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# AGRO-INPUTS PROJECT IN BANGLADESH

Quarterly Progress Report  
Year 3: October 1, 2014 – December 31, 2014



January 31, 2015

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

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# USAID Agro-Inputs Project in Bangladesh

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## Acronyms

ACME	USAID Accelerating Capacity for Monitoring and Evaluation
AESA	USAID Agricultural Extension Support Activity Project
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
BCPA	Bangladesh Crop Protection Association
BEC	Business Ethics Committee of AIRN
BFA	Bangladesh Fertilizer Association
BMT	Business Management Training
BRAC	Bangladesh Rural Advancement Committee
BSA	Bangladesh Seed Association
CA	Cooperative Agreement
COP	Chief of Party
CPP	Crop Protection Product
DAE	Department of Agricultural Extension
DQA	Data Quality Assessment
EDDR	Environmental Due Diligence Review
EPA	U.S. Environmental Protection Agency
FTF	Feed the Future
FO	Field Officer
GIS	Geographic Information System
GLC	Gender Lens Committee
GoB	Government of Bangladesh
ISC	Industry Skills Committee of AIRN
KII	Key Informant Interview
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
SSA	Spatial Systems Associates
STTA	Short-Term Technical Assistance

TOT            Training of Trainers  
USAID        U.S. Agency for International Development  
WHO         World Health Organization

## 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>	Spatial Systems Associates Capacity Building Service Group The Nielsen Company (Bangladesh) Ltd. GMark Ashroy Foundation <i>Banchte Shekha</i> Association of Voluntary Actions for Society (AVAS)

### 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 designed to build the capacity of 3,000 registered retailers in 20 Feed-the-Future (FTF) districts to supply quality agricultural inputs to over one million farmers. Among the 3,000 retailers, 300 will be women-owned. All retailers will be supported to make informed business decisions for efficient, ethical, and science-based operations.

AIP distributes an Ag-Inputs Monthly Price Outlook Bulletin (MPOB) primarily for seeds, fertilizers and plant protection products. The bulletin is underpinned by geographic information systems (GIS) to depict a visual representation of input distribution networks, transportation infrastructure, client concentration, cropping patterns, product and price trends, and other important business information.

Improving quality control standards and regulatory constraints involves working with industry associations and the Government of Bangladesh (GoB) to improve industry standards for major crops, and build capacities of associations to assert their voice to the GoB. In addition, AIP is working with private sector agricultural associations to identify constraints in the implementation of existing regulations, particularly in seed.

Finally, AIP is building the capacity of local organizations through capacity building to organizations such as business associations, NGOs, and AIRN. Capacity building, following an organizational capacity assessment (OCA) is tailored to each organization in order to conform with realistically achievable outputs for the participating organizations.

## Executive Summary

### Intervention 1

AIRN's membership advanced strongly through drives which took place in Y3Q1 in 24 new *upazillas*. To date, 1503 members have joined AIRN from 59 *upazillas* within 16 districts. Of these, 650 AIRN members have earned accredited status; the remaining will be awarded accredited status after having completed the required basic trainings. Through cost-sharing with five input supply companies, and separately by a third party consultant "GMark", a total of 1,705 retailers have received the basic trainings; thus, 1,055 (1,705 – 650) trained retailers presently await accreditation. Towards formation of AIRN's governing body, small group discussions with wholesalers and retailers were led during this quarter in seven project districts as a step in the selection process of members of the (temporary) Advisory Board, and to elicit feedback on draft goals, objectives, and member services of AIRN. This process will also assist in further development of a draft AIRN business plan to be completed in Y3Q2. The GoB registration of AIRN commenced in Y2Q4 and will be completed in Y3Q2.

A confidential report on the results of Lal Teer Seed Company's (Lal Teer) internal quality control assessment was drafted during this reporting period and is under internal AIP review. The initial outcome of the assessment is encouraging with the company having scored 89 out of 100 possible points against objectively applied rating criteria.

