277</b>      | <b>\$530,107</b>       | <b>\$144,166</b>             | <b>\$313,812</b>         | <b>\$1,612,940</b>         |
| Spatial Systems                   | \$615,277               | \$69,107               | \$134,359                    | \$278,471                | \$168,281                  |
| Guarantee Facility                | \$250,000               | \$200,000              |                              | \$0                      | \$250,000                  |
| Grants to Agro-input<br>Retailers | \$300,000               | \$75,000               | \$0                          | \$0                      | \$300,000                  |
| G-mark and BASC                   | \$180,000               | \$36,000               | \$241                        | \$11,002                 | \$168,998                  |
| Local Organizations               | \$750,000               | \$150,000              | \$9,566                      | \$24,339                 | \$725,661                  |
| <b>Indirect Cost</b>              | <b>\$2,897,719</b>      | <b>\$605,272</b>       | <b>\$208,003</b>             | <b>\$513,850</b>         | <b>\$2,001,948</b>         |
| <b>TOTAL</b>                      | <b>\$14,028,604</b>     | <b>\$3,022,722</b>     | <b>\$822,661</b>             | <b>\$2,428,291</b>       | <b>\$9,817,216</b>         |
| <b>Cost share</b>                 | <b>\$300,000</b>        | <b>\$50,000</b>        |                              |                          | <b>\$300,000</b>           |

### International Travel Plan for Next Quarter

AIP will field one international trip in Q1 of Y3. A SOW for a follow up assignment by Mr. Stephen Sporik of Spatial Systems Associates was made in Q4 of Y2 and has been approved by USAID. This is one of a series of trips within Spatial Systems' subaward. This visit to AIP will launch AIP's MIS-GIS system, build user manual(s), and explain the system's use to different audiences.

| Name           | Category  | Purpose   | Date(s)   | Trip Number  |
|----------------|---|---|---|--|
| Stephen Sporik | STTA under subaward to Spatial Systems Associates | Further development and launching of MIS- GIS system. | November 25,2014 through approximately December 8, 2014 | (not included in AIP's allotted international trips) |

## Summary of Activities for the Next Quarter

### Intervention 1: Establish Agro-Input Retailers' Network

In the next quarter, AIRN membership drive events will take place in 26 new *upazillas*, 700 new retailers will join AIRN as associate members and 350 trained retailers will have achieved Accredited membership (see Table 1). Supply Chain assessments have been completed for two input supply companies. Assessment of one of the three remaining companies with whom AIP currently has an MOU will begin. AIRN will pursue Registered Training Organization (RTO) status with the GoB and explore collaboration with the United Nations International Labor Organization (ILO) in development of AIRN industry skills and continuing education training programs (see 1.2.1). The registration of AIRN will be finalized. Meetings will be held at the *upazilla* ad hoc committees with members in each applicable FTF District to commence the process necessary to select representatives to serve as AIRN Advisory Board members. Subsequent to AIRN registration, a general membership meeting will be held to formally organize the Network and elect of a Board of Directors following which the BEC and ISC will be formed. BRAC bank will submit a concept paper on credit terms it proposes for AIRN Accredited members. A meeting will be held thereafter to review their proposal. AIP/AIRN staff will also have meetings with other banks noted in the AIP credit survey as current suppliers of finance to input retailers (see Annexes 3 and 4). This will serve as due diligence and provide a basis for comparison of both loan terms and services offered by banks. Considering BSA's limited financial and staffing resources, AIP will review and determine whether to proceed with the OCD process. Assuming a positive conclusion, the OCD for BSA will be completed by the end of Year 3. The matter of a MOU with BCPA will be concluded. Determination of the nature of a BFA MOU including OCA and OCD, cooperation on fertilizer national policy-related matters, and other provisions will be effected.

**Table 1: Q1 AIRN *Upazilla* Membership Drives**

| SI No | <i>Upazilla</i> | District  | Division |
|-------|-----------------|-----------|----------|
| 1.    | Madhukhali      | Faridpur  | Dhaka    |
| 2.    | Bhanga          |           |          |
| 3.    | Gopalganj Sadar | Gopalganj |          |
| 4.    | Kotalipara      |           |          |
| 5.    | Bagherhat Sadar | Bagherhat | Khulna   |
| 6.    | Kachua          |           |          |
| 7.    | Mollarhat       |           |          |
| 8.    | Tala            | Satkhira  |          |
| 9.    | Kalarooa        |           |          |
| 10.   | Mahespur        | Jhenaidah |          |

| SI No | Upazilla        | District  | Division |         |
|-------|-----------------|-----------|----------|---------|
| 11.   | Kotchandpur     |           |          |         |
| 12.   | Keshobpur       | Jessore   |          |         |
| 13.   | Abhaynagar      |           |          |         |
| 14.   | Magura Sadar    | Magura    |          |         |
| 15.   | Sreepur         |           |          |         |
| 16.   | Meherpur Sadar  | Meherpur  |          |         |
| 17.   | Gangni          |           |          |         |
| 18.   | Chuadanga Sadar | Chuadanga |          |         |
| 19.   | Alamdanga       |           |          |         |
| 20.   | Narail Sadar    | Narail    |          |         |
| 21.   | Kalia           |           |          |         |
| 22.   | Rajapur         | Jhalkhati |          | Barisal |
| 23.   | Gaurnadi        | Barisal   |          |         |
| 24.   | Najirpur        | Pirojpur  |          |         |
| 25.   | Pirojpur Sadar  |           |          |         |
| 26.   | Bhola Sadar     | Bhola     |          |         |

**Intervention 2: Market Information Systems: 2.3 Collaborative Demonstration Plots with other FTF Programs:** ACI and Lal Teer will each establish 100 demonstration plots. Syngenta will establish 50 demo plots in the next winter season. Before establishment of any of these demonstration plots, the AIP Environmental team will conduct an assessment of each plot location to determine compliance with the relevant requirements of AIP's PESUAP and EDDR, (e.g., proximity to housing, potable water (a well), ponds, rivers, etc.). The team conducts at least two visits to each plot; the initial assessment and another during one of the three scheduled field days. The second is to provide training to farmers on the safe use of crop protection products (pesticides), importance of personal protective equipment (gloves, mask, etc.)

**Intervention 3: Quality Control and Standards and Regulatory Constraints** An AIP facilitated workshop will be held to assess the impediments to effective implementation of the seed framework and design recommendations for a partnership between the public and private sector actors. Participation in and support for the Seed Health Standards Committee's review of the four crops (i.e., rice, potato, jute, and wheat) selected for examination will continue. AIP will also facilitate and provide logistic support for SHSC meetings.

**Intervention 4: Strengthening Local Organizations** The OCD for BSA will be completed by the end of year 3, if deemed appropriate. Completion and finalization of an MOU with BCPA, delayed due a change in BCPA leadership, will be concluded. Determination of the nature of a BFA MOU to provide for OCA and OCD, cooperation on national fertilizer policy-related matters, representation on the BEC, and other provisions will be resolved.

AIP will complete its investigation on the potential for conducting an OCD with three FTF zone agricultural NGOs that have previously undergone an OCA under the USAID Agricultural Value Chain project.

### III. Annual Progress Report: October 1, 2013- September 30, 2014

#### Intervention 1: Establish Agro Input Retailers' Network

##### 1.1a Establish the Agro Input Retailers' Network (AIRN)

The creation of the Agro-Input Retailers Network (AIRN) is one of the cornerstone components in AIP's mission to improve the supply of quality agricultural inputs through retailers. AIP is guided in the establishing of a network of a minimum 3,000 agricultural input retailers, 300 of whom will be women knowledgeable entrepreneurs trained to make competitive, informed, market-based business decisions.

##### 1.1.1 Selection of 90 out of 122 Upazillas in 20 FTF Districts

In Y2, AIRN membership drives were planned for 37 *upazillas*. However, due to continuous political unrest during Q1, most of these events planned for that quarter were deferred to January 2014; only one event was organized in Barisal Sadar. This resulted in the small reduction of numbers planned vs. realized.

In Q2 – Q4, AIRN membership drives took place in 34 *upazillas*. At the end of Y2, AIRN had completed membership drives in 35 *upazillas* (see chart).

##### AIRN Upazilla Membership Drives through end of Q4 of Y2.

| SI No | Upazilla         | District   | Division |
|-------|------------------|------------|----------|
| 1.    | Barisal Sadar    | Barisal    | Barisal  |
| 2.    | Babugonj         |            |          |
| 3.    | Wazirpur         |            |          |
| 4.    | Banaripara       |            |          |
| 5.    | Bakherganj       |            |          |
| 6.    | Agailjhara       |            |          |
| 7.    | Jhalokati Sadar  | Jhalokati  | Barisal  |
| 8.    | Nalchity         |            |          |
| 9.    | Patuakhali Sadar | Patuakhali |          |
| 10.   | Nesarabad        | Pirojpur   |          |
| 11.   | Faridpur Sadar   | Faridpur   | Dhaka    |
| 12.   | Saltha           |            |          |
| 13.   | Sadarpur         |            |          |
| 14.   | Nogorkanda       |            |          |
| 15.   | Alfadanga        |            |          |
| 16.   | Boalmari         |            |          |
| 17.   | Dumuria          | Khulna     | Khulna   |
| 18.   | Fultala          |            |          |
| 19.   | Dighalia         |            |          |
| 20.   | Batiaghata       |            |          |
| 21.   | Pykgasa          |            |          |
| 22.   | Therokhada       |            |          |
| 23.   | Dacope           | Jessore    | Khulna   |
| 24.   | Jessore Sadar    |            |          |
| 25.   | Bagherpara       |            |          |

| SI No | Upazilla        | District  | Division |
|-------|-----------------|-----------|----------|
| 26.   | Jhikorgacha     | Jhenaidah |          |
| 27.   | Monirampur      |           |          |
| 28.   | Chaugachha      |           |          |
| 29.   | Jhenaidah Sadar |           |          |
| 30.   | Harinakunda     |           |          |
| 31.   | Shailkupa       |           |          |
| 32.   | Kaliganj        | Bagerhat  |          |
| 33.   | Fakirhat        |           |          |
| 34.   | Chitalmari      | Satkhira  |          |
| 35.   | Satkhira Sadar  |           |          |

### 1.1.2 Assessments of Private Sector Agricultural Input Companies

AIP has signed Memoranda of Understanding (MOU) with five companies: Syngenta Bangladesh Pvt. Ltd., Bayer CropScience, Global Agrovet, Lal Teer Seed Limited. In Q4 of Y2, AIP signed an additional MOU with ACI Agribusiness to improve supplies of quality agricultural inputs through retailers. As a provision of the MOUs, AIP is committed to conducting supply chain assessments of the companies. For this purpose, AIP recruited an experienced and highly qualified expert as the AIRN Supply Chain Advisor (ASCA).

After joining, the ASCA dedicated his initial efforts in devising a rating system to assess the internal quality control mechanism of companies producing seed. The aim is to examine and rate the soundness of company's internal quality control – not to rate or test their individual products. A wide number of appraising criteria, from seed production through seed distribution, are used to gauge a company's control procedures. On the basis of these appraising criteria, a standard questionnaire was developed and verified.

In Q4, the ASCA conducted his assessment of the Lal Teer Seed Limited. In accordance with AIP's MOU with Lal Teer, a confidential report on the results of the organization's internal quality control assessment will be prepared and sent to the company. The report will include an explanation of the assessment procedure and its findings.

With the submission of the report to Lal Teer, assessments will have been completed for 2 input supply companies. Assessment of one of the three remaining companies with whom AIP currently has an MOU will be performed in the first quarter of year 3.

### 1.1.3 Identify Training Needs of Retailers

In Y2, a scope of work (SOW) invited expressions of interest from third parties to train AIRN retailers not directly associated with the four companies with whom AIP had MOUs. Six firms responded. Following review, GMark Consulting Ltd. was selected to conduct 40 "batches" of agro-inputs retailer trainings for 1,000 retailers.

As an element of its agreement with AIP, GMark conducted a short training needs assessment in February. Rooted in this series of stakeholder field visits and discussions, GMark identified a need for training on high density nutritious crops to be

included with the earlier identified agri-business management and ethics, safe use of agro-inputs and generic agronomic practices curriculum.

#### **1.1.4 Working Purpose, Objectives, and Modalities of AIRN**

In Y2 AIRN's purpose, objectives -- both embodied in member services and in draft bylaws -- and modalities of field operation advanced strongly, based on strategic plans made in October of Y1. Field progress in Y2 advanced robustly after the political and civil disorder settled in Q2.

During Y1, a short-term technical assistance (STTA) assignment to evaluate potential services to be provided to agricultural input retailers' by the Agro-Inputs Retailers Network (AIRN) was completed. Taking into account observations and recommendations from the STTA's report, AIRN membership criteria and services, and the *Astha* Seal of Quality criteria and agreement form were finalized. USAID approved a modified *Astha* logo and a new AIRN logo.

A major issue regarding the use of the *Astha* (trust) Seal of Quality and prospect of adverse reaction within the inputs industry was raised by national input associations. On an interim basis use of the *Astha* Seal of Quality was suspended. AIRN members were reclassified as "Accredited" or "Associate" depending upon whether they had or had not received the basic trainings and signed the Code of Conduct required previously of an *Astha* member. All materials previously mentioning *Astha* were adjusted to conform to the new terminology.

Meetings continued with national agricultural input associations regarding AIRN and possible areas of collaboration including representation on the AIRN Business Ethics Committee (BEC).

A Credit Baseline Survey was completed to provide a data basis for AIRN to utilize in bank negotiations for improved terms of credit for its Accredited members. The survey data will also be utilized to inform AIRN as to appropriate member services, e.g. training and continued education.

#### **1.1.5 AIRN Structure and Members**

Efforts to further develop AIRN's structure and lead agro-input retailers to make informed decisions to join AIRN advanced strongly in Y2 after the civil disturbance ceased. There are two concurrent thrusts: *membership* through the detailed processes the AIP has developed to recruit retailers, and building the *governing structure* of AIRN. AIRN drafts Mission, Vision, and Value Statements, Goals and Objectives, Bylaws and Business Model components were explored and developed.

Six Field Officers (FOs) had joined AIRN's field-based team in late Y1. This team had dropped to four in Q3 of Y2 and AIP responded by hiring 14 more in Q4 due to the realization that the original number of six was too few to handle the increasingly complex task sets of FOs. Among their expanding portfolio of responsibilities, FO's are employed to assist and accelerate membership drives. The AIRN, with AIP's constant

support, designed and delivers a thorough four to five-day initial orientation program for new FOs. This has been refined and repeated three times to date. Following initial orientation new FOs are paired with experienced FOs for a mentorship period, following which they are posted within the FTF Zone.

AIRN's business model, business plan, and corresponding governing structure were all addressed in dedicated sessions attended by AIP and AIRN staff throughout Y2. These meetings were conducted in preparation for AIRN's registration and formative organization. Related discussions at these sessions included the roles of the Gender Lens Committee, the Business Ethics Committee, and newly ideated committees (e.g. Industry Skills Committee, and Finance Committee).

By the end of Y2, AIRN included 35 *upazilla* "ad-hoc" committees with a total of 782 members. Ad-hoc committees are a temporary local-level governing structure pending AIRN's provisional bylaws, which will be reviewed by an AIRN Advisory Board<sup>1</sup> and ratified in the AIRN General Membership meeting.<sup>1</sup> Forty-six groups with a total of 1441 retailers had received the basic training at the end of Y2.

A barrister was engaged in Q4 to secure the licensing and registration of AIRN, which is scheduled to be completed in Q1 of Year 3. AIRN added an additional membership class, "Provisional," to its current Association and Accredited membership categories. The Provisional class is expected to principally be used as a transitional status for women retailers AIP assists each in establishment of an agro-input retail shop.

#### **1.1.5a AIRN Membership Drive**

AIP's Year 2 marked strong gains in AIRN membership. Tools and processes were refined with use, feedback from relevant agro-input industries, and learning. The AIRN Field Officer staff worked extremely hard, and it was realized by Q3 of Y2 that their numbers needed to be dramatically increased, with their numbers nearly tripled to 19 in Q4. AIP FO's lead retailers through an intensive process complete with detailed information, leading to informed decisions to join, or decline, through membership drives.

In Q1 of Y2, strategic sessions -- on approaches, processes, and tools for AIRN membership drives -- continued in Khulna with the (then) new AIRN Coordinator and AIP staff. The first geographical approach for drives was in *upazillas* in which "stocktaking" had already taken place. After the approval of *Astha* and AIRN logos by USAID, all tools to launch the drives were developed. There included standard presentations to would-be members in new *upazillas*, AIRN membership application,

---

<sup>1</sup> First a temporary AIRN "Advisory Board" will be appointed through a consensus of the ad-hoc committees. Its role will be to change and ratify -- through a first AIRN General Assembly meeting -- AIRN's bylaws. The bylaws themselves have been drafted by AIP in consultation with the AIRN Coordinator and the barrister. The first AIRN General Assembly meeting will also, under the guidance of the Advisory Board, vote in AIRN's first "Board of Directors." The process of electing a Board is mandated by the GoB under the Companies Act for "associations." "Association" is the closest match for AIRN's purpose under the array of formal registration means.

AIRN membership certificate, *Astha* agreement, *Astha* signboard, and Field Officers' readiness. In Q1, 30 retailers joined AIRN (amid civil unrest and travel difficulties).

In Q2, AIRN modified its forms and tools for membership drives allowing retailers to join as Associate members. After receiving basic trainings and signing the Business Code of Conduct they are registered as Accredited members. It was also decided that instead of displaying the *Astha* logo, Accredited members will display the AIRN logo signboard in their shops. All membership drive tools were similarly modified, e.g., standard AIRN Membership Drive presentations to new *upazillas*, AIRN membership application form, etc. AIRN shop logos and M/E log books are explained and distributed to all newly Accredited members. Associate membership stood at 307 at quarter's end, with five Accredited members.