Towards matching grants to create female owned and operated agro-inputs' retailerships, partner NGOs received 21 full application forms which were submitted to the AIP Khulna grants team; the AIP's grants team physically verified the accuracy of all applications through site visits. Of these, the Dhaka-based Grants Review Committee approved 16 applications out of 17 submitted. In this initial application review meeting, the application scoring sheet was simplified and the matching grant agreement form was revised for clarity.

Towards the Directory of Companies and Wholesalers, the third party consultancy completed and submitted its deliverables in Y2Q4: a "master list" of fixed (not mobile) GoB-registered agro-input retailers in the FTF zone, and the Directory itself. The latter was copy edited during this quarter for printing and dissemination in Y3Q2.

Through its MOU with ACI, and to build master trainers within ACI, AIP conducted a master trainer training (TOT) for 6 ACI staffers with good aptitude. Two master trainers from the USAID-funded Aquaculture for Income and Nutrition (AIN) project attended, as did 3 AIRN field officers – the latter to build in-house training-of-retailers' skills. AIP conducted a domestic study tour for 24 AIRN *ad-hoc* committee representatives in December 2014 to facilitate participation in the AIRN Agro Tech Fair in Jessore. Based on the experience of AIP's first international study tour to India in year 2, AIP is currently planning a second international study tour to Thailand, and is developing a detailed concept note to define learning objectives and activities for a certificate level course to be administered during the tour.

Based on content for a jointly produced seed e-book developed by AIP and the Agriculture Information Service (AIS) of the Department of Agricultural Extension (DAE), AIS provided a draft design and the final product is to be produced in Y3Q2. In addition, AIP is reviewing the content of the fertilizer e-book compiled by an expert local consultant. AIP is expecting to finalize 3 e-books (seed, fertilizer, and crop protection products (CPPs)) in Y3Q2. Also during this reporting quarter, AIP drafted 3 posters on the recognition of quality seed, fertilizer, and CPPs, which AIP plans to publish and distribute to agrodealers in the next quarter. The AIRN membership brochure was revised to add information of a new membership class: "provisional" member status. This membership class is for retailers, e.g. female grantees, who have an avowed intention to become AIRN members but do not yet have a form of GoB license.

During this quarter, AIRN fact sheets were disseminated amongst 5,000 potential member retailers, stakeholders, and the public at large via AIRN membership drives, field demonstrations, and the AIRN Agro Tech Fair. In addition, AIRN promotional and marketing materials - wall calendars and key chains with AIRN messaging - were distributed amongst retailers and other stakeholders. In addition, AIRN was promoted during the Agro-Tech Fair by publishing five advertisements in three national, one local, one online daily and advertisements on local cable television and local community.

During the reporting period, AIP broadcasted messages to the general public through AIS's Community Radio. These messages focused on nutrition, nutritious food, and the availability of

nutritious crop seeds at AIRN members' shops. AIS's Community Radio broadcasted this in the FTF zone 6 times through Community Radio affiliates: Krishi Radio, Radio Nalta, and Radio Sundarban.

### **Intervention 2**

During this reporting period, three issues of the Monthly Price Outlook Bulletin (MPOB) were published and distributed among AIRN member retailers and other stakeholders. In December 2014, a quick survey was conducted amongst a sample of AIRN member retailers to collect feedback on the usefulness of MPOBs, in order to refine and improve the product. The survey found that most AIRN retailers find the MPOB very useful; many have secured better prices from their wholesalers, and others have become aware of most prominently traded products.

The fourth short-term consultancy by Spatial Systems Associates (SSA) took place in Bangladesh this quarter, during which several significant key tasks were accomplished. The most significant development was the launching of the new GIS-MIS web base user interface. This interface displays point data and attributes collected from the field on the input supply side, overlain with base layers from the demand side (agrodealers, farmers). This first version of the GIS-MIS was first introduced to AIRN and AIP staff, to different input companies, and finally to USAID to elicit feedback on its usefulness, format, and eventual financial and service sustainability.