In Q3, AIRN membership drives continued with events organized in 7 new *upazilla*. These drives added an additional 273 retailers to AIRN as Associate members, bringing total membership up to 582 at quarter's end. Of these members, 143 were Accredited members.

In Q4, AIRN membership drive events were organized in 12 new *upazillas*. 200 retailers joined AIRN as Associate members. By the end of Q4, total Associate and Accredited combined members advanced to 782. In Q4, 178 trained additional retailers achieved Accredited membership status. At the end of Q4 of Y2, total Accredited AIRN membership was 322.

#### **AIRN Members at the end of Q4 of Y2:**

| <b>Division</b> | <b>District</b> | <b>Upazilla</b>  | <b>Combined Associate and Accredited Members</b> | <b>(out of which) Accredited Members are:</b> |
|-----------------|-----------------|------------------|--|---|
| Barisal         | Barisal         | Barisal Sadar    | 30   | 25  |
|                 |                 | Babugonj         | 19   | 11  |
|                 |                 | Wazirpur         | 29   | 09  |
|                 |                 | Banaraipara      | 16   | 0   |
|                 |                 | Muladi           | 03   | 03  |
|                 |                 | Mehendiganj      | 01   | 01  |
|                 |                 | Gournodi         | 01   | 01  |
|                 |                 | Bakherganj       | 24   | 0   |
|                 |                 | Agailjhara       | 07   | 07  |
|                 | Jhalokati       | Jhalokati Sadar  | 26   | 12  |
|                 |                 | Nalchity         | 02   | 02  |
|                 |                 | Rajapur          | 01   | 01  |
|                 | Patuakhali      | Patuakhali sadar | 26   | 0   |
| Khulna          | Khulna          | Fultala          | 40   | 11  |
|                 |                 | Dumuria          | 57   | 25  |
|                 |                 | Dighalia         | 36   | 07  |
|                 |                 | Dacope           | 30   | 0   |
|                 |                 | Batiaghata       | 36   | 16  |

| Division       | District  | Upazilla        | Combined Associate and Accredited Members | (out of which) Accredited Members are: |
|----------------|-----------|-----------------|---|--|
|                |           | Pykgasa         | 20  | 0                                      |
|                |           | Therokhada      | 22  | 0                                      |
|                | Bagerhat  | Fakirhat        | 04  | 04                                     |
|                |           | Chitalmari      | 10  | 10                                     |
|                | Satkhira  | Satkhira Sadar  | 11  | 11                                     |
|                | Jessore   | Jessore sadar   | 45  | 26                                     |
|                |           | Bagherpara      | 38  | 07                                     |
|                |           | Jhikorgasa      | 30  | 16                                     |
|                |           | Monirampur      | 32  | 12                                     |
|                |           | Keshobpur       | 07  | 07                                     |
|                | Jhenaidah | Jhenaidah Sadar | 22  | 08                                     |
|                |           | Harinakunda     | 17  | 17                                     |
|                |           | Shailkupa       | 22  | 22                                     |
|                |           | Kaliganj        | 20  | 20                                     |
|                | Dhaka     | Faridpur        | Saltha                                    | 26                                     |
| Faridpur Sadar |           |                 | 30  | 14                                     |
| Sadarpur       |           |                 | 30  | 05                                     |
| Nogorknada     |           |                 | 12  | 07                                     |
| <b>Totals</b>  |           |                 | <b>782</b>                                | <b>322</b>                             |

\*322 Accredited members are also Associate members; thus 782 include 322 Accredited members.

In next year it is expected that AIRN membership drives will reach most of the Feed the Future's (FTF) 122 *upazillas*, resulting in recruitment of at least 3,000 members, all of whom will have been trained and certified as Accredited members by the end of project.

### 1.1.6 Credit Guarantee Fund

AIP's \$250,000 credit guarantee facility for AIRN member-retailers is designed to leverage increased lending to agro-retailers by reducing the risk to banks and/or MFIs. To expand the amount of loans served by this guarantee, AIP pursued partnerships throughout Year 2. Due to this decrease in risk for the lender, it is anticipated that AIRN member borrowers will also receive more favourable terms than typically offered by the lenders. USAID announced a larger program for a credit guarantee to the Bangladesh Rural Advancement Committee (BRAC) Bank in late 2013 and suggested AIP look into further collaboration. A key meeting was held in April with BRAC with discussion focused on the following:

- Ideal risk management (50:50);
- Range of interest rates;
- BRAC's interest in the actual market size amongst AIRN member retailers in the FTF zone;
- Possible loan volume in BDT; and
- Partnership modalities.

After several meetings, BRAC bank provided AIP a base for a survey questionnaire for both parties to gain a better understanding of the market size and characteristics in the FTF zone. To conduct the survey AIP amended an existing fixed cost contract with the Nielsen Company. The survey questionnaire was refined, incorporating feedback from an orientation for Survey Officers, in which BRAC Bank officials also participated. Nielsen conducted the survey in Q3. 467 retailers were contacted among which 400 interviews were successfully completed.

AIP and BRAC Bank met in last week of Q4. Discussion focused on terms BRAC would be prepared to offer should AIP utilize its loan guarantee to reduce the Bank's related risk. As the outcome of the meeting, the bank agreed to prepare a concept paper and share it with AIP in October.

### **1.1.7 Gender Lens Committee**

In Y2, the GLC organized 6 Gender Lens Committee (GLC) meetings. GLC activities included application of the Women's Empowerment Agriculture Index (WEAI) tools and completion of AIP's first Gender Assessment. A list of other USAID-funded projects working in the AIP geographical areas and of materials produced by Feed-the-Future projects was completed and will be used to identify potential synergies in the coordination of gender and nutrition messaging.

As licenses are an essential requirement for members of AIRN, the GLC coordinated training for PNGO members in the licensing process for agro-input retailers. This training included the required trade, seed, fertilizer, and crop protection product licenses and how they may be obtained from the *Union Parishad*, DAE, BADC, and the MoA as relevant.

AIRN's first female member retailers were provided the basic trainings required to become an Accredited member. Female master trainers facilitated the session. Members of the GLC were taught the work flow, processes, and tools to be used in grant making for female retailers.

#### **First Female Agro-Retailer Certified by AIRN**

Following the death of her husband, Parvin Aziz, was uncertain of family's future "I didn't know what to do until my in-laws encouraged me to take over my husband's seed business. The AIRN learned about Parvin's entrepreneurial spirit and offered her the opportunity to attend AIRN trainings to build her capacity as an agro-input retailer. After completing trainings on business management, safe use of pesticides, and agronomic practices, Parvin was certified as the first female AIRN Accredited member.

The increasing participation of women in the commercial sale of agro-inputs means more women are able to contribute to their family's income. It improves women's decision making power over allocation of household income and is beneficial to the whole family. By the end of the project, AIP will help create at least 300 women-owned retailers who will be encouraged to join the AIRN once qualified.

### **1.1.8 Creation of Women Retailers through AIRN**

All agreements with Partner NGOs (PNGOs) responsible for working at the community level to establish at least 105 women owned and operated agro-inputs were finalized. All design of and training in processes and tools for successful grant making to female entrepreneurs and agro input retailers was also completed.

In Q1, four tools, the Grants Manual, Application, Agreement, and Tracker, were improved by an international *ex situ* STTA. In preparation for constructing sub-recipient contracts for PNGOs, a detailed program description was also developed. AIP made formal enquiries to PNGOs and received positive responses from each agreeing to take up roles in grant implementation. AIP received approval of its Grants Manual from USAID. AIP began assessing sub-populations of prospective matching grant applicants by first visiting interested women who run businesses in compressing granular urea into pellets (*Bangla*: “*guthi*”) for deep urea placement (DUP) as part of activities of the Accelerating Agriculture Productivity Improvement activity (AAPI). Some women – those who genuinely run female operated *guthi* operations - expressed interest to expand their businesses to include a broad array of agro-input retail sales in addition to *guthi* manufacture and sale.

In Q2, a new Grants Manager joined the Khulna team. The new Manger, Gender Specialist, and COP worked in concert with PNGOs to develop and refine their scopes of work for sub-agreements. These were defined as cost-reimbursable contracts due to the iterative nature of the field processes PNGOs must undertake. In Q3 (June 10), 3 cost reimbursable contracts were submitted to USAID for review. Also in Q3, additional tools were further developed, including:

- a revision of the Grants Manual to make parts relating to matching grants more clear and simplified;
- completion of a template for grantee identification; and
- translation into *Bangla* of the eligibility criteria, grants application, and grants agreement.

Upon receiving USAID concurrence mid-July on the PNGOs’ service contracts, AIP effected agreements with the three PNGOs: AVAS in Barisal, Ashroy Foundation in Khulna, and *Banchte Shekha* in Jessore. These agreements assign PNGOs’ staff to carry out a chain of community-based activities all aimed at assisting rural women to apply for and implement matching grants to establish women-owned and operated agro-input retailerships. The PNGOs’ field activities support women through the process: open advertising, public meetings, costing out businesses with shortlisted applicants, establishing “benchmarks” (stages of grant delivery), securing business licenses, explaining the terms of matching grant agreements, and other assistance. AIP will screen applicants, effect the grant agreements, deliver AIP’s matching share in-kind (not in cash), and follow up with technical assistance.

AIP has learned that establishing and nurturing 300 businesses to thriving maturity is a sub-project in its own right. The trade-off of working with local NGOs (less financially expensive overall) compared to AIP hiring and training dedicated staff (more expensive financially) is the time and energy that AIP has spent in building capacities of the PNGOs, which was a painstaking process in Q4. Three separate working sessions were carried out to drill methods, processes, and tools. The first was completed over two days in Khulna, the second in Barisal after AVAS’ initial public meetings, and the third over four days in a residential workshop in Satkhira District. In the latter workshop, all PNGOs developed a three month action plan to accelerate the grant making process.

### **1.1.9 Strengthen Agricultural Input Wholesale Associations**

#### **1.1.9.1 Directory of Input Supply Companies and Wholesalers**

In Y2, AIP produced a Directory of Agro-Input Supply Companies and Wholesalers who supply within and into the FTF zone. Additionally, and though not called for in AIP's program description, AIP also produced a list of GoB-registered fixed (i.e. not mobile) agro-input retailers operating within the FTF zone. These tasks were completed in Q4.

AIP first successfully selected a company to complete the assignment after negotiating with 15 applicants to an open tender, which required technical and financial proposals. Considering the wide variations in quoted costs and understanding of the assignment, AIP short-listed six companies to discuss and further negotiate cost and methodology. Five submitted their final financial and technical offers. After final 'one-to-one' negotiation, the Nielsen Company was awarded the activity.

Nielsen sent their field teams to the 122 *upazillas* of the FTF zone to record all Government of Bangladesh registered agro-input retailers, and agro-input wholesalers and companies who channel agro-inputs into these areas. This was meticulous process, with visits made to each GoB-registered retailer and many were also cross-referenced with DAE data. Considering the extensive nature of data collection across wide geographic locations, AIP found it necessary to approve time extensions to ensure the highest level of data quality.

This effort yielded a "master list" of 10,982 GoB-registered agro-input retailers, of whom many are registered with more than one agency (e.g. BCIC, BADC, MOA) and also have a local trade license. Formatted in Excel and including basic fields of information, the Directory lists a total of 528 companies and 2,061 wholesalers. Many of these business entities have dual roles, performing functions of both wholesaler and retailers. Consequently many were recorded in both the "master list" as retailers and the Directory as wholesalers. Wholesalers and Companies data attributes are much more detailed than those of retailers in the master list, enabling the reader to understand what specific products wholesalers and companies presently sell.

The immediate next task of AIP will be to geocode wholesalers and companies as part of the "supply side" point data sets on AIP's MIS-GIS. Additionally, hard copies of the Directory (one version of which is formatted copy ready as the deliverable) will be printed for distribution or sale by AIRN, once it is formally registered.

#### **1.1.9.2 Capacity Development of BSA, BFA, and BCPA**

The capacity building of the Bangladesh Seed Association (BSA), Bangladesh Crop Protection Association (BCPA) and Bangladesh Fertilizer Association (BFA) seeks to improve business ethics and members services by means of a comprehensive organizational assessment and development of each organization's governance, administration, fiscal and financial management, and other related capabilities. A sub-agreement was awarded to the Capacity Building Services Group (CBSG) to conduct Organizational Capacity Assessment (OCA) and incorporate the resultant conclusions

in the Organizational Capacity Development (OCD) of these three business associations (see Intervention 4). OCD training content is constructed collaboratively with CBSG and AIP.

Memoranda of Understanding were prepared and submitted to BSA and BCPA. The MOUs provide for the OCA/OCD process, representation on the AIRN Business Ethics Committee, collaboration on input company supply chain assessments, demonstration plots, and the facilitation of dialogue on GoB policy and related revisions. Conclusion of a MOU with BCPA continues as a matter in progress due to a change in BCPA's leadership. The determination of the precise scope of the MOU between AIP and the BFA, including OCA and OCD, cooperation on fertilizer national policy-related matters, and other provisions, will be concluded in Q1 of Y3.

The OCA was initiated and completed with BSA, which was followed by a presentation to the BSA membership on its findings. Based upon the results of the OCA as expressed in an Organizational Capacity Assessment tool (OCAT) score, AIP will determine whether to proceed to the next steps in the process. Assuming a positive outcome the, OCD for BSA will be completed by the end of Year 3.

## **1.2 Trainings and Study Tours**

### **Retailers' Training (see Table 1)**

As a provision of the MOUs with four agricultural input supply companies and a contract with GMark Consulting Ltd., in Y2 a total of 1154 retailers were trained in *Krishi Upakoron Satik Babohar O Bikroy Bishok* ("Appropriate Use and Sales of Quality Agricultural Inputs").

**Table 1** (The table sets forth trainings conducted in project Y1 and Y2).

| Company/Consulting Firm          | Disaggregated by | Year 1 (Sep'12-Oct'13) |                |                  |                |       | Year 2 (Oct'13-Sep'14) |                |                |                |       | Achievement Cumulative (LOP) |
|----------------------------------|------------------|------------------------|----------------|------------------|----------------|-------|------------------------|----------------|----------------|----------------|-------|------------------------------|
|                                  |                  | Q1 Oct'-Dec'12         | Q2 Jan'-Mar'13 | Q3 (Apr'-Jun'13) | Q4 Jul'-Sep'13 | Total | Q1 Oct'-Dec 13         | Q2 Jan'-Mar'14 | Q3 Apr'-Jun'14 | Q4 Jul'-Sep'14 | Total |                              |
|                                  |                  |                        |                |                  |                |       |                        |                |                |                |       |                              |
| Bayer Crop Science Limited (BCS) | Male             | 0                      | 0              | 0                | 0              | 0     | 0                      | 136            | 66             | 167            | 369   | 369                          |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 0              | 0              | 0     | 0                            |
|                                  | Total            | 0                      | 0              | 0                | 0              | 0     | 0                      | 136            | 66             | 167            | 369   | 369                          |
|                                  | Batch            | 0                      | 0              | 0                | 0              | 0     | 0                      | 4              | 2              | 5              | 11    | 11                           |
| Global Limited Agrovat           | Male             | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 125            | 61             | 186   | 186                          |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 0              | 0              | 0     | 0                            |
|                                  | Total            | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 125            | 61             | 186   | 186                          |
|                                  | Batch            | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 4              | 2              | 6     | 6                            |
| GMark Consulting Limited         | Male             | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 92             | 92             | 184   | 184                          |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 2              | 0              | 2     | 2                            |
|                                  | Total            | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 94             | 92             | 186   | 186                          |
|                                  | Batch            | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 4              | 4              | 8     | 8                            |
| Lal Teer Seed Limited            | Male             | 0                      | 0              | 0                | 0              | 0     | 0                      | 110            | 0              | 57             | 167   | 167                          |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 0              | 0              | 0     | 0                            |
|                                  | Total            | 0                      | 0              | 0                | 0              | 0     | 0                      | 110            | 0              | 57             | 167   | 167                          |
|                                  | Batch            | 0                      | 0              | 0                | 0              | 0     | 0                      | 4              | 0              | 2              | 6     | 6                            |
| Syngenta Bangladesh Limited      | Male             | 0                      | 0              | 287              | 0              | 287   | 71                     | 0              | 175            | 0              | 246   | 533                          |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 0              | 0              | 0     | 0                            |
|                                  | Total            | 0                      | 0              | 287              | 0              | 287   | 71                     | 0              | 175            | 0              | 246   | 533                          |
|                                  | Batch            | 0                      | 0              | 8                | 0              | 8     | 2                      | 0              | 5              | 0              | 7     | 15                           |
| Total                            | Male             | 0                      | 0              | 287              | 0              | 287   | 71                     | 246            | 458            | 377            | 1152  | 1439                         |
|                                  | Female           | 0                      | 0              | 0                | 0              | 0     | 0                      | 0              | 2              | 0              | 2     | 2                            |
|                                  | Total            | 0                      | 0              | 287              | 0              | 287   | 71                     | 246            | 460            | 377            | 1154  | 1441                         |
|                                  | Batch            | 0                      | 0              | 8                | 0              | 8     | 2                      | 8              | 15             | 13             | 38    | 46                           |

### Environmental Compliance Training

Five half-day training sessions on Environmental Compliance were held for GMark Consulting Limited, GMark master trainers, CBSG, LIMRA, and the 3 AIP PNGOs. The purpose of the training was to share the USAID's environmental compliance regulation 216 with AIP's partners and sub-contractors.

### Domestic Study Tours

AIP organized its first two domestic study tours for AIRN ad-hoc committee representatives in March and May. The teams, comprised of a total of 20 members, visited District Nursery *Unnoyan Songhta* at Pabna. The objective of the tour was to see best business management practices and learn of the association development



AIRN members discussing how seed is processed at ACI.

process, functions, and governance through first-hand discussions. The visits proved to be valuable and useful for the AIRN members, while also cost-effective to the project.

AIP organized its third and fourth domestic study tours for 12 AIRN members to the *Lal Teer* plant and Research & Development Farm, *Bashon, Joydevpur, Gazipur* and for 11 AIRN members to the ACI Seed Processing Centre, ACI Seed, *Pairaband, Mithapukur, Rangpur* in June. The objective of the on-site study tour was to observe quality control systems. Participants also learned about seed product development and treatment, procuring and marketing systems, and *Lal Teer's* innovative bar code procedures.

As a requirement of every tour, participants commit to the development of an action plan to share what they learned with other AIRN members in up-coming monthly ad hoc committee meetings.

### **International Study Tour: India (see Table 2)**

The first AIP/AIRN International Study Tour was organized to India in August. An aim of the six-day tour was to expose agro-inputs' leaders to state-of-the-art regional developments in the agricultural-inputs industry. Thirteen participants, 7 members of the Agro-Inputs Retailers Network (AIRN), a representative from each of the Bangladesh national input industry associations (i.e., BSA, BCPA, and BFA), and 3 AIP/AIRN staff took part. Similar to domestic tours, an additional objective was to increase the capacities of the retailers to manage their business ethically, competitively, and on informed, market and scientifically-based grounds.

The itinerary included visits with the International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), Advanta Seed Limited, the University of Agricultural Science, the Agri-Tech Exhibition on Agriculture, the Fertilizer Association of India, National Seed Corporation Limited, and Insecticides (India) Limited, Delhi.

**Table 2: International Study Tour**

| <b>International Study Tour</b> | <b>Institute/Event management</b>  | <b>Purpose</b>  | <b>Dates</b>      | <b>Number of Participants</b> |
|---------------------------------|--|---|-------------------|-------------------------------|
| India                           | Asscom-India Pvt. Ltd.<br>30/25 Knowledge Park 3,<br>Greater Noida -201 306,<br>NCR Delhi, India | Participate in Ag Trade Fair in Bangalore (Agro Tech Exhibition) plus visits to other learning venues in India. | 20-26 August 2014 | 13                            |

**1.2.1 Development of Training Modules** In collaboration with AIP, GMark created a four-day course of instruction for AIRN retailer training. The training courses, which include participatory methodologies and hands on training, focus on four subjects: agri-business management and business ethics, agronomic advice, safe and judicious use of crop protection products, and high density nutritious crops.

In order to accommodate the full curriculum, the input supply companies with which AIP has MOUs which include training their affiliated agro-input retailers, found it necessary to modify their existing training programs. AIP requested its partner companies and GMark to incorporate two additional topics: AIRN membership drives and the safety net (storage, displays, personal protective equipment, etc.) in the retail shop.

### 1.2.2 Master Trainers' Selection, TOT, and Trainings

GMark selected five male Master trainers to conduct training for agro-input retailers not affiliated with any of the input supply companies with which AIP currently has an MOU. An additional three female master trainers were selected from candidates proposed by the AIP PNGOs. All of these trainers will be part of the GMark master trainers pool. GMark Master Trainers are in addition to those from the input supply companies.

In April, AIP organized a four day Training of Trainers (ToT) on *Krishi Upokoron Satik Bebohar O Bikroy Bishouk* (Appropriate Use and Sales of Quality Agricultural Inputs). A total of 17 participants from AIP, GMark, the USAID *Nobo Jibon* project, and the DAE attended the course. The primary objective was to improve the capacity of the Master Trainer in the delivery of technical subject matter material, such as business management, crop production technology, nutrition, and safe use of crop protection products (CPPs), to input retailers.

### 1.3 Prepare and Distribute Brochures

More than 1,000 copies of AIRN brochures were distributed during membership drives. AIRN brochures were revised due to the suspension of the use of the *Astha* logo and Seal of Quality, and updated to include new AIRN membership services, e.g., retailers having the opportunity to gain knowledge and advance their skills through study tours. An AIRN fact sheet setting forth AIRN objectives, current activities, and achievements was produced for use during media briefings and other field level events.

**CNFA, an international enterprise dedicated to increasing rural incomes by empowering farmers and rural entrepreneurs, implements USAID's Agro-Inputs Project (AIP).**

**AGRO-INPUT RETAILERS' NETWORK**

**Join AIRN if You:**

1. Are GOB-registered to sell agro-inputs
2. Have a fixed physical existence (own or rented shop)
3. Will attend meetings and seminars
4. Will attend workshops and trainings
5. Will pay membership fees

**How to Earn the Astha Seal of Quality:**

1. Become an AIRN member
2. Agree to sign the Astha Code of Business Ethics:
  - ✓ Always sell quality and effective agro-inputs
  - ✓ Do not order or sell fake/substandard/expired outdated agro-inputs
  - ✓ Agree to post assessment results of business consumer/retail quality regulations
  - ✓ Allow annual audit and follow audit recommendations
  - ✓ Provide quality embedded services to farmers
3. Successfully pass basic training on:
  - (1) Best Business Practices
  - (2) Safe Use and Handling of Pesticides, and
  - (3) Appropriate Use of Agro-Inputs
4. Display the Astha logo prominently.
5. Provide agro-inputs prices to AIRN Field Officers for the AIRN "Monthly Price Outlook Bulletin"
6. Regularly update Monitoring & Evaluation records
7. Sell personal safety equipments for spraying, or post information on where to buy it locally
8. Provide good service to farmer-cients and engage them in demonstrations of quality products
9. Maintain neat and well-organized shelf stock and storage inventory

**AIRN Contact Information:**

**Khulna Office:**  
House # 383, Road # 2,  
Sondhaga RA (2nd phase)  
Khulna 9100  
Tel: 041 732064

**Barisal Office:**  
House # 527, Police Hospital Road,  
South Akhandia, Barisal 8200

**Dhaka Office:**  
House # 33, Road # 35/A,  
Gulshan 2, Dhaka-1212  
Tel & Fax: 02 882 1748

[www.aipbd.org](http://www.aipbd.org)  
[www.cnfa.org](http://www.cnfa.org)  
[info@cnfabangladesh.org](mailto:info@cnfabangladesh.org)

Disclaimer: This brochure was made possible with support from the American people delivered through the U.S. Agency for International Development (USAID). The contents are the responsibility of CNFA and do not necessarily reflect the opinion of USAID and/or the U.S. Government.

Published - January 2014

### 1.3.1 Branding and Marketing Campaign for AIRN

In Y2, the AIP communications team designed and published Spring and Summer editions of the AIRN Newsletter. The newsletter highlights membership drives, study tours, interviews with AIRN staff, and success stories of AIRN members. English editions of the AIRN newsletters were distributed to USAID, PNGOs, the broader development aid community, business associations, and other FTF projects in Bangladesh. The Bangla AIRN newsletters were distributed to AIRN member retailers and to other Bangla readers. Both English and Bangla versions are uploaded to the AIP website.

Content for news announcements on AIRN membership drives was developed for ready use in local newspapers preceding AIRN membership drives. A call for expressions of interest from multi-media advertising agencies was circulated in a local newspaper. The purpose was to vet agencies and weigh their suitability for launching and maintaining targeted, media campaigns to all AIRN audiences (farmers, agro-Input retailers, and the general public). Media campaigns will be conducted on multiple themes related to agricultural inputs (seeds, fertilizers, crop protection products and their safe use). Agencies were invited to submit their profiles and evidence of past, successful marketing efforts.

### **1.3.2 Public Awareness Campaign for Proper Use of Seed, Fertilizer, and Pesticides**

AIP broadcast AIP/AIRN subject-related messages through the Ministry of Agriculture Information Service's (AIS) Community Radio. Recordings on quality seed, fertilizers, and pesticides were aired during the months of June - August. The messages gained additional exposure through linkages with Radio Nalta and Radio Shundhorbon.

### **1.3.3 e-books Improvement**

Having successfully negotiated a MOU, 15 e-books in soft copy were collected from AIS. An AIP team reviewed and evaluated the e-books to gauge their usefulness and quality. Each e-book explains best practices in fertilizer application, crop harvest, seed production process, irrigation, bacterial disease, storage, and nutrient value of different crops. Photos and videos are also included on proper crop production and marketing. During Q1 of Y3, the e-books will become available on the AIP website.

AIP is collaborating with AIS to produce three additional e-books. AIP has contracts with local short term technical consultants to construct the required content on the use and storage of seed, the safe use of crop protection products (CPPs), and fertilizer use rates for food crops. After its completion, the draft on seed was submitted to the AIS team to assemble an e-book. AIS will provide a proposed layout for approval before completing a final product. E-books on fertilizers and crop protection products will follow.

## **Intervention 2: Market Information System**

### **2.1 Analysis and Distribution of Ag-Inputs Monthly Price Outlook Bulletin**

Circulation and distribution of Monthly Price Outlook Bulletins (MPOB) among AIRN members and other stakeholders is an AIRN member service. Y2 saw the initial data collection design, its first publication and distribution in Q4, and workflow for future MPOBs established. A departure from the Program Description was introduced; in it was the idea to collect *retail* prices to be reported to *retailers*. However, it was determined that *wholesale* prices to retailers would be more useful, enabling them to arrive at informed decisions on which products to stock. MPOBs are to be one of several aims of the MIS-GIS system. At present data collection, processing, formatting, and printing are done independently of the MIS. In Q1 of Y3, the established workflow will be merged into a more direct uploading into the MIS and will thus become more streamlined.

The first and major task was to identify exactly which products to enlist (brand name, company of manufacture, and wholesale price). If a product is a listed product is a CPP, its active ingredient must also be identified. All seed's varietal names are also included. To this end, the AIRN Supply Chain Advisor (who joined AIRN staff mid-year) conducted a study across the FTF zone to identify the major and most prominently traded agro-inputs and associated companies. With 300+ companies trading within and into the FTF Zone, it was not possible to centrally obtain and analyze price lists – assuming they could be obtained – from companies. Thus, for the initial study a more localized approach was adopted. The FTF zone was divided into four broad regions: Jessore, Khulna, Barisal and Faridpur. Study methods included Focus Group Discussions (FGDs), Key Informant Interviews (KII), and a Sample Survey. Sixteen FGD sessions, with participation of 192 retailers, were conducted in the four FTF broad regions. Eighty-four dealers, wholesalers, government and non-government officials, and other stakeholders were interviewed in KIIs.

As a result of the study, 99 products, spanning seeds, fertilizers, and CPPs were identified as the mostly traded items in the FTF zone. Two workshops, in Barisal and Khulna, were organized to validate data and finalize the list. Three hundred copies of the first Monthly Price Outlook Bulletin (MPOB) were printed and distributed to stakeholders in September of Q4.

Publication and distribution of MPOB is a continuous service to AIRN members. Thus the MPOB is being updated monthly with most recent wholesale price information, printed, and distributed every month. The ASCA has developed a system, including data collection and analysis tools, in order to update price information on a regular basis. Four AIRN Field Officers and 36 wholesalers of agro-inputs have been selected to update price information of MPOB. Every month AIRN Field Officers will collect updated price information from these selected wholesalers in the FTF zone. The ASCA will then review, compile, and analyze the information. It must be said that AIP does not endorse any of these agro-inputs nor the associated companies. AIP aims for AIRN member retailers to benefit from the MPOB, and trusts that they will be able to judge which products to buy at the best price. Three editions of MPOBs will be published and distributed in the first quarter of Y3.

### **2.1.1 GIS Development**

GIS development activities in Y2 progressed through work both in Khulna/Dhaka and in the subcontractor's (Spatial Systems Associates) base in the USA. Key was a big push through an STTA of Spatial Systems to Bangladesh early in Q3 (April 1 – May 6). Several key developments advanced the system strongly in Y2, described below.

By way of preface, in Y1 AIP started field point data collection using an android-based GIS platform for FOs' tablets (through ArcGIS for android), but faced problems at the field level where internet connectivity is often spotty. The first attempt at a solution was offline data collection. This proved not possible with the App; and other available Apps were not found to be stable. AIP found a solution by making offline data collection using

“geotagged” photos to at once obtain GPS latitude and longitude, as well as obtain photos of new AIRN retailers’ shops. The App currently in use automatically uploads stored data whenever the device comes in range of internet connectivity.

An important revision of the workflow for entering AIRN member retailer point-data was established and will save time in the future. This simple measure has most data collected at the time one joins as an Associate AIRN member. The use of a form at joining, plus snapping the geo-tagged shop photo, will now enable complete point data for each member retailer. See the picture (next page) for the work flow envisioned across AIRN staff for inputs and outputs of the web-based MIS-GIS system.

In Y2, AIRN recruited new FOs, bringing the total now to 19. Trainings of the newly joined FOs in data collection and management, and device usage, were integrated into the 5 day orientation training that spans many AIRN objectives and FOs’ task sets. In Q4, and within the longer training (2 batches with 7 per batch) they were shown the processes for collecting point data and uploading to Spatial Systems Associates’ central server through a web-based file sharing program (Dropbox). Two different trainings for use of a GPS App in android-platform smart phones for the environmental team were completed; this is in connection with the environmental team’s work in assessing the location suitability of demonstration plots.

In Y2, three different companies demonstrated their agro-input products jointly with AIP. AIP plotted demo locations on its own GIS system and mapped them in 2 different themes. One is “by company” and another is “by crop”, underlain with the layer of companies and AIP jointly trained retailers.

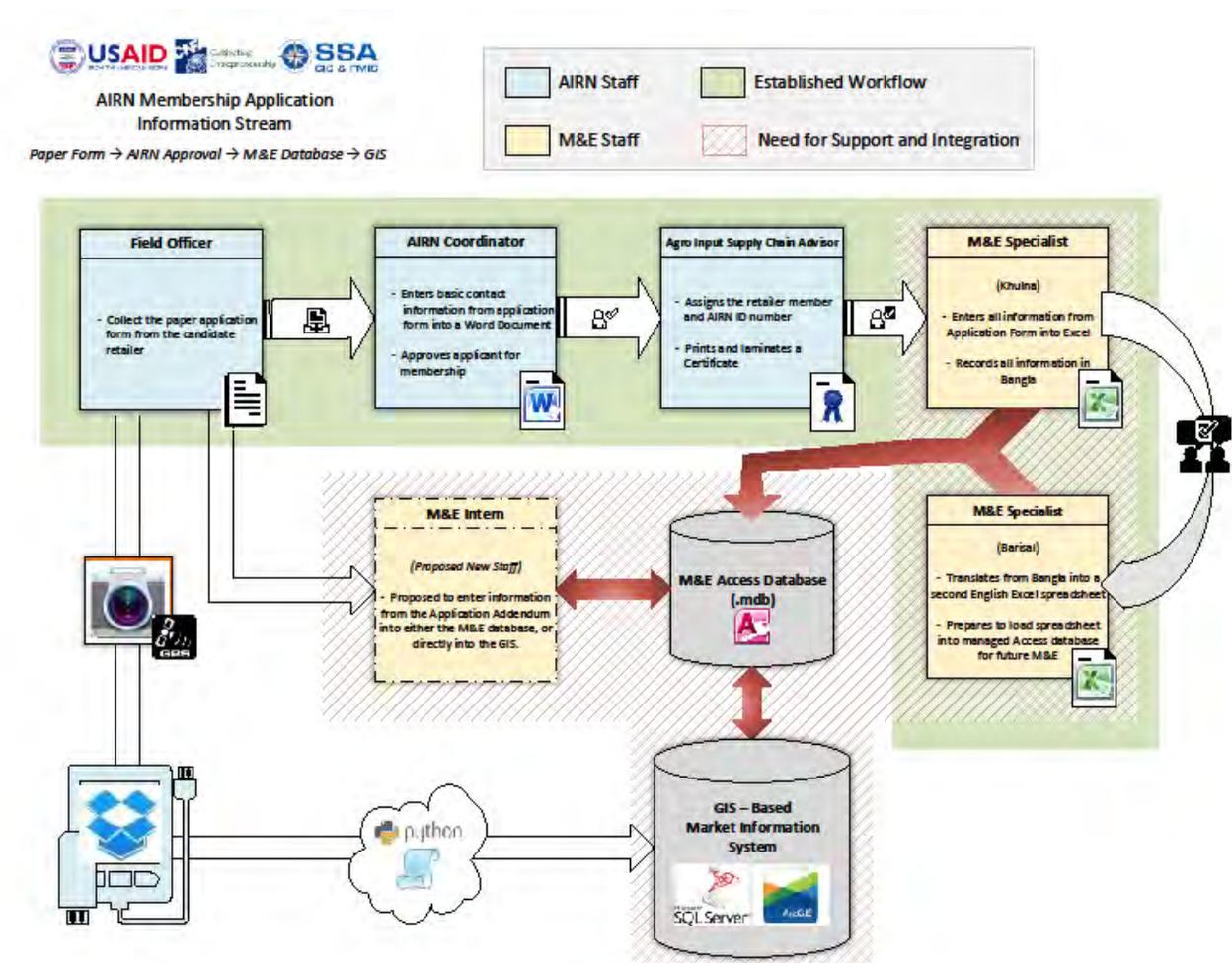
An important achievement in Y2 was the acquisition of most recent roads and administrative boundary dataset from the World Food Program (WFP) through USAID. This will be used as a base-map (“demand side” to the MIS) dataset, along with cropping patterns, and population density. Population density and distribution mapping was done entirely in-house (Khulna). First was the investigation of available updated and most recent population dataset, obtained from the Bangladesh Population and Housing Census 2011, Bangladesh Bureau of Statistics. This involved a painstaking and lengthy process in which population distribution data was mined out (of downloaded PDF files) at the Union and *Upazilla* levels. These were then geo-coded and uploaded. AIP uses both desktop based GIS and web based GIS for analysis. An STTA (Spatial Systems Associates) early in Q3 brought a one year license of the newly released ArcGIS 10.2.1 and installed it in the GIS Specialist’s laptop for desktop based GIS data analysis.

Following the STTA in Q3, a FTF zone road centerline dataset was improved and geo-rectified to enable display and labeling for a basemap. This effort was carried out by Spatial Systems GIS technicians in the USA. The road centerline dataset consists of major subnational (*Upazilla* and District) paved road centerlines that now overlay satellite imagery correctly and accurately.