AIRN, with support from AIP, organized its first international AIRN Agro-Tech Fair in Jessore in early December 2014. The fair's theme was "Our Green Future: Environmentally Sound, Quality Agro-Inputs for Enhanced Food Production". Approximately 15,000 visitors attended the three-day fair. More than 100 stalls displayed state-of-the-art technologies, quality seeds, fertilizers, crop protection products, aquaculture feed and technologies, animal feed and technologies, and agro-tech machineries from 90 domestic and international companies. The fair hosted seven seminars to highlight modern innovations and solutions to agricultural constraints, with topics covering fertilizers, seeds, pesticides, nutritious crops, aquaculture, and irrigation.

Field demonstrations of quality products continued in Y3Q1. Nearly 300 demo plots were proposed for collaborative demonstration and farmer field days in concert with 3 companies; of these, 155 were found allowable under AIP's EDDR criteria. These 155 are in progress and will continue through Y3Q2. Through collaboration with the USAID Agriculture Extension Support Activity Project (AESA) AIP established 21 collaborative demonstration plots on chili and mung bean seed in Jessore, Barisal, and Patuakhali districts with seed supplied by Lal Teer. This quarter AIP, with participating input companies, organized 93 farmers' field days.

### **Intervention 3**

AIP held several meetings with the Bangladeshi Seed Association (BSA) this quarter to organize jointly a discussion meeting on the implementation status of the seed regulatory framework (the National Seed Policy 1993; the Seed (Amendments) Act 1997 and 2005; and the Seed Rules (1998)) and its impact on private sector stakeholders. The intention of this meeting is to bring a private seed sector voice to the GoB through discussion on better implementation of the seed regulatory framework. Preparation for this meeting is ongoing and the meeting will be held in the next quarter.

### **Intervention 4**

During this quarter, an Organizational Capacity Assessment (OCA) was initiated and completed with BSA and a presentation was made on the findings to the BSA leadership. On this basis, a limited Organizational Capacity Development (OCD) is slated to begin in Y3Q2 following further discussion with the association on the nature and degree of such activities. An MOU with the Bangladesh Crop Protection Association (BCPA) was completed in Y3Q1, with the Organizational Capacity Assessment to begin in Q2. Similarly an MOU was signed with the Bangladesh Fertilizer Association (BFA) with an OCA process also to be conducted in Y3Q2.

### **Monitoring and Evaluation**

In Y3Q1, USAID's Accelerating Capacity for Monitoring and Evaluation (ACME) Project conducted a thorough desk review of AIP's M&E systems, as the first part of a Data Quality Assessment (DQA). Part 2 of the DQA - examining methods and accuracy of field data collection - is scheduled for February 8-10, 2015.

## Year 3, Quarter 1 Progress Report: October 1, 2014- December 31, 2014

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

#### 1.1.1 Selection of 90 out of 122 *upazillas* in 20 FTF districts

During this reporting period, the AIRN membership drive took place in 24 *upazillas*. As of the end of December 2014, a total of 1,503 members have joined AIRN from 59 *upazillas* in 16 districts. Of these, 650 trained retailers have awarded as AIRN accredited members and the remaining retailers will be awarded with accredited membership status after having completed the required training, which includes agri-business management and business ethics, agronomic use of inputs, and safe and judicious use of pesticides.

In addition, five private sector input supply companies, namely Syngenta Bangladesh Ltd., Bayer Crop Science, Lal Teer, Global Agrovet Ltd., ACI, and GMark Consulting Ltd., (a training organization) provided training to 1705 retailers in a total of 90 *upazillas* (see table 1 and figure 1).