The most noteworthy achievement of Y2 is the launching of the GIS Java-based user interface. The user interface was developed and tested during Q4. The interface provides the ability to view all AIRN data overlain with geodatasets showing satellite imagery, road centerlines, population, crop patterns, and land use information. The interface also provides the ability to search and zoom to features, places, and provides District and *Upazilla* level statistics.

## 2.2 Agricultural Exhibitions

AIP worked throughout Y2 to develop themes, identify and contract an event organizer, and assist this contractor in preparing to stage AIRN’s first agriculture Fair. The third party contractor, LIMRA Trade Fairs & Exhibitions (Pvt) Ltd, was competitively selected in an open tender. LIMRA has designed and implemented numerous trade fairs in and outside of Dhaka. LIMRA is well experienced with bringing in both Bangladeshi and foreign company participants, and has closely monitored their fairs, learning many lessons that will be leveraged.



Participating pesticide-producing companies will be allowed to showcase only products that will be on the "allowed" list of pesticides in the forthcoming 2014 PERSUAP and that will be on its annual updates to the "allowed" list. GMO planting material will not be allowed by the project to be exhibited or promoted, as per the Feed-the-Future Initial Environmental Examination. Fairs will also showcase alternatives to conventional crop protection products and pesticides, e.g., Integrated Pest Management.

In Q4, LIMRA was been assisted by AIP to:

- prepare and advertise for online registration of participants;
- identify participants, both domestic and international companies and projects/NGOs;
- manage invitations, manage participants' fees and remittances collection;
- identify the fair venue in Jessore;
- identify fair infrastructure set up and take down and fair safety and security.

The date has been set for the Fair, 2-4 December in Jessore Sadar, Jessore District. Together with AIP, LIMRA has developed five different sub-themes to the Agricultural Fair: Agro-Machinery Expo, Agro-Inputs Expo, Grain and Foods Expo, Dairy, Poultry, and Aquaculture Expo, and Solar Power Expo. They have also posted numerous advertisements through different magazines and websites to promote the Ag-Fair.



## Floor Plan

Town Hall Ground, Jessore  
December 2 - 4, 2014

|               |                        |               |                |                |                |                |                |                |                |                |                |                |                |                |             |              |              |
|---------------|------------------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-------------|--------------|--------------|
|               | 98<br>12 x 12          | 99<br>12 x 12 | 100<br>12 x 12 | 101<br>12 x 12 | 102<br>12 x 12 | 103<br>12 x 12 | 104<br>12 x 12 | 105<br>12 x 12 | 106<br>12 x 12 | 107<br>12 x 12 | 108<br>12 x 12 | 109<br>12 x 12 | 100<br>12 x 12 | 101<br>12 x 12 |             |              |              |
| Entrance      | Tech Gen               |               |                |                |                |                |                |                |                |                |                |                |                | To Seminar     |             |              |              |
| Exit          |                        |               |                |                |                |                |                |                |                |                |                |                |                | inter India    |             |              |              |
| A-1<br>8 x 8  | AIRN KHAN BAHADUR GRUP |               |                |                |                | IMTEX          |                |                |                |                | INOVA          |                |                |                |             | B-1<br>8 x 8 |              |
| A-2<br>8 x 8  | 01<br>8 x 8            | 02<br>8 x 8   | 03<br>8 x 8    | 04<br>8 x 8    | 05<br>8 x 8    | 06<br>8 x 8    | 07<br>8 x 8    | 08<br>8 x 8    | 09<br>8 x 8    | 10<br>8 x 8    | 11<br>8 x 8    | 12<br>8 x 8    | 13<br>8 x 8    | 14<br>8 x 8    | 15<br>8 x 8 | 16<br>8 x 8  | B-2<br>8 x 8 |
| A-3<br>8 x 8  | 17<br>8 x 8            | 18<br>8 x 8   | 19<br>8 x 8    | 20<br>8 x 8    | 21<br>8 x 8    | Hatim          |                |                |                |                |                |                |                |                |             | B-3<br>8 x 8 |              |
| A-4<br>8 x 8  | AIRN KHAN BAHADUR GRUP |               |                |                |                | AGRO CHINA     |                |                |                |                |                |                |                |                |             | B-4<br>8 x 8 |              |
| A-5<br>8 x 8  | 33<br>8 x 8            | 34<br>8 x 8   | 35<br>8 x 8    | 36<br>8 x 8    | 37<br>8 x 8    | 38<br>8 x 8    | 39<br>8 x 8    | 40<br>8 x 8    | 41<br>8 x 8    | 42<br>8 x 8    | 43<br>8 x 8    | 44<br>8 x 8    | 45<br>8 x 8    | 46<br>8 x 8    | 47<br>8 x 8 | 48<br>8 x 8  | B-5<br>8 x 8 |
| A-6<br>8 x 8  | 49<br>8 x 8            | 50<br>8 x 8   | 51<br>8 x 8    | 52<br>8 x 8    | 53<br>8 x 8    | AGRO CHINA     |                |                |                |                |                |                |                |                |             | B-6<br>8 x 8 |              |
| A-7<br>8 x 8  |                        |               |                |                |                |                |                |                |                |                |                |                |                |                |             | B-7<br>8 x 8 |              |
| A-8<br>8 x 8  | 65<br>8 x 8            | 66<br>8 x 8   | 67<br>8 x 8    | 68<br>8 x 8    | 69<br>8 x 8    | 70<br>8 x 8    | 71<br>8 x 8    | 72<br>8 x 8    | 73<br>8 x 8    | 74<br>8 x 8    | 75<br>8 x 8    | 76<br>8 x 8    | 77<br>8 x 8    | 78<br>8 x 8    | 79<br>8 x 8 | 80<br>8 x 8  | B-8<br>8 x 8 |
| A-9<br>8 x 8  | 81<br>8 x 8            | 82<br>8 x 8   | 83<br>8 x 8    | 84<br>8 x 8    | 85<br>8 x 8    | 86<br>8 x 8    | 87<br>8 x 8    | 88<br>8 x 8    | 89<br>8 x 8    | 90<br>8 x 8    | 91<br>8 x 8    | 92<br>8 x 8    | 93<br>8 x 8    | 94<br>8 x 8    | 95<br>8 x 8 | 96<br>8 x 8  | B-9<br>8 x 8 |
| A-10<br>8 x 8 |                        |               |                |                |                |                |                |                |                |                |                |                |                | B-10<br>8 x 8  |             |              |              |
|               |                        |               |                |                |                |                |                |                |                |                |                |                |                | B-11<br>8 x 8  |             |              |              |

## **2.3 Collaborative Demonstration Plots with Other FTF Programs**

Demonstration plots are a tool to display the benefits of, and induce demand for, high-quality agricultural inputs for the production of selected crops. They strengthen linkages between farmers and AIRN member retailers that sell the products being demonstrated, and offer a demand-creation strategy for AIRN member retailers to advise farmers on the benefits of quality products.

In Q3, (May and June) AIP met with the Agriculture Extension Support Activity (AESAs) and the Agriculture Value Chain (AVC) projects to finalize agreement to jointly implement demonstration plots in partnership with input supply companies with which AIP has MOUs.

A MOU was subsequently completed with AESAs providing for 26 jointly implemented demonstrations of Chili and Mung bean (one demonstration per union). In Q1 of Y3, Chili will be demonstrated in Jessore Keshobpur, and with Mung bean in Barisal Sadar and Patuakhali sadar.

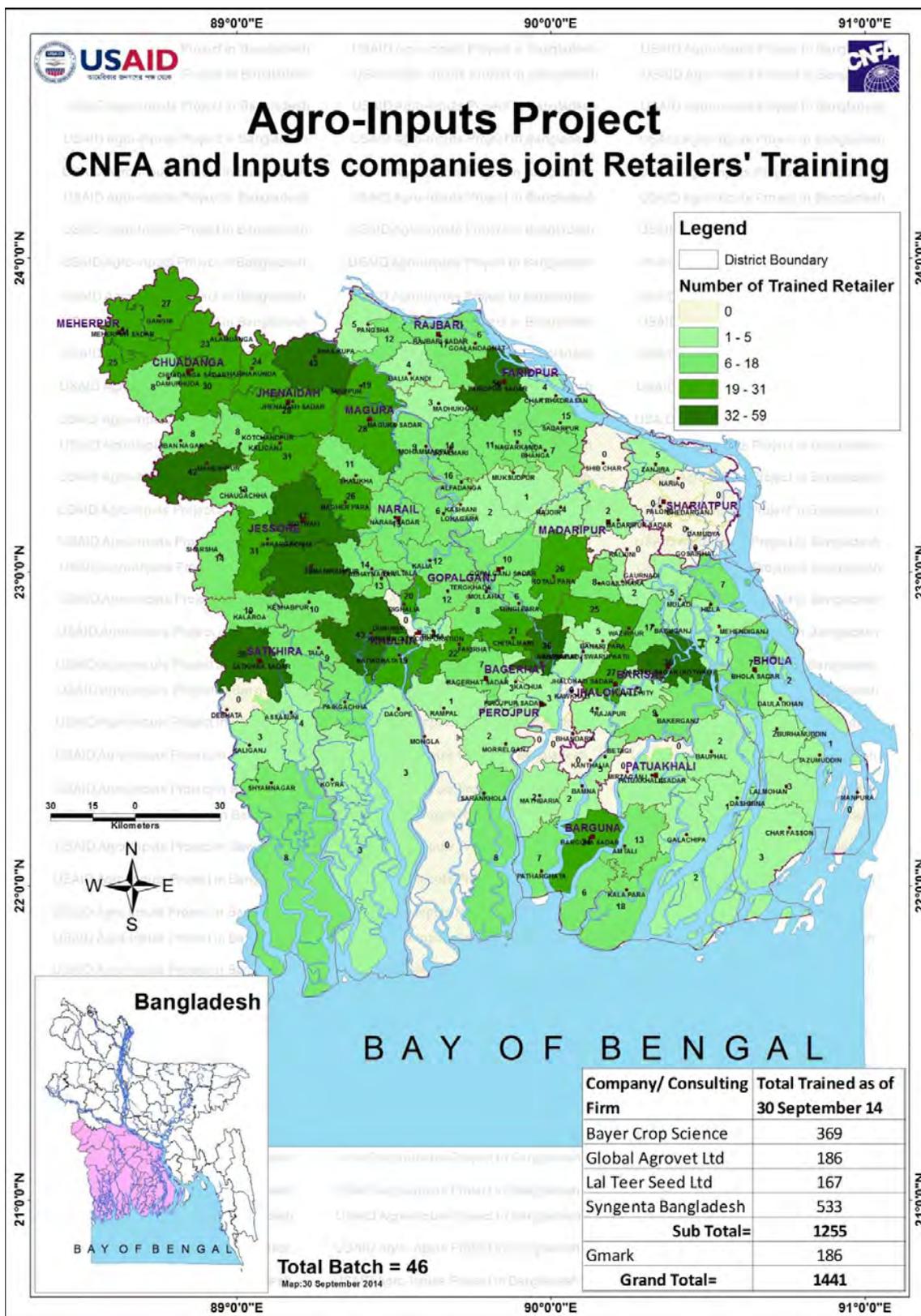
The AIP environmental team will begin its examination of the proposed demonstration sites during the second week of October. AIP will communicate with the input company organizing each demonstration to ensure coordination. AESAs will link farmer groups with nearest AIRN input retailers selling the input being demonstrated.

### **2.3.1 Identification of Collaborators and Plots**

Upon approval of the AIP PERSUAP, partner companies Syngenta, Bayer CropScience, and Lal Teer submitted plans for a total of 356 collaborative demonstration plots. Accordingly, AIP developed a plan to evaluate the environmental compliance of the demonstration locations. Upon completion of the environment assessments, 48 were found not to meet the necessary standards and therefore were not accepted by AIP for cost-sharing.

ACI Limited was added as the new AIP partner company. Lal Teer Seed Limited was identified as the partner company for establishing the demonstration plots in collaboration with the FTF partner Agriculture Extension Support Activity Project.

# Map Depicting Training of Agro-Input Retailers



### **2.3.2 Field Days**

Field Days linked with demonstration plots were launched in Q4. The strategy of Field Days (3 Field Days in each demo) is that customers, once convinced of the profitability and effectiveness of the inputs and techniques used in plots, can purchase input supplies from retailers most proximate to their farms.

Field days for each demonstration plot during 3 different crop-growth cycles:

- 1) Demo setup and sowing or transplanting;
- 2) Mid-growth vegetative stage; and
- 3) Final harvest stage.

In Y2, AIP in cooperation with its partner companies completed a total of 135 Field days.

### **2.3.3 Demonstrations to Promote High Value Nutritious Crops and Technologies**

In Y2, in collaboration with other Feed the Future (FTF) partners AESAP and AVC, AIP organized discussions to promote high-value nutritious crops and technologies through specialized demonstration plots. Gender and nutrition-based knowledge materials developed by other FTF projects were reviewed and a comprehensive poster to promote the use and value of high value nutritious crops in family health and well-being and their link with gender was designed. In Q1 of Y3, it will be printed for display in AIRN retailer shops.

## **Intervention 3: Quality Control and Standards and Regulatory Constraints**

### **3.1 Adherence to Industry Standards**

In Y2, AIP continued its participation on the MoA's Seed Wing Seed Health Standards Committee (SHSC) and also facilitated SHSC meetings. The activities of the SHSC were constrained due to the illness and death of its Convenor (Chair), Dr. Golam Ali Fakir, in August. With the selection of a successor, meetings of the Committee are planned to resume in Q1 of Y3.

To collect and consider the current Pesticide Ordinance, Pesticide Act, Pesticide rules, quarantine procedure, and pesticide container disposal rules, two meetings were held with the Plant Protection Wing of DAE.

In Q4, three local STTA's, an expert on Seed, Crop Protection Products (pesticides), and fertilizer, were engaged by AIP. Each analyzed and will "map" the related GoB policy framework and/or the current level of implementation of the framework requirements (see 3.4).

### **3.2 Certification and Business Ethics**

A foundational block of AIRN requires retailers to complete its business and technical training prior to receiving certification. As an aspect of implementation, AIP established a membership class of *Astha* and formulated an accompanying set of standards and training for retailers. In Y2, the use of the *Astha* membership category was suspended

and AIRN classifications of Associate and Accredited and their respective membership qualifications instituted (see 3.2b)

In order for AIRN to periodically review and monitor the business ethics code necessary for AIRN membership and certification, a Business Ethics Committee will be formed. Soon after AIRN's registration and organization, this committee will meet for the first time (see 1.1.4.).

### **3.2a AIRN Certification**

During Y1, AIRN membership criteria and services, and the *Astha* Seal of Quality criteria and agreement form were finalized. USAID approved a modified *Astha* logo and a new AIRN logo. In Y2, an issue regarding the use of the *Astha* (trust) Seal of Quality and prospect of adverse reaction within the inputs industry was raised by national input associations. The use of the *Astha* Seal of Quality was suspended. AIRN members were reclassified as Associate or Accredited (see 1.1.4). All materials previously mentioning *Astha* were adjusted to conform to the new terminology.

AIRN established a minimum set of criteria for retailers wishing to join the Network as Associate members. To advance from Associate to Accredited (the former *Astha*) member, a retailer must attend basic trainings on crop protection product (pesticide) safe use, storage and handling, agronomic practices, business management and ethics, and nutrition. The retailer must also agree to adhere to an ethical Code of Conduct which includes not knowingly purchasing or selling adulterated or fraudulent agricultural inputs. Through the end Y2, 322 AIRN Agro-Inputs Retailers had been certified as Accredited members.

### **3.2b AIRN Business Ethics Committee**

The implementation of AIP provides that an AIRN Business Ethics Committee is to “determine the business ethics necessary for AIRN membership.” Among its other responsibilities, the BEC is to oversee/supervise the annual audits of AIRN members to ensure they maintain proper quality control and ethical business standards. To conduct these audits, the Committee will retain the services of an independent auditor.

The BSA and BCPA have been invited to participate as members of the Business Ethics Committee (see 1.1.9.2). A similar invitation will be extended to BFA as a provision of a MOU. Representation by the Department of Extension (DEA) and a farmer's organization to the BEC remain a work in progress. Identification of male and female retailer representatives awaits further *upazilla* membership development and the joining of additional female retailers to AIRN.

Formation of the BEC will follow the registration and formal organization of AIRN (see Intervention 1.1.5).

### **3.3 Monitoring**

As one of many AIRN membership services, AIRN began setting up a Call Center in Khulna in Q3 for reporting poor quality agro-inputs by consumers who buy products from AIRN Accredited member retailers. AIRN will respond to patterns of “bad”

products that are reported to the Call Center, by first analyzing geographical patterns then approaching the concerned companies and possibly their respective business associations.

The vetting and hiring process of an AIRN Call Center Officer was completed in Q4 as part of the plan for setting up a Call Center in Khulna (a consumer “hotline”). This key AIRN staffer will also aid in processing data for the MIS-GIS system. The selected person is expected to join AIP in October after *Eid*. In preparation for his coming, physical technical infrastructure, which conforms to a state-of-the-art web-based VOIP service, is on order. These technologies enable callers to call at minimal cost, with the Officer calling back. The Call Center is expected to be in fully functional in Khulna in Q1 of Y3.

### **3.4 Coordination on Policy, Legal, and Regulatory Constraints**

AIP orchestrated the participation of private seed companies through the Bangladesh Seed Association (BSA) in a series of plenary meetings which ultimately yielded Seed Policy revision recommendations. The Bangladesh Policy Research and Strategy Support Program (BPRSSP) attended the plenary discussion and comment collating meetings as an observer. A derivative objective was to advance the private sector in common advocacy for greater involvement in providing supplies of quality seed to agricultural producers. In an engagement organized by AIP, the President of BSA presented the private sector’s comments and recommendations to the Director General of the Seed Wing of the MoA.

An outgrowth of the Seed Policy revision process was many participants correctly pointing out that implementation of (even good) policy by GoB is often the most limiting. This limitation suggested a revision on roles of policy implementation that could be shared – and freshly defined – between the public and private sectors. AIP agreed to facilitate further meetings of BSA and private sector seed companies to consider obstacles and actions to recommend to the public and private sectors to rectify deficiencies.

Substantive meetings with BCPA for the purpose of entering into an MOU regarding Crop Protection policies, regulations and statutes were undertaken but delayed due to the political turmoil and later due to change in BCPA leadership (see 1.1.9.2 and 3.1). Early-stage discussions with BFA for development of an MOU were a work in progress (see 1.1.9.2 and 4.1).

## **Intervention 4: Strengthening Local Organizations**

### **4.1 Organizational Capacity Assessment**

Organizational Capacity Assessments of local organizations are intended to assist their meeting the standards requisite for potential direct implementation of USIAD activities. In addition to self- assessment of each association’s capacity in USAID’s principal eight standards of pre-award capacity, areas addressing association member services are integrated in the OCA process. Based upon the findings of the OCA, a time-bound, organization-specific OCD technical assistance action plan is formulated so that

management, financial accountability, procurement, operational procedures, etc. sufficient to comply with USAID pre-award standards are in place.

In Y1, AIP tendered for a third party group to perform both OCAs and OCDs of at least three existing national associations (BSA, BCPA and BFA). A total of 13 parties responded. Three were shortlisted. Following examination of each proposal a sub-agreement was executed with the Capacity Building Service Group (CBSG) early in Y2.

In the last quarter of Y2, AIP initiated an examination as to the potential of conducting OCD with FTF zone agricultural NGOs which had previously undergone some level of OCA under the USAID Agricultural Value Chain (AVC) project. Subject to suitability, three such NGOs may be selected by AIP for the OCD process.

Discussions as to extending the OCA/OCD process with AIP female-led Partner Non-Government Organizations were discontinued as it was determined none are of a sufficient staffing, or have the financial resources or structure to justify such an effort.

#### **4.2 Training Design**

The linchpin that holds the foundational blocks of AIRN together at present is the training it offers. Other blocks (services) will gain increased membership relevance as the Network matures.

AIRN member training currently focuses on the development and provision of basic trainings required for Accredited membership. These trainings are currently conducted by supply companies with whom AIP has entered into MOUs or by GMark for retailers not affiliated with an AIP partner company. Subsequent to AIRN registration and organization, an Industry Skills Committee (ISC) will be formed. A function of the ISC will be to identify and through AIRN trainers, implement a program of continuing education and certification for the Network's members which will supplement the basic trainings.

The OCA self-assessment process is intended to identify the sufficiency of each organization's existing processes and procedures – including those specifically required to meet the requisite USAID standards for possible direct implementation of future USAID projects (see 1.1.9.2 and 4.1). The results of the OCA process drive an Organizational Capacity Development (OCD) training plan which is implemented over approximately 18 months.

### **Project Management, Mobilization, and Cross-Cutting Themes**

#### **1. Logistics**

In Y2, AIP effected improvements in logistics concerning security, transport, and web-based communications. At Y2's beginning, staff movements were limited due to security alerts and civil unrest issues. To ensure additional security at AIP's Khulna office, an iron entrance gate was repaired.

AIP's principle transport service provider was retained in Q1 based upon a competitive quote procedure. AIP will repeat this process through a solicitation of bids in Q1 of Y3.

AIP's Operations section began regular monthly meetings to ensure proper backstopping to programs and activities. Meetings focused analytically on fine-tuning and improving operational support, making mid-course adaptations, and reviewing strategic operational plans and targets. A more comprehensive motorbike user policy was implemented. AIP management made the decision to provide for one more bank signatory in each of the Barisal and Khulna offices in order to manage operational expenses more efficiently.

## **2. Staffing**

Staffing in Y2 saw AIRN and AIP creating several important positions and thereby bringing the combined AIP and AIRN to a total of 50 staff members at the end of Year 2.

In Q1, AIP filled all currently existing vacancies for AIRN Field Officers and planned for a new position within AIRN -- the AIRN Supply Chain Advisor -- to be hired by Q3. As part of capacity building process of FOs, a four day-long orientation session was organized in the Khulna Office. Apart from program aspects, AIP's operational, financial, procurement, HR, and administrative procedures were covered. AIP's Grants Specialist resigned in Q1. A strong attempt was also made to recruit for the vacant position of Policy and Enabling Environment Advisor; without a suitable candidate emerging. Through a careful review of the project's planned activities and the HR resources available, it was decided to merge two positions centered in its Intervention 3 (Policy and Enabling Environment Advisor and Agro-Input Quality Control & Standards Specialist) into a new position entitled "Agro-Inputs Quality Control and Policy Advisor." Russell Williams joined the AIP team in late October as its new Senior Capacity Building Advisor (SCBA).

In Q2, a successor Grants Specialist (now termed "Grants Manger") joined the AIP team in Khulna. AIP's COP and its Operations Director held an orientation for him on AIP grant mechanisms, and overviews on overall project objectives were coordinated among key staff in Dhaka and Khulna. One AIRN Field Officer resigned. AIP conducted a number of employee Annual Performance Reviews resulting in some Scopes of Work being revised and designations changed. The AIRN Supply Chain Advisor position was advertised, shortlisted, and selected.

The AIRN Supply Chain Advisor joined in Q3. One AIRN Field Officer resigned, and two were hired and posted in Barisal and Faridpur. AIRN developed a standard FO induction curriculum and the AIRN Coordinator and other team members conducted this for new FOs. To achieve a host of AIRN-related field-based tasks, AIP move forward to hire 14 more FOs and one Deputy Coordinator for the AIRN team. AIP also published job advertisements for a Communications Director, an Agricultural Technical Communication Specialist, Grants Office, Finance Officer, Monitoring and Evaluation Manager, and AIRN Call Center Officer and Data Processor; all had joined by the end of

Q4 with the exception of the new Communications staff and Call Center Officer and Data Processor, who will join in Q1 of Y3.

### **3. Sub-awards**

The status of sub-awards and sub-grants is presented in a table found in Annex 1.

### **4. Matching Grants**

The development of matching grants and the present status at the end of Y2 is treated at length Section 1.1.8 of the Annual Progress Report.

### **5. Communications and Public Relations**

The AIP website ([www.aipbd.org](http://www.aipbd.org)) was developed and is updated regularly with new project photos, field activities, and current news. In Q1, AIP signed a MOU with the Ministry of Agriculture's (MOA) Agricultural Information Service (AIS) for collaboration on messaging through AIS' community radio, e-books' improvements and additions, and access to its educational materials. Several meetings were held with commercial event managers to explore ways to conduct AIP's first Agricultural Fair. Following an open solicitation, AIP selected LIMRA to organize the Ag-Fair in December 2014.

AIRN launched its first newsletter in the Spring of 2014. A summer edition has also been developed and is being distributed to USAID, PNGOs, private companies, business associations, and its Bangla version to AIRN member retailers. The rapidly increasing number of retailers joining AIRN required repeated production of AIRN agreement forms and the AIRN signboard. To make AIRN better known to the public, an AIRN Branding and Marketing Plan, which describes the Network's objectives and methods, was collaboratively developed with the AIRN Coordinator.

AIP held a print and electronic media briefing in Khulna and Barisal to inform and educate local media providers and reporters about AIP and AIRN activities. The objective was to provide guidance and information to local media on best practices of AIP and AIRN -- particularly in the broader Feed-the-Future context -- to improve AIP's and AIRN's visibility, and to sharpen accuracy of reporting on AIRN public events. Media representatives from both print and electronic media who attended the event included various TV channels (Desh TV, News 9, Mohona TV, Asian TV, nTV, RTV, Channel 9, and Maasranga TV) and local and national newspapers (Daily Prothika, Daily Tribune, Dhaka Tribune, Daily Bonik Barta, Amadar Shomoy, and Daily Janmobhumi).

AIP hosted a communications meeting with other FTF projects at the AIP office in August. Following the meeting, AIP organized a joint nutrition messaging strategy with the projects to be transmitted via the AIS Community Radio. The resultant broadcast talked about the FTF influence in southwest Bangladesh and its efforts to alleviate poverty and increase nutrition through trainings, community leadership, education, and women entrepreneurship. The radio talk show will also be aired through the Community Radio, Radio Nalta, and Radio Shundorbun during October.

Other communications and public relations efforts for AIP and AIRN are successfully ongoing. AIP continually updates its website on current events, success stories, project photos, downloadable useful outputs, and promotional materials. AIP is in the process of expanding its communications team with hiring of a Communications Director and a Technical Communications Specialist.

## **6. Gender**

In Y2, AIP completed its first Gender Assessment. The assessment was designed to identify specific actions that could effectively address gender equity constraints in the agricultural input sector within the scope of the project. Information was gathered by way of household surveys, focus group discussions, key informant interviews, a case study, and a WEAI/grants informative assessment. These enabled AIP to gain insight as to gender-related issues which pertain to the women targeted as beneficiaries of the program.

A Provisional membership category was incorporated into AIRN. Targeted to be utilized mostly with women desiring to be considered for AIP's small grant program, it is available for both genders not yet meeting the minimum requirements for AIRN Associate membership.

Training and orientation sessions were conducted with the project's Partner NGOs to prepare each for its role in identifying prospective women retailers. Every one of the 105 women identified by the PNGOs will be assessed for their participation in the AIP small grant program to assist female agricultural input retailers.

## **7. Environment**

In Q1, AIP's Environmental Due Diligence Review (EDDR) was substantially revised, enhanced, and subsequently approved by USAID in Q2. The approved EDDR has the key feature of the Environmental Mitigation and Monitoring Plan (EMMP), which summarizes the potential adverse impacts, mitigation measures, and indicators for mitigation, actors responsible for mitigation, and reporting frequencies for activities identified to have impacts. In Q1, AIP's PERSUAP went through substantial revision and addition and was approved by the USAID Bureau in mid-January of Q2.

Training materials for Accredited AIRN members were developed in Q1 for safe use practices at the shop level. The presentation is a comparison of good and deficient practices regarding safety. Training materials for the training of AIP sub-awardees regarding CFR-216 environmental compliance were also developed to acquaint all involved parties with USAID environmental compliance requirements.

The initiative to employ Environmental Interns was set in motion in Q3 of Y1, with the first batch hired principally to share the large burden of evaluating the location suitability of proposed Demonstration Plots. Anticipating the PERSUAP's approval, they were retained in Q1 of Y2, and subsequently throughout Y2. In addition to demo plot suitability evaluations, they assist AIP's Environmental Specialist in visiting and training farmers during demonstration plot Field Days.

Field evaluations of the environmental suitability of potential demonstration plots were accomplished throughout Q3. The plots demonstrated quality agro-inputs marketed by collaborating companies (Syngenta, Bayer, and Lal Teer) in the FTF Zone. The working bases of evaluations are the checklists and proforma of the approved AIP EDDR and PERSUAP. Of the 208 evaluated, 160 were ultimately accepted: (Syngenta 54, Bayer 56, and Lal Teer 50). The 48 rejected plots were not accepted largely because of their proximity to either human or livestock habitation or to productive or consumptive water (the majority of cases). The bulk of rejected plots fell within the extreme SE Districts, where aquatic environments are much more immediate to agriculture fields. The establishment of plots is cost-shared between companies and AIP. AIP does not procure inputs; AIP's cost-share is used for signage and other items, not the inputs (these are provided by the companies).

In Q3, two training sessions regarding USAID Environmental Compliance and of Environmental Safety of pesticides' storage and handling at the shop level, were incorporated into the GMark curriculum for training AIRN member retailers.

In Q4, AIP coordinated with companies to identify the next round of demonstration plots locations, crops within them, and products to be demonstrated. The Environmental team began at quarter's end to evaluate the suitability of nearly 200 demonstration plots. It is anticipated that some demonstrations of vegetable crops will be done collaboratively with the USAID Agricultural Extension project.

## Financial and Expenditure Summary - FY 2

|                                       | <u>Total<br/>Budget</u> | <u>Budget FY<br/>2</u> | <u>Expenses<br/>FY 2</u> | <u>Project<br/>Balance</u> |
|---------------------------------------|-------------------------|------------------------|--------------------------|----------------------------|
| <b>Director Labor</b>                 | <b>\$3,100,466</b>      | <b>\$683,753</b>       | <b>\$731,206</b>         | <b>\$1,904,492</b>         |
| Expatriate Labor                      | \$1,173,850             | \$330,201              | \$254,753                | \$727,304                  |
| Local Labor                           | \$1,385,216             | \$245,511              | \$308,499                | \$914,099                  |
| HQ Labor                              | \$378,795               | \$71,980               | \$95,133                 | \$240,858                  |
| Expatriate STTA                       | \$162,605               | \$36,061               | \$72,821                 | \$22,231                   |
| <b>Fringe Benefits</b>                | <b>\$1,176,622</b>      | <b>\$251,528</b>       | <b>\$258,058</b>         | <b>\$783,060</b>           |
| <b>Supplies and Equipment</b>         | <b>\$961,174</b>        | <b>\$155,040</b>       | <b>\$120,724</b>         | <b>\$694,399</b>           |
| <b>Allowances</b>                     | <b>\$623,018</b>        | <b>\$165,894</b>       | <b>\$124,841</b>         | <b>\$257,886</b>           |
| <b>Travel and Per Diem</b>            | <b>\$776,795</b>        | <b>\$151,255</b>       | <b>\$94,447</b>          | <b>\$571,061</b>           |
| <b>Other Direct Costs:</b>            | <b>\$2,397,533</b>      | <b>\$479,873</b>       | <b>\$271,353</b>         | <b>\$1,991,430</b>         |
| Rent and Utilities                    | \$238,708               | \$47,880               | \$82,511                 | \$75,092                   |
| Activity Costs                        | \$1,839,400             | \$386,480              | \$158,272                | \$1,648,253                |
| Communication Costs                   | \$224,394               | \$40,740               | \$24,295                 | \$184,297                  |
| Other Costs                           | \$95,031                | \$4,773                | \$6,275                  | \$83,789                   |
| <b><u>Subcontracts/Agreements</u></b> | <b>\$2,095,277</b>      | <b>\$530,107</b>       | <b>\$313,812</b>         | <b>\$1,612,940</b>         |
| Spatial Systems                       | \$615,277               | \$69,107               | \$278,471                | \$168,281                  |
| Guarantee Faciltiy                    | \$250,000               | \$200,000              | \$0                      | \$250,000                  |
| Grants to Agro-input<br>Retailers     | \$300,000               | \$75,000               | \$0                      | \$300,000                  |
| G-mark and BASC                       | \$180,000               | \$36,000               | \$11,002                 | \$168,998                  |
| Local Organizations                   | \$750,000               | \$150,000              | \$24,339                 | \$725,661                  |
| <b>Indirect Cost</b>                  | <b>\$2,897,719</b>      | <b>\$605,272</b>       | <b>\$513,850</b>         | <b>\$2,001,948</b>         |
| <b>TOTAL</b>                          | <b>\$14,028,604</b>     | <b>\$3,022,722</b>     | <b>\$2,428,291</b>       | <b>\$9,817,216</b>         |
| <b>Cost share</b>                     | <b>\$300,000</b>        | <b>\$50,000</b>        |                          | <b>\$300,000</b>           |

## Key Issues of Interest

### Research & Technology

The key area of interest for the AIP is the ongoing creative application of a GIS system to underpin a market information system (MIS). Good progress has been made in Y2. However, harnessing GIS to genuine full use to enable it to underpin an MIS does not have a given blueprint. This requires a creative path to make an integrated MIS-GIS useful as a strategic, decision making tool; as more is learned and the system gains use it will be linked to the Monthly Price Outlook Bulletins.

AIP in Q4 began investigations with the USAID funded MStar activity to explore how

- AIRN member retailers can make easier mobile cash remittances to their respective inputs' providers; and
- AIRN members could make dues' payments by mobile cash to an AIRN treasury -- once AIRN is legally incorporated.

### Nutrition Integration

Activities to integrate nutrient-dense vegetables into demonstration plots associated with women retailers will proceed after the first 105 (of 300) women retailers have begun to be established during Q2 and Q3 in Year 3. AIP generated an internal rating list of nutrient-dense vegetable crops, potatoes, including sweet potatoes, and pulses. This definitive list will be used to develop demonstration plots with female retailers. Collaborative efforts with other FTF projects will also strengthen nutrition integration messaging in agro-input retailer shops of both genders.

### Global Climate Change Mitigation

Various input companies have developed hybrid (non-GMO) rice seed that is saline tolerant and AIP encourages these varieties to be sold by AIRN member retailers. An opportunity for demonstration of any planting material is through collaborative Demonstration Plots. Some vegetable hybrids that have been commercially released, e.g., tomatoes that ripen more slowly once harvested, help farmers who have transportation problems due to troubled roads. AIP will also seek these out for demonstrations and will encourage companies with which it works to develop vegetable varieties resilient to climate change effects.

## Key Constraints

Y2 opened with political and civil unrest that extended into early Q2. This affected virtually all activities; many Dhaka-based activities involve travel into parts of Dhaka that were affected by unrest. In rural parts of the FTF zone, road travel was even more severely impacted.

Nonetheless, compared to Y1, conditions were far more conducive for carrying out all AIP and AIRN activities. Only 50 days of general strikes and road blockages were staged. When strikes (*hartal*) and transportation blocks (*abarodh*) occurred in Y2, AIP and AIRN could partially mitigate the situations by extending the working week into

weekends and holidays when strikes and road blocks are not usually called. The year's disturbances are summarized below:

- **Q1** - October 1, 2013 - December 31, 2013 : A total of **37 days** of strikes were observed.
- **Q2** - January 1, 2014 – March 31, 2014: A total of **11 days** of strikes were observed.
- **Q3** - April 1, 2014 – June 30, 2014: **No** strikes or road blockages were observed.
- **Q4** - July 1, 2014 – September 30, 2014: **2** days of general strikes were observed.

### International Travel to Date

| Name   | Type of Travel | Purpose of Trip                       | Approximate Timing           | Travel No. |
|--|----------------|---------------------------------------|------------------------------|------------|
| <b>Year 1 (September 2012-September 2013)- Completed</b> |                |                                       |                              |            |
| Eric Sedlacek  | HQ             | Project Start Up                      | Sep 24-Oct 12                | 1          |
| Scott Arche  | HQ             | Project Start Up                      | Sep 24-Oct 12                | 2          |
| Scott Arche  | Relocation     | Key Personnel Deployment              | Oct 31, 2012                 | 3          |
| Mark Treacy  | STTA           | Year 1 Implementation Plan            | Dec 23, 2012-Jan 30, 2013    | 4          |
| Martin West  | Relocation     | Key Personnel Deployment              | Jan 20, 2013                 | 5          |
| Ashley Sekyra  | HQ             | Implementation Plan, Gender, M&E, QPR | Jan 27-March 11, 2013        | 6          |
| Martijn Hekman   | STTA Travel    | Supply Chain                          | March 16-April 3, 2013       | 7          |
| Bruce S. Kernan  | STTA Travel    | EDDR                                  | April 3-April 14, 2013       | 8          |
| Mark Treacy  | Relocation     | Key Personnel Replacement Deployment  | April 30-May 2, 2013         | 9          |
| Russell Williams   | STTA Travel    | AIRN Features/ Business Plan          | July 12- August 3, 2013      | 10         |
| Alan Schroeder   | STTA Travel    | PERSUAP                               | July 13- August 2, 2013      | 11         |
| Ashley Sekyra  | HQ             | Year 2 Implementation Plan, Gender    | August 25-September 19, 2013 | 12         |
| Babu Ramasamy  | HQ             | Operations and Compliance             | July 11-July 16, 2013        | 13         |
| <b>Year 2- (October 1, 2014 to date)</b>                 |                |                                       |                              |            |
| Russell  | Relocation     | Key Personnel                         | October 31,                  | 14         |

|                |    |                                 |                      |    |
|----------------|----|---------------------------------|----------------------|----|
| Williams       |    | Replacement<br>Deployment       | 2013                 |    |
| Peter Dickrell | HQ | Program<br>progress<br>analysis | June 3 – 23,<br>2014 | 15 |

## Annex 1: Sub-grants

In Y2 sub-grants (also termed as “subawards”) in the AIP accumulated to seven for specific task sets. Below is a table containing the name, main tasks, and contact information for each sub-awardee.

| Sub-awardee   | Main tasks   | Contact details   |
|---|--|---|
| 1. <b>Ashroy Foundation</b>                                   | Field and community based assistance to AIP in matching grant making to establish women owned and operated agro-inputs retailerships | <b>Momotaz Khatun</b><br>Executive Director<br>Ashroy Foundation<br>16 Ahsan Ahmed Road<br>Khulna-9100, Bangladesh.<br>Tel: +880 41 812113<br>Cell: +880 1711 004579<br>E-mail-<br><a href="mailto:ashroy.foundation@gmail.com">ashroy.foundation@gmail.com</a>   |
| 2. <b>Association of Voluntary Actions for Society (AVAS)</b> | Field and community based assistance to AIP in matching grant making to establish women owned and operated agro-inputs retailerships | <b>Rahima Sultana Kazal</b><br>Executive Director<br>Alekanda Road, Barisal<br>Bangladesh<br>Tel-0431-2173131<br>Mobile: 0 1711 884551<br>E-mail- <a href="mailto:rskazal@yahoo.com">rskazal@yahoo.com</a>  |
| 3. <b>Bachte Shekha</b>                                       | Field and community based assistance to AIP in matching grant making to establish women owned and operated agro-inputs retailerships | <b>Angela Gomes</b><br>Executive Director<br>Banchte Shekha<br>Shaheed Mashiur Rahman Road,<br>Arabpur, Jessore-7400,<br>Bangladesh<br>Tel-0421-66436,68885<br>Mobile:01713400388<br>E-mail- <a href="mailto:angelagomes52@yahoo.com">angelagomes52@yahoo.com</a><br><a href="mailto:info@banchteshekha.org">info@banchteshekha.org</a> |
| 4. <b>Spatial Systems Associates</b>                          | Co-designing and setting up AIP’s Market Information System, backed by a Geographical Information System                             | <b>Larry Newman</b><br>Spatial Systems Assoc., Inc.<br>6345 Woodside Court<br>Columbia, MD 21046<br>Suite 201<br>T: 410-423-1870<br>F: 410-423-1871<br>E-mail <a href="mailto:info@spatialsys.com">info@spatialsys.com</a>  |
| 5. <b>Capacity Development Service Group</b>                  | Organizational Capacity Assessment and Organizational Capacity Development   | <b>Obaidur Rahman</b> , Chief Executive<br>Capacity Building Service Group<br>6/1 Block B<br>Lalmatia, Dhaka 1207<br>Bangladesh<br>T: +880-181-19245-993<br>E-mail: <a href="mailto:cbsg_bd@yahoo.com">cbsg_bd@yahoo.com</a>  |
| 6. <b>The Nielsen Company (Bangladesh) Ltd.</b>               | Field surveying and enlisting to produce the Directory of Wholesalers and  | <b>Anam Mahmud</b> , Managing Director<br>The Nielsen Company (Bangladesh) Ltd.<br>House 70, Road 15-A  |

|                                 |   |   |
|---------------------------------|---|---|
|                                 | Companies, and the master list of GoB-registered fixed-shop agro-inputs retailers in the FTF zone   | Dhanmondi R/A, Dhaka 1209<br>Bangladesh<br>T: +880-2-9125839<br>F: +880-2-8123394<br>E-mail: <a href="mailto:anam.mahmud@nielsen.com">anam.mahmud@nielsen.com</a>   |
| 7. <b>GMark Consulting Ltd.</b> | Basic trainings of AIRN member retailers: basic business management and ethics, agronomic use of agro-inputs, safe use of pesticides, and human nutrition | <b>Md. Saifuddin Khaled</b> , Chairman and CEO<br>GMark Consulting Ltd.<br>Suite 604, H#145, R#03, Block#A<br>Niketan, Gulshan 1<br>Dhaka-1212, Bangladesh<br>T: +880-2-8836775<br>Cell: +880-1713 094686<br>E-mail: <a href="mailto:info@gmarkbd.com">info@gmarkbd.com</a> ;<br><a href="mailto:Khaled@gmarkbd.com">Khaled@gmarkbd.com</a> |

## Annex 2: BSA Baseline OCAT Score

| SL       | Capacity Indicator                                  | Score (1-4) | Scale (1-100) |
|----------|---|-------------|---------------|
| <b>1</b> | <b>Organizational Governance</b>                    |             |               |
| 1.1      | Vision/Mission                                      | 2           | 50            |
| 1.2      | Organizational Structure                            | 2           | 50            |
| 1.3      | Board Composition and Responsibility                | 3           | 75            |
| 1.4      | Legal Status  | 4           | 100           |
| 1.5      | Succession Planning                                 | 3           | 75            |
|          | <b>Organizational Governance</b>                    | <b>2.8</b>  | <b>70</b>     |
| <b>2</b> | <b>Administration</b>                               |             |               |
| 2.1      | Operational Policies, Procedures and Systems        | 1           | 25            |
| 2.2      | Travel Policies and Procedures                      | 1           | 25            |
| 2.3      | Procurement   | 1           | 25            |
| 2.4      | Fixed Assets Control                                | 2           | 50            |
| 2.5      | Branding/Marking                                    | 1           | 25            |
|          | <b>Administration</b>                               | <b>1.2</b>  | <b>30</b>     |
| <b>3</b> | <b>HR Management</b>                                |             |               |
| 3.1      | Job Description                                     | 1           | 25            |
| 3.2      | Recruitment and Retention                           | 1           | 25            |
| 3.3      | Staffing Levels                                     | 1           | 25            |
| 3.4      | Personnel Policies                                  | 1           | 25            |
| 3.5      | Staff Time Management                               | 1           | 25            |
| 3.6      | Staff Professional and Salary History Documentation | 2           | 50            |
| 3.7      | Staff Salaries and Benefit Policy                   | 1           | 25            |
|          | <b>HR Management</b>                                | <b>1.1</b>  | <b>29</b>     |
| <b>4</b> | <b>Financial Management</b>                         |             |               |
| 4.1      | Financial Planning                                  | 1           | 25            |
| 4.2      | Financial Systems                                   | 2           | 50            |
| 4.3      | Financial Control                                   | 2           | 50            |
| 4.4      | Financial Documentation                             | 2           | 50            |
| 4.5      | Audits  | 3           | 75            |
| 4.6      | Financial Reporting                                 | 1           | 25            |
| 4.7      | Cost Share  | 1           | 25            |
|          | <b>Financial Management</b>                         | <b>1.8</b>  | <b>45</b>     |
| <b>5</b> | <b>Organizational Management</b>                    |             |               |
| 5.1      | Strategic Planning                                  | 2           | 50            |
| 5.2      | Work Plan Development                               | 1           | 25            |
| 5.3      | Change Management                                   | 1           | 25            |
| 5.4      | Knowledge Management                                | 1           | 25            |

|     |   |            |           |
|-----|---|------------|-----------|
| 5.5 | Stakeholder Involvement                                 | 2          | 50        |
| 5.6 | New Opportunity Development                             | 2          | 50        |
|     | <b>Organizational Management</b>                        | <b>1.4</b> | <b>35</b> |
| 6   | <b>Program Management</b>                               |            |           |
| 6.1 | Donor Compliance  | 1          | 25        |
| 6.2 | Sub-grant Management                                    | 1          | 25        |
| 6.3 | Technical Reporting                                     | 1          | 25        |
| 6.4 | Community Involvement                                   | 1          | 25        |
| 6.5 | Culture and Gender                                      | 1          | 25        |
|     | <b>Program Management</b>                               | <b>1.0</b> | <b>25</b> |
| 7   | <b>Project Performance Management</b>                   |            |           |
| 7.1 | Project Implementation Status                           | 1          | 25        |
| 7.2 | Field Oversight   | 1          | 25        |
| 7.3 | Standards   | 1          | 25        |
| 7.4 | Supervision   | 2          | 50        |
| 7.5 | Monitoring and Evaluation                               | 1          | 25        |
| 7.6 | Quality Assurance                                       | 2          | 50        |
|     | <b>Project Performance Management</b>                   | <b>1.3</b> | <b>33</b> |
| 8   | <b>Leadership and Team Dynamics</b>                     |            |           |
| 8.1 | Staffing Levels   | 2          | 50        |
| 8.2 | Staff Performance Management                            | 1          | 25        |
| 8.3 | Communication   | 2          | 50        |
| 8.4 | Decision Making   | 1          | 25        |
| 8.5 | Volunteers/Interns                                      | 1          | 25        |
|     | <b>Leadership and Team Dynamics</b>                     | <b>1.4</b> | <b>35</b> |
|     | Grand Total of 8 capacity areas                         | 12.1       | 302       |
|     | <b>BSA Composite capacity score (Baseline Capacity)</b> | <b>1.5</b> | <b>38</b> |

### Annex 3: Credit Survey Baseline Report Chart

| <b><u>Factor</u></b>                    | <b><u>Number Reporting</u></b> | <b><u>Findings</u></b><br><b>(Percentage/Range/<br/>Average/Median)</b> |
|---|--------------------------------|---|
| <b><u>Input Retailers</u></b>           |                                |   |
| Seeds                                   | 335                            | 84%   |
| Fertilizers                             | 370                            | 92%   |
| Crop Protection Products (CPPs)         | 385                            | 96%   |
| <b><u>Retail/Wholesale Business</u></b> |                                |   |
| Both                                    | 262                            | 65%   |
| Retail                                  |                                | 53%; 10 – 90%;<br>53%; 60%  |
| Wholesale                               |                                | 47%; 10 – 90%;<br>47%; 40%  |
| Retail Only                             | 131                            | 33%; 100%   |
| Wholesale Only                          | 004                            | 02%; 100%   |
| <b><u>Ownership</u></b>                 |                                |   |
| Sole                                    | 395                            | 99%   |
| Partnership                             | 005                            | 01%   |
| <b><u>Business Income</u></b>           |                                |   |
| Sales (Annual)                          | 379                            | 100,000 – 200,000,000BDT<br>9,159,101BDT; 3,600,000BDT                  |
| Sales (Monthly)                         | 379                            | 5,000 – 15,000,000BDT<br>679,161BDT; 300,000BDT                         |
| Receivables (Survey date)               | 376                            | 10,000 – 9,500,000BDT<br>838,138BDT; 450,000BDT                         |
| Receivables (Monthly)                   | 378                            | 500 – 3,000,000BDT<br>106,096BDT; 500,000BDT                            |
| <b><u>Other Income</u></b> (non-inputs) |                                |   |
| Annual                                  | 265                            | 6,000 – 5,000,000BDT<br>397,936BDT; 200,000BDT                          |
| Monthly                                 | 265                            | 500 – 4,000,000BDT<br>49,143BDT; 15,000BDT                              |
| <b><u>Business Expenses</u></b>         |                                |   |
| Payables                                | 356                            | 1,000 – 2,000,000BDT<br>104,014BDT; 35,000BDT                           |
| <b><u>Total Business Expenses</u></b>   |                                |   |
| Annual                                  | 400                            | 6,000 – 6,500,000BDT<br>172,048BDT; 80,000BDT                           |
| Monthly                                 | 400                            | 500 – 150,000BDT<br>11,476BDT; 7,000BDT                                 |

**Gross Margins**

|         |     |  |
|---------|-----|--|
| Annual  | 400 | 12,000 – 10,000,000BDT<br>490,365BDT; 300,000BDT |
| Monthly | 400 | 1,200 – 700,000<br>34,572BDT; 20,000BDT          |

**Fixed Assets**

|                |     |  |
|----------------|-----|--|
| Land           | 398 | 30,000 – 600,000,000BDT<br>14,029,923BDT; 4,000,000BDT |
| Infrastructure | 398 | 5,000 – 45,000,000BDT<br>1,263,000BDT; 500,000BDT      |
| Equipment      | 354 | 1,000 – 2,000,000BDT<br>159,503BDT; 60,000BDT          |
| Furniture      | 254 | 2,500 – 3,000,000BDT<br>313,719BDT; 250,000BDT         |
| Transport      | 172 | 2,000 – 3,500,000BDT<br>219,398BDT; 86,000BDT          |

**Total Fixed Assets**

45,000 – 605,760,000BDT  
15,969,188BDT; 5,730,000

**Use of Credit**

|                     |     |   |
|---------------------|-----|---|
| Does not use credit | 235 | 59%   |
| Use Credit          | 165 | 41%   |
| Amount borrowed     |     | 17,000 – 5,000,000BDT<br>687,085BDT; 300,000BDT |
| Interest Rate       | 165 | 3 – 25%<br>16%; 16%                             |
| Service Charge      | 119 | 75 – 50,000BDT<br>7,626BDT; 3,000BDT            |

**Personal debt (non-business)**

|          |     |  |
|----------|-----|--|
| None     | 345 | 86%  |
| Had Debt | 55  | 14%<br>4,000 – 3,000,000BDT<br>244,870BDT; 95,000BDT |

**Education**

|              |     |     |
|--------------|-----|-----|
| Masters (MA) | 11  | 3%  |
| BSc/BA       | 31  | 8%  |
| HSC          | 67  | 17% |
| SSC          | 125 | 31% |
| Class 9      | 36  | 9%  |
| Class 8      | 91  | 23% |
| Class 7      | 4   | 1%  |
| Class 5      | 12  | 3%  |
| Class 4      | 6   | 2%  |
| Class 1      | 10  | 3%  |

## **Annex 4: Credit Survey Baseline Report**

A credit survey of 400 Agro-Input Retailers was conducted by AIP through a modification of its contract with Nielson during late June. The survey identified each retailer by District, Name, location, owner name, AIRN membership status and membership number, type(s) of inputs s/he sells, license number, and nature (partnership/sole ownership) of the business.

### **Survey participants: AIRN members, non-members Retailers selling Seed, Fertilizer, Crop Protection Products**

Of the 400 surveyed, 373 reported being a member of AIRN, 7 reported they did not belong, and 20 did not report. Of the respondents, 335 (84%) reported selling seed, 385 (96%) reported selling pesticides, and 370 (92%) reported selling fertilizer. 335 sell all 3 (seed, pesticides and fertilizer).

### **Retailers reporting retail and wholesale business**

262 (65%) retailers reported conducting both retail and wholesale business. The percentage of wholesale business conducted by those doing both retail and wholesale business ranged from 10 – 90% with an average of 47% and a median of 40% wholesale business. The retail portion of their business ranged again from 10 – 90% with an average of 53% and a median of 60%. 131 (33%) retailers reported conducting retail business only. Four respondents reported conducting wholesale business solely.

### **Years of business experience; Sole vs. Partnership ownership**

380 respondents reported 1960 to 2013 as the year in which they started their business and of 1 to 54 years with an average of 17 years, and a median of 15 years, in the agro-inputs business.

395 respondents indicated operating as a sole ownership, with 5 reporting a partnership.

### **Dealerships with Input Supply Companies**

Of 379 respondents reporting, 135 (36%) reported as not having a dealership with a supply company; 245 (64%) reported having such a relationship as follows: 58 reported Syngenta; 25 ACI; 19 BADC; 17 Lal Teer; 11 BCIC; 7 each: Auto Crop Care and Genetika; 5 each: Amagrin, Megnoval, Mim Pex, Semco, and Tata Agro Veet; 4 each: Agro System notum Ltd, Eon Agro, Korbel, Marshal Agbread, Padma Oil, and Square; 3 each: Petrofrem, Samp Supreme, and The Limit Agro Ltd; 2 each: Seed, MS Bengal Ltd, Sinet, Sweet Agro, and United; 1 each: Delimid, East West Crop, Fosol Agro, KBS, Krishi, Masco Ltd, Metar, Min Pex, Scop, science, Sun Seed Presti side, and Yermali. 71 reported having dealership relationship with a second organization, as follows: 11

BADC; 9 ACI; 7 Syngenta; 4 Semco; 3 each Mim Pex and Amines Camicals; 2 each: Babilon Agro Ltd, BCIC, BRAC, Magnoval, and Minpex; 1 each: Aftab, Alfa, Amagrin, Ankor, Auto Crop Care Ltd, Global, KBS, Masud Seed, National Agcare, Padma Oil Ltd, Samp, Scop, Seetet, Square, Sun Corporation, Supreme and United. 18 reported a dealership with a third organization.

### **Sales and receivables**

With 399 respondents, 21 reported they did not maintain sales, receivables, payables and expenditure registers regularly; 378 reported they did maintain such records.

Of 379 respondents reporting sales by year, the range of sales was from 100,000 to 200,000,000 Bangladesh Taka (BDT) per year, with an average of 9,159,101 BDT and a median of 3,600,000BDT.379 respondents reported sales per month which ranged from 5,000 to 15,000,000 BDT, with an average of 679,161 BDT and a median of 300,000 BDT per month.

Receivables on the survey date were reported by 376 respondents as ranging from 10,000 to 9,500,000 BDT, with an average of 838,138 BDT and a median of 450,000 BDT. Ave monthly receivables were reported by 378 respondents as ranging from 500 to 3,000,000 BDT, with an average of 106,097 BDT and a median of 500,000 BDT.

### **Other (non Agro-Input shop) income**

Of respondents reporting other (non Agro-input shop) sources of income, 132 (33%) reported not having a source of income other than the agro-input shop. 268 reported having a second source as follows: 82 (21%) reported having a second source of income as Agricultural Land, 74 (19%) reported “Business,” 60 (15%) reported a Fish Farm, 27 (7%) reported Shop Keeper, 5 (1%) reported House Rent, 3 reported Tin Business, 2 reported “Job,” 2 reported Nursery, 2 reported Poultry, and 1 each reported Barisal City Savings Company, Contractor, Islami Bank, Livestock, and a Pharmacy as other sources of income. 37 respondents also reported a third source of income, 12 reported a Fish Farm, 10 Agricultural Land, 8 “Business,’ 3 Livestock, 2 Shop Keeper, 1 House Rent, and 1 Poultry.

265 respondents reported yearly income from other sources ranged from 6,000 to 5,000,000 BDT, with an average of 397,936 BDT and a median of 200,000 BDT.

Monthly income from other sources was reported by 265 respondents ranged from 500 to 4,000,000 BDT, with an average of 49,143 BDT and a median of 15,000 BDT.

### **Business expenses**

**Payables:** 356 respondents reported having average monthly payables ranging from 1,000 to 2,000,000 BDT, with an average of 104,014 BDT and a median of 35,000 BDT.

**Total Expenses:** Yearly total business expenses were reported by 400 respondents ranged from 6,000 to 6,500,000 BDT, with an average of 172,048 BDT and a median of 80,000 BDT. Monthly total business expenses reported by 400 respondents ranged from 500 to 150,000 BDT, with an average of 11,476 BDT and a median of 7,000 BDT.

### **Gross Margins**

Annual gross margin was reported by 400 respondents ranged from 12,000 to 10,000,000 BDT, with an average of 490,365 BDT and a median of 300,000 BDT. Monthly gross margin was reported by 400 respondents ranged from 1,200 to 700,000 BDT, with an average of 34,572 BDT and a median of 20,000.

### **Fixed Asset investments**

398 respondents reported Land and 2 reported Infrastructure as their # 1 fixed asset. The investment reported ranged from 30,000 to 600,000,000 BDT, the average was 14,029,923 BDT and the median was 4,000,000 BDT. The #2 fixed asset was reported by 398 respondents as Infrastructure. The investment ranged from 5,000 to 45,000,000 BDT, with an average of 1,263,000 BDT and a median of 500,000 BDT. The #3 fixed asset was reported by 354 respondents as Equipment. The investment reported ranged from 1,000 to 2,000,000 BDT, with an average of 159,503 BDT and a median of 60,000 BDT. The #4 fixed asset was reported by 254 respondents as Furniture. The reported investment ranged from 2,500 to 3,000,000BDT, with an average of 313,719 BDT and a median of 250,000 BDT. The #5 fixed asset was reported by 172 respondents as Transport. The investment reported ranged from 2,000 to 3,500,000 BDT, with an average of 219,398 BDT and a median of 86,000BDT.

Total fixed assets from all categories ranged from 45,000 to 605,760,000 BDT, with an average of 15,969,188 BDT and a median of 5,730,000 BDT.

### **Use of credit**

Of the 400 respondents, 165 (41%) reported as availing a credit facility; 235 (59%) reported not having availed a credit facility. The amount “borrowed” ranged from 17,000 to 5,000,000 BDT, with an average of 687,085 BDT and a median of 300,000 BDT. The names of the sources of such credit were reported by 165 respondents as follows: 38 BRAC Bank, 30 Sonali Bank, 14 Agrani, 12 Pubali, 9 Cooperative Society, Krishi Bank, 8 Grameen, 6 Asha, 5 Janat Bank, 5 Rubali Bank, 4 Ishanii Bank, 3 Employment, 2 each: Agricultural Bank and National Bank, 1 each: Al Arafa Bank, Bazar Shomiti, Dutch Bangla Bank, Faidpur Ekota NGO, Bank Asia, NGO, Palli Doridor Foundation, Palli Prashuti, Shop Keeper, and South East Bank. 6 also reported a second source as follows: 2 BRAC, 2 Ashati Shomiti, 1 each Grameen and NGO.

With 165 respondents, the interest rate reported ranged from 3% to 25%, with an average of 16% and a median of 16%.

With 119 respondents, the service charge reported ranged from 75 to 50,000 BDT, with an average of 7,626 BDT and a median of 3,000 BDT.

### **Sources of Financing**

With 400 respondents, 399 reported a Bank as the #1 available source of financing; 1 reported NGO. With 387 respondents, 246 reported NGOs, 137 reported Leasing Company and 9 reported Clubs as the #2 available source of financing. With 275 respondents, 180 reported Clubs, 83 reported NGO's, 11 reported Cooperative, and 3 reported Hand loan/Mohajan as the #3 available source of financing. With 82 respondents, 33 reported Cooperative, 33 reported Clubs, 13 reported "Hand loan/Mohajan," and 1 reported Asha Shomiti as the #4 available source of financing. With 18 respondents, 15 reported "Hand loan/Mohajan," 2 Asha Shomiti, and 1 Cooperative as the #5 available source of financing.

With 400 respondents, the type of financial facility desired was reported as follows: 145 reported Loan without interest, 73 reported monthly installments, 54 reported 3 month installments, 47 reported low Interest loan, 45 reported 6 month installments, 10 reported Business loan, 7 each reported: 2% rate of monthly installment, Agricultural loan, and yearly installments, 6 reported CC Loan Facility, and 4 reported 5% interest rate. 40 also reported as a second type of financial facility desired as follows: 11 Monthly installments, 9 reported 3 month installments, 6 reported Loan without interest, 3 each were reported as Yearly installments and Business Loan, 2 reported Low interest loan, and with 1 each: installments every 6 months, Agricultural loan, and CC Loan Facility were reported.

### **Personal (vs. business) debt**

With 400 respondents, 345 (86%) reported as not having a personal financial liability/debt apart from the business; 55 (14%) reported as having such personal liability/debt. The amount of such financial liability/debt reported ranged from 4,000 to 3,000,000 BDT, with an average of 244,870 BDT and a median of 95,000 BDT. With 53 reporting, the names of the sources are as follows: 13 Money Lender, 8 Relative, 6 BRAC, 5 each: Krishi Bank and Asha Shomiti, 4 Grameen Bank, and 1 each: Sonati Bank, Palli Prashuti, Multipurpose, Janat Bank, Islami Bank, IFIC Bank, EGP, and Agricultural loan.

### **Education**

Of 400 respondents reporting level of education, 11 (3%) reported having a MA, 31(8%) reported having a BSc/BA, 67 (17%) HSC, 125 (31%) SSC, 36 (9%) Class 9, 91 (23%) Class 8, 4 (1%) Class 7, 12 (3%) Class 5, 6 (2%) Class 4, and 10 (3%) reported Class 1.

## Annex 5: Feed-the-Future Indicators

The below table, Annex 5, presents only the FTF indicators, and none of the Custom indicators – these latter along with Cross Cutting Indicators, are reported in Annex 6, and the lower level output indicators presented in Annex 7.

| #  | Name of Indicator   | Classifications                      | Unit of Measure        | Disaggregated by |               | Baseline  | Target and Achievement |                         |                   |                              |
|----|---|--------------------------------------|------------------------|------------------|---------------|---|------------------------|-------------------------|-------------------|------------------------------|
|    |   |                                      |                        |                  |               |   | Target Y 2             | Achievement in Q4 of Y2 | Achievement in Y2 | Achievement Cumulative (LOP) |
| 1  | Gross Margin per hectare, animal or cage of selected product <sup>2</sup>                             | FTF Indicator # 4.5-16, 17, 18 (RiA) | US dollars per hectare | Type             | Crop          | BL to be obtained using 'before' and 'after' method once the first assessment is done | TBD Y3                 | -                       | -                 | -                            |
| 2. | Number of MSMEs, including farmers, receiving business development services from USG-assisted sources | FTF Indicator # 4.5.2-37 (S)         | Number                 | Size :           | Micro         | 0   | 2000                   | 377                     | 1,154             | 1,441                        |
|    |   |                                      |                        |                  | Small         | 0   |                        | -                       | -                 | -                            |
|    |   |                                      |                        |                  | Medium        | 0   |                        | -                       | -                 | -                            |
|    |   |                                      |                        |                  | Total         | 0   | 2,000                  | 377                     | 1,154             | 1,441                        |
|    |   |                                      |                        | MSME Type        | Seed          | 0   |                        | -                       | 1                 | 1                            |
|    |   |                                      |                        |                  | Fertilizer    | 0   |                        | -                       | -                 | -                            |
|    |   |                                      |                        |                  | Agro-Chemical | 0   |                        | -                       | -                 | -                            |
|    |   |                                      |                        |                  | Mixed Variety | 0   |                        | 377                     | 1,153             | 1,440                        |
|    |   |                                      |                        | Sex              | Total         | 0   | 2,000                  | 377                     | 1,154             | 1,441                        |
|    |   |                                      |                        |                  | Male          | 0   |                        | 377                     | 1,152             | 1,439                        |
|    |   |                                      |                        |                  | Female        | 0   |                        | -                       | 2                 | 2                            |
|    |   |                                      |                        |                  | Total         | 0   | 2,000                  | 377                     | 1,154             | 1,441                        |
| 3. | Number of farmers and others who have applied improved  | FTF Indicators # 4.5.2-5 (RiA) (WOG) | Number of farmers      | Type             | New           | 0   |                        | -                       | -                 | -                            |
|    |   |                                      |                        | Continuing       | 0             |   | -                      | -                       | -                 |                              |
|    |   |                                      |                        | Total            | 0             | 171,500 <sup>3</sup>  | -                      | -                       | -                 |                              |

<sup>2</sup> Calculating Gross Margin was subject to approval of EDDR and PERSUAP by Year 2, which has been approved in Sept., 2013, thus the study will be deferred to Year 3.

<sup>3</sup> This assessment will be deferred to Y 3's winter season. A third party will gauge annually through a sample survey. The number of famers served by the retailers was found to be inadequate to draw a representative sample in Y2. Due to the delay in forming AIRN in Y1, AIP was not able to join retailers into AIRN and therefore could not reach farmers as planned. The project is now in its way to mitigate the delay.

| #  | Name of Indicator   | Classifications                      | Unit of Measure | Disaggregated by    |                                | Baseline | Target and Achievement |                         |                   |                              |
|----|---|--------------------------------------|-----------------|---------------------|--------------------------------|----------|------------------------|-------------------------|-------------------|------------------------------|
|    |   |                                      |                 |                     |                                |          | Target Y 2             | Achievement in Q4 of Y2 | Achievement in Y2 | Achievement Cumulative (LOP) |
|    | technologies or management practices as a result of USG assistance  |                                      |                 | Sex                 | Male                           | 0        |                        | -                       | -                 | -                            |
|    |   |                                      |                 |                     | Female                         | 0        |                        | -                       | -                 | -                            |
|    |   |                                      |                 |                     | Total                          | 0        | 171,500                | -                       | -                 | -                            |
| 4. | Number of Individuals who have received USG supported short-term agricultural sector productivity or food security training | FTF Indicators # 4.5.2-7 (RiA) (WOG) | Number          | Type of individuals | Producers                      | 0        |                        | 2,388                   | 3,836             | 3,836                        |
|    |   |                                      |                 |                     | People in government           | 0        |                        | -                       | -                 | -                            |
|    |   |                                      |                 |                     | People in private sector firms | 0        |                        | 18                      | 101               | 101                          |
|    |   |                                      |                 |                     | People in civil society        | 0        |                        | -                       | 4                 | 4                            |
|    |   |                                      |                 |                     | Total                          | 0        | 18,728                 | 2,406                   | 3,941             | 3,941                        |
|    |   |                                      |                 | Sex                 | Male                           | 0        |                        | 2,273                   | 3,607             | 3,607                        |
|    |   |                                      |                 |                     | Female                         | 0        |                        | 133                     | 334               | 334                          |
|    |   |                                      |                 |                     | Total                          | 0        | 18,728                 | 2,406                   | 3,941             | 3,941                        |

## Annex 6: Custom and Cross-Cutting Indicators

| #                        | Name of Indicator   | Classifications | Unit of Measure                 | Disaggregated by  | Baseline      | Target and Achievement |                               |                   |                              |                  |
|--------------------------|---|-----------------|---------------------------------|-------------------|---------------|------------------------|-------------------------------|-------------------|------------------------------|------------------|
|                          |   |                 |                                 |                   |               | Target Y 2             | Achievement in Q4 of Y2       | Achievement in Y2 | Achievement Cumulative (LOP) |                  |
| <b>Custom indicators</b> |   |                 |                                 |                   |               |                        |                               |                   |                              |                  |
| 1                        | Total sales of quality inputs by certified retailers annually   | Custom          | US dollar                       | Sex of retailers  | Male          | 0                      |                               | 879,955           | 984,343                      | 984,343          |
|                          |   |                 |                                 |                   | Female        | 0                      |                               | 24,356            | 24,356                       | 24,356           |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               | <b>\$8.75 mil<sup>4</sup></b> | <b>904,311</b>    | <b>1,008,699</b>             | <b>1,008,699</b> |
| 2.                       | Number of farmers purchasing from certified retailers   | Custom          | Number of farmers               | Sex of farmers    | Male          | 0                      |                               | 33,032            | 38,263                       | 38,263           |
|                          |   |                 |                                 |                   | Female        | 0                      |                               | 168               | 181                          | 181              |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               | <b>100,000</b>                | <b>33,200</b>     | <b>38,444</b>                | <b>38,444</b>    |
| 3.                       | Number of Agro-Inputs Retailers in the Network  | Custom          | Number of retailers             | Sex of retailers  | Male          | 0                      |                               | 198               | 780                          | 780              |
|                          |   |                 |                                 |                   | Female        | 0                      |                               | 2                 | 2                            | 2                |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               | <b>2,000</b>                  | <b>200</b>        | <b>782</b>                   | <b>782</b>       |
|                          |   |                 |                                 | Type of retailers | Seed          | 0                      |                               | 1                 | 1                            | 1                |
|                          |   |                 |                                 |                   | Fertilizer    | 0                      |                               | -                 | -                            | -                |
|                          |   |                 |                                 |                   | CPP           | 0                      |                               | -                 | 1                            | 1                |
|                          |   |                 |                                 |                   | Mixed variety | 0                      |                               | 199               | 780                          | 780              |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               |                               | <b>200</b>        | <b>782</b>                   | <b>782</b>       |
| 4                        | Number of AIRN retailers with increasing application and adoption of quality standards for agricultural inputs <sup>5</sup> | Custom          | Number of retailers and farmers | Sex of retailers  | Male          | 0                      |                               |                   |                              |                  |
|                          |   |                 |                                 |                   | Female        | 0                      |                               |                   |                              |                  |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               | <b>TBD</b>                    |                   |                              |                  |
|                          |   |                 |                                 | Sex of farmers    | Male          | 0                      |                               |                   |                              |                  |
|                          |   |                 |                                 |                   | Female        | 0                      |                               |                   |                              |                  |
|                          |   |                 |                                 |                   | <b>Total</b>  | <b>0</b>               |                               |                   |                              |                  |
|                          |   |                 |                                 | Type of standards | Seeds         | 0                      |                               |                   |                              |                  |
|                          |   |                 |                                 |                   | Fertilizer    | 0                      |                               |                   |                              |                  |
| <b>Total</b>             | <b>0</b>  |                 |                                 |                   |               |                        |                               |                   |                              |                  |
| 5                        | Number of retailers who   | Custom          | Number of                       | Sex of            | Male          | 0                      |                               | 177               | 320                          | 320              |

<sup>4</sup> Yearly target value is projected and can be quantified and therefore more exactly ascertained taking experience into account after forming the AIRN.

<sup>5</sup> This is to be performed by a third party assessment. Sufficient number of Accredited AIRN members must be in the 1sy assessment, i.e. baseline, and this number (of Accredited members) will be reached by winter , year 3

|                                 |   |                               |  |                   |               |          |     |            |                      |            |
|---------------------------------|---|-------------------------------|--|-------------------|---------------|----------|-----|------------|----------------------|------------|
|                                 | adopted seal of quality (new)   |                               | retailers  | retailers         | Female        | 0        |     | 2          | 2                    | 2          |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> | TBD | <b>179</b> | <b>322</b>           | <b>322</b> |
|                                 |   |                               |  | Type of retailers | Seed          | 0        |     | 1          | 2                    | 2          |
|                                 |   |                               |  |                   | Fertilizer    | 0        |     | -          | -                    | -          |
|                                 |   |                               |  |                   | CPP           | 0        |     | -          | 1                    | 1          |
|                                 |   |                               |  |                   | Mixed variety | 0        |     | 178        | 319                  | 319        |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> |     | <b>179</b> | <b>322</b>           | <b>322</b> |
| 6.                              | Number of retailers who adopted seal of quality (on-going) <sup>6</sup>   | Custom                        | Number of retailers                                  | Sex of retailers  | Male          | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | Female        | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> | TBD |            |                      |            |
|                                 |   |                               |  | Type of retailers | Seed          | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | Fertilizer    | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | CPP           | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | Mixed variety | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> |     |            |                      |            |
| 7.                              | Number of Policies/Regulations/Administrative Procedures in each of the following stages of development as a result of USG assistance in each case: Stage 1: Analyzed; Stage 2: Drafted and presented for public/stakeholder consultation | Custom (adapted FTF # 4.5-24) | Number of policy/regulation/administrative procedure | Sector            | Seed          | 0        |     |            | 1                    | 1          |
|                                 |   |                               |  |                   | Fertilizer    | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | CPP           | 0        |     |            |                      |            |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> | 4   |            | <b>1</b>             | <b>1</b>   |
|                                 |   |                               |  | Stage             | Analyzed      | 0        |     |            | 1                    | 1          |
|                                 |   |                               |  |                   | Drafted       | 0        |     |            | 1                    | 1          |
|                                 |   |                               |  |                   | <b>Total</b>  | <b>0</b> |     |            | <b>2<sup>7</sup></b> | <b>2</b>   |
| <b>Cross cutting indicators</b> |   |                               |  |                   |               |          |     |            |                      |            |
| 8.                              | Strengthened organizational capacities of related local organizations   | Cross cutting (CC)            | Percent  | None              |               | 0        | -   |            | 1 <sup>8</sup>       | 1          |

<sup>6</sup> This will be filled in after the first and subsequent 3<sup>rd</sup> party audits of Accredited AIRN Members.

<sup>7</sup> AIP successfully advanced GoB Seed Policy to Stage 3. Stage 1 was analysis; Stage 2 was public debate; Stage 3 was formal submission to GoB of a revised Seed Policy, itself containing 11 sections.

<sup>8</sup> Organizational Capacity Assessment of the Bangladesh Seed Association yielded a 38% baseline against the 8 fields within USAID's financial pre-award criteria.

|    |                                     |    |              |          |                                 |  |  |    |                |    |
|----|-------------------------------------|----|--------------|----------|---------------------------------|--|--|----|----------------|----|
| 9. | Collaborative initiatives increased | CC | No. of event | Partner  | Category                        |  |  |    |                |    |
|    |                                     |    |              |          | FTF Implementers                |  |  | -  | -              | -  |
|    |                                     |    |              |          | Input Association               |  |  | 3  | 4 <sup>9</sup> | 4  |
|    |                                     |    |              |          | Input Private Companies         |  |  | 3  | 3              | 3  |
|    |                                     |    |              |          | Government                      |  |  | -  | 5              | 5  |
|    |                                     |    |              |          | <b>Total</b>                    |  |  | 6  | 12             | 12 |
|    |                                     |    |              | Activity | Type 1 (Demonstration plots)    |  |  | 47 | 83             | 83 |
|    |                                     |    |              |          | Type 2 (Study Tour)             |  |  | 1  | 1              | 1  |
|    |                                     |    |              |          | Type 3 (Agriculture Fair)       |  |  | -  | -              | -  |
|    |                                     |    |              |          | Type 4 (Policy Administration)  |  |  | 9  | 9              | 9  |
|    |                                     |    |              |          | Type 5 (Org. Capacity building) |  |  | -  | -              | -  |
|    |                                     |    |              |          | <b>Total</b>                    |  |  | 57 | 93             | 93 |

<sup>9</sup> Four Input Associations participated with AIP in policy advocacy issues, while three of them participated in international study tour and one participated in AIP's organizational capacity strengthening efforts, here the number of associations counted once, irrespective of number of events they participated in.

## Annex 7: Lower-level Output Indicators – Interventions 1 through 4

| #  | Interventions   | Unit of measure                | Targets and Achievements |                         |               |                                |                            | Projected Targets |        |        |
|----|---|--------------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|-------------------|--------|--------|
|    |   |                                | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3            | Year 4 | Year 5 |
| 1  | Form Program Advisory Committee consisting of public and private stakeholders       | # Committee                    | 1                        | 0                       | 1             | 0                              | 0                          | 1                 | -      | -      |
| 2  | Organize Semi-Annual Meetings of Program Advisory Committee                         | # Meetings                     | 8                        | 0                       | 2             | 0                              | 0                          | 2                 | 2      | 2      |
| 3  | Improved capacity of leading input industry associations (BSA, BFA, BCPA, and AIRN) | # Org.                         | 4                        | 2                       | 2             | 0                              | 2                          | 2                 | -      | -      |
| 4  | Develop new member services   | # Service                      | 12                       | 8                       | 5             | 2                              | 8                          | 5                 | 1      | -      |
| 5  | New business models introduced and adopted by input retailers                       | # Module                       | 8                        | 1                       | 2             | 1                              | 1                          | 3                 | 3      | 1      |
| 6  | New business models introduced and adopted by input wholesalers                     | # Module                       | 3                        | 0                       | 1             | 0                              | 0                          | -                 | 2      | 1      |
| 7  | Provide Sub-Awards to Local Implementing Partners                                   | # Award                        | 30                       | 6                       | 10            | 0                              | 4                          | 14                | 10     | -      |
|    |   | Value (Tk.) of Award disbursed | 57,247,500               | 3,668,935               | 0             | 1,568,721                      | 2,023,159                  | TBD               |        |        |
| 8  | Develop Specific Technical Assistance Package for All Local Organizations           | # Package                      | 1                        | 1                       | 1             | 1                              | 1                          | -                 | -      | -      |
| 9  | Value of sub-awards provided to local implementing partners                         | \$                             | 750,000                  | 47,962                  | 0             | 20,447                         | 26,401                     | TBD               |        |        |
| 10 | Provide TA to Develop Pre-Award Survey by Local Accounting Firm                     | # TA                           | 1                        | 0                       | 1             | 0                              | 0                          | 1                 | -      | -      |
| 11 | Local Organizations Qualify to Implement USG-Funded Programming                     | # Org.                         | 3                        | 0                       | 0             | 0                              | 0                          | -                 | 2      | 1      |

| #  | Interventions  | Unit of measure             | Targets and Achievements |                         |               |                                |                            | Projected Targets |        |        |
|----|--|-----------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|-------------------|--------|--------|
|    |  |                             | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3            | Year 4 | Year 5 |
| 12 | Develop new strategic partnerships with multinational and national companies | # Company                   | 12                       | 5                       | 2             | 1                              | 1                          | 4                 | 3      | -      |
| 13 | Organized demonstration plots  | # Demo. Plot                | 500                      | 83 <sup>10</sup>        | 300           | 47                             | 83                         | 200               | 150    | 67     |
|    |  | # Partner collaborated with |                          |                         |               |                                |                            |                   |        |        |
|    |  | FTF Implementers            |                          |                         |               |                                |                            |                   |        |        |
|    |  | Input Association           |                          |                         |               |                                |                            |                   |        |        |
|    |  | Input Private Companies     |                          |                         |               | 3                              | 3                          |                   |        |        |
|    |  | Government                  |                          |                         |               |                                |                            |                   |        |        |
| 14 | Develop new materials by the private sectors companies                       | # Material                  | 9                        | 0                       | 2             | 0                              | 0                          | 3                 | 2      | 2      |
| 15 | Publish Ag-Input Monthly Price Outlooks                                      | # Outlook                   | 48                       | 1                       | 12            | 1                              | 1                          | 12                | 12     | 12     |
| 16 | Facilitate annual exhibition   | # Exhibition                | 5                        | 0                       | 2             | 0                              | 0                          | 1                 | 2      | 1      |
|    |  | # Partner collaborated      |                          |                         |               |                                |                            |                   |        |        |
|    |  | FTF Implementers            |                          |                         |               |                                |                            |                   |        |        |
|    |  | Input Association           |                          |                         |               |                                |                            |                   |        |        |
|    |  | Input Companies             |                          |                         |               |                                |                            |                   |        |        |
|    |  | Government                  |                          |                         |               |                                |                            |                   |        |        |
|    |  | # New Product exhibited     | 100                      | 0                       | 25            | 0                              | 0                          | 25                | 50     | 25     |

<sup>10</sup> In the last quarter, the achievements were reported based on the number received from inputs companies. Later, some of them were not able to produce the sign-up sheets as per project requirement. Thus, the number is revised accordingly in this quarter. And, AIP will cover the targets in the remaining years following the reporting standards of USAID.

| #  | Interventions   | Unit of measure                       | Targets and Achievements |                         |               |                                | Projected Targets          |        |        |        |
|----|---|---------------------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|--------|--------|--------|
|    |   |                                       | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3 | Year 4 | Year 5 |
|    |   | # Retailer Participated               |                          |                         |               |                                |                            |        |        |        |
|    |   | Male                                  |                          |                         |               |                                |                            |        |        |        |
|    |   | Female                                |                          |                         |               |                                |                            |        |        |        |
|    |   | # Wholesaler participated             |                          |                         |               |                                |                            |        |        |        |
|    |   | # National Company participated       | 80                       | 0                       | 20            | 0                              | 0                          | 20     | 40     | 20     |
|    |   | # Multi-National Company participated | 20                       | 0                       | 5             | 0                              | 0                          | 5      | 10     | 5      |
|    |   | # Public Sector organization          |                          |                         |               |                                |                            |        |        |        |
|    |   | # NGO Participated                    |                          |                         |               |                                |                            |        |        |        |
| 17 | Conduct AIRN business, technical and safe use training sessions | # Session                             | 160                      | 46                      | 105           | 13                             | 38                         | 50     | 35     | -      |
| 18 | Retailers attend business, safe use and technical training      | # Retailer                            | 3,000                    | 1,441                   | 2,000         | 377                            | 1,154                      | 1,500  | 1,059  | -      |
| 19 | Conduct regional and local study tour                           | # Tour                                | 10                       | 5                       | 3             | 2                              | 5                          | 3      | 1      | 1      |
|    |   | # Retailer Participant                | 125                      | 47                      | 35            | 15                             | 47                         | 50     | 14     | 14     |
|    |   | Male                                  |                          | 47                      |               | 15                             | 47                         |        |        |        |
|    |   | Female                                |                          | 0                       |               | 0                              | 0                          |        |        |        |
|    |   | Other Stakeholders:                   |                          | 3                       |               | 3                              | 3                          |        |        |        |
|    |   | 1. BSA                                |                          | 1                       |               | 1                              | 1                          |        |        |        |
|    |   | 2. BFA                                |                          | 1                       |               | 1                              | 1                          |        |        |        |
|    |   | 3. BCP                                |                          | 1                       |               | 1                              | 1                          |        |        |        |
|    |   | All participants                      |                          | 50                      |               | 18                             | 50                         |        |        |        |

| #  | Interventions   | Unit of measure              | Targets and Achievements |                         |               |                                |                            | Projected Targets |        |        |
|----|---|------------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|-------------------|--------|--------|
|    |   |                              | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3            | Year 4 | Year 5 |
|    |   | # Partner Collaborated       |                          |                         |               |                                |                            |                   |        |        |
|    |   | FTF Implementers             |                          |                         |               |                                |                            |                   |        |        |
|    |   | Input Association            |                          | 3                       |               | 3                              | 3                          |                   |        |        |
|    |   | Input Private Companies      |                          |                         |               |                                |                            |                   |        |        |
|    |   | Government                   |                          |                         |               |                                |                            |                   |        |        |
| 20 | Provide ToT on BMT and safe use to master trainers  | # Person                     | 7                        | 50                      | 7             | 0                              | 22                         | 7                 | -      | -      |
|    |   | Male                         |                          | 45                      |               | 0                              | 19                         | 7                 | -      | -      |
|    |   | Female                       |                          | 5                       |               | 0                              | 3                          | 0                 | -      | -      |
| 21 | Commercial trainers conduct training to BSA, BFA, BCPA members<br>Note: The training for retailers under this output statement "Commercial trainers conduct training to AIRN, BSA, BFA, and BCPA members" is a repetition of trainings to AIRN retailers; the training for AIRN retailers is being recorded separately. Thus, the word "AIRN" has now been dropped and the target for the association staff (BSA, BFA, and BCPA) has been changed to 15 (instead of 3,015). | # Participant                | 15                       | 0                       | 0             | 0                              | 0                          |                   | -      | -      |
|    |   | AIRN                         |                          |                         |               |                                |                            |                   |        |        |
|    |   | BSA                          |                          |                         |               |                                |                            |                   |        |        |
|    |   | BFA                          |                          |                         |               |                                |                            |                   |        |        |
|    |   | BCPA                         |                          |                         |               |                                |                            |                   |        |        |
| 22 | Enhance of existing best practice materials and develop guides for key  | # Crop                       | 14                       | 2                       | 4             | 0                              | 0                          | 6                 | 8      | -      |
| 23 | Develop new educational publications  | # Publication                | 23                       | 4                       | 6             | 0                              | 4                          | 8                 | 6      | 5      |
| 24 | Results of demonstration trials results disseminated through radio and other media outlets  | # Event                      | 15                       | 0                       | 5             | 0                              | 0                          | 6                 | 6      | 3      |
|    |   | # Events through radio       |                          |                         |               |                                |                            |                   |        |        |
|    |   | # Events through print media |                          |                         |               |                                |                            |                   |        |        |

| #  | Interventions   | Unit of measure                | Targets and Achievements |                         |               |                                |                            | Projected Targets |        |        |
|----|---|--------------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|-------------------|--------|--------|
|    |   |                                | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3            | Year 4 | Year 5 |
|    |   | # Events through other media   |                          |                         |               |                                |                            |                   |        |        |
| 25 | Creation AIRN logo  | # Logo                         | 1                        | 2                       | 0             | 0                              | 0                          | -                 | -      | -      |
| 26 | Develop project brochure  | # Brochure                     | 1                        | 12                      | 0             | 2                              | 10                         | -                 | -      | -      |
| 27 | Develop, adopt and monitor new input quality standards  | # Standard                     | 6                        | 0                       | 2             | 0                              | 0                          | 2                 | 2      | 2      |
| 28 | Identify Policy Constraints and present to the policy dialogue group                          | # Policy constraint (Analyzed) | 8                        | 11                      | 4             | 0                              | 11                         | 4                 | -      | -      |
| 29 | Conducted policy dialogue events by assisted associations with government officials           | # Policy dialogue (Drafted)    | 32                       | 9                       | 8             | 0                              | 9                          | 9                 | 8      | 6      |
|    |   | # Partner collaborated with    |                          |                         |               |                                |                            |                   |        |        |
|    |   | FTF Implementers               |                          |                         |               |                                |                            |                   |        |        |
|    |   | Input Association              |                          | 4                       |               |                                | 4                          |                   |        |        |
|    |   | Input Companies                |                          |                         |               |                                |                            |                   |        |        |
|    |   | Government                     |                          | 5                       |               |                                |                            | 5                 |        |        |
| 30 | Conduct village sessions on garnering support from families and neighbors for women retailers | # Session                      | 300                      | 0                       | 50            | 0                              | 0                          | 105               | 195    | -      |
|    |   | # Participant                  |                          |                         |               |                                |                            |                   |        |        |
| 31 | Conduct Gender assessment and Follow-up Gender Assessment                                     | # Assessment                   | 2                        | 1                       | 0             | -                              | -                          | -                 | 1      | -      |
| 32 | Utilize GPS to plot retailers assigning unique identification number                          | # Retailer                     | 3,000                    | 246                     | 600           | 171                            | 246                        | 2,000             | 754    | -      |
| 33 | Develop a directory of retailers  | # Retailer                     | 3,000                    | 246                     | 600           | 171                            | 246                        | 2,000             | 754    | -      |

| #  | Interventions   | Unit of measure                | Targets and Achievements |                         |               |                                |                            | Projected Targets |        |        |
|----|---|--------------------------------|--------------------------|-------------------------|---------------|--------------------------------|----------------------------|-------------------|--------|--------|
|    |   |                                | LOP Target               | LOP Cumulative Achieved | Year 2 Target | Quarter 4 (of Year 2) Achieved | Year 2 Cumulative Achieved | Year 3            | Year 4 | Year 5 |
| 34 | Provide matching grants (\$1,000) to women retailers              | # Women retailer               | 300                      | 0                       | 50            | 0                              | 0                          | 200               | 100    | -      |
|    |   | Amount (Tk) of AIP share (000) | 24,000                   | 0                       | 4,000         | 0                              | 0                          | 18,400            | 5,600  | -      |
|    |   | Amount (Tk.) of grantee        |                          |                         |               |                                |                            |                   |        |        |
| 35 | Create quality standards and business ethics monitoring committee | # Committee                    | 1                        | 0                       | 1             | 0                              | 0                          | 1                 | -      | -      |
| 36 | Certification of retailers  | # Retailer                     | 3,000                    | 782                     | 600           | 200                            | 782                        | 2,500             | 718    | -      |
| 37 | Earned AIRN logo through AIRN accrediting criteria (New)          | # Retailer                     | 3,000                    | 322                     | 0             | 179                            | 322                        | 1,400             | 1,278  |        |
| 38 | Input companies participate in the Business ethics committee      | # Company                      | 3                        | 0                       | 3             | 0                              | 0                          | 3                 | -      | -      |
| 39 | Conduct audit annually by independent auditors on business ethics | # Audit                        | 4                        | 0                       | 0             | 0                              | 0                          | 1                 | 2      | 1      |
| 40 | Retailers audited renewing certification each year                | # Retailer                     | 2,400                    | 0                       | 0             | 0                              | 0                          | 480               | 1,440  | 480    |
| 41 | Print material distribution                                       | # Copy (Print Version)         | 200,000                  | 900                     |               | 900                            | 900                        | 50,000            | 50,000 | 50,000 |
|    |   | # Copy (Key Crops)             | 10,000                   | 0                       | 2,500         | 0                              | 0                          | 4,300             | 5,700  | -      |