**Table 1: *Upazillas* under AIRN membership drive as of December 31, 2014**

SN	<i>Upazilla</i>	District	Division
1.	Babuganj	Barisal	Barisal
2.	Bakerganj		
3.	Banaripara		
4.	Barisal Sadar		
5.	Wazirpur		
6.	Agailjhara		
7.	Jhalokati Sadar	Jhalokati	
8.	Nalchiti	Patuakhali	
9.	Rajapur		
10.	Patuakhali Sadar	Pirojpur	
11.	Nesarabad (Sorupkhati)		
12.	Najirpur	Bhola	
13.	Pirojpur		
14.	Bhola sadar	Faridpur	Dhaka
15.	Faridpur Sadar		
16.	Nagarkanda		
17.	Sadarpur		
18.	Saltha		
19.	Boalmari		
20.	Alfadanga		
21.	Bhunga		
22.	Madhukhali		
23.	Kotalipara		
24.	Gopalganj sadar		
25.	Tungipara		
26.	Bagher Para	Jessore	Khulna
27.	Jessore Sadar		
28.	Jhikargacha		
29.	Manirampur		
30.	Chougasa		
31.	Keshobpur		
32.	Batiaghata	Khulna	
33.	Dacope		
34.	Dighalia		
35.	Dumuria		
36.	Phultala		
37.	Terakhada		
38.	Pykgasa	Jhenaidah	
39.	Jhenaidah Sadar		
40.	Kaliganj		
41.	Horinakundo		
42.	Sailocupa	Bagherhat	
43.	Maheshpur		
44.	Fakirhat		
45.	Chitolmari		
46.	Bagherhat Sador	Satkhira	Khulna
47.	Kachua		
48.	Mollahat		
49.	Satkhira sadar		
50.	Kolaroa		



### **1.1.2 Assessments of private sector agricultural input companies**

AIP is conducting assessments of the internal quality control mechanisms of AIP partner companies dealing in crop protection products, seeds and fertilizer. The aim is to examine the soundness of the company's internal quality control procedures and provide actionable recommendations, not to rate or test individual company products.

During this reporting period, the AIRN Supply Chain Advisor (ASCA) completed his assessment in accordance with AIP's MOU with Lal Teer. The methodology of the assessment included structured interviews with production management staff, processing staff, marketing, sales and distribution staff, as well as field visits. A standard questionnaire was developed that covered most key supply chain elements including production, processing and distribution.

A confidential report on the results of Lal Teer's internal quality control assessment has been prepared. The outcome of the assessment is encouraging, as the company scored 89 out of 100 points. A SWOT (strengths, weaknesses, opportunities and threats) analysis of Lal Teer's supply chain was also carried out. For example, one finding from the SWOT notes that while Lal Teer is the first research-based and largest private seed company in Bangladesh, its seed processing is not fully automated, which impedes its full production potential. Recommendations included in the report are designed to improve the effectiveness of Lal Teer's supply chain. The assessment report will be shared with the company in the next quarter.

During this reporting period, the ASCA also worked on devising a rating system to assess the internal quality control mechanism of companies dealing in crop protection products. One local STTA (chemical expert) was identified to review the rating criteria and assist the ASCA on technical aspects of crop protection products.

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

No further training needs assessments were completed this quarter.

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

During the quarter, AIRN gained additional members and *upazilla* ad hoc committees. These exact figures are reported in 1.1.5a. Small group discussions with wholesalers and retailers commenced in seven project districts as part of the identification process of the Advisory Board members. These discussions elicited feedback on draft goals, objectives, and member services of AIRN. This process will also assist in the further development of a draft AIRN business plan, which will be completed in Q2 (see section 1.1.5).

Once formally organized, the AIRN coordinator will draw upon the AIRN Advisory Board to solidify AIRN's purpose, bylaws, member services, and membership requirements. The AIRN Advisory Board will also play a critical role in identifying criteria to retain AIRN accreditation. The decisions of the Advisory Board will serve to guide the organization on an interim basis, and the members will be charged with organizing a general membership meeting to elect the AIRN executive board. At that time, the Advisory Board's recommendations will be presented to the membership for consideration and affirmation or revision.

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

At the end of Q1 59 *upazilla* AIRN "ad-hoc" committees were formed, and a total of 1,503 AIRN members 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, a total of 1,705 retailers were trained in this quarter.

As noted in the Y2Q4 progress report, a barrister was engaged to secure the licensing and registration of AIRN. Draft bylaws required for the registration and licensing process were prepared by the barrister, and will be reviewed by the Advisory Board and amended as that body finds necessary and appropriate. The AIRN registration process commenced in the final quarter of Y2 with submission of all required documentation to the GoB, and will be completed in the first half of Y3.

AIRN added an additional "provisional" transitional membership class to its current associate and accredited membership categories in Q4 of Y2. The provisional membership was developed to provide a mechanism to assist prospective (principally women) retailers in their process of establishing an agro-inputs shop. It requires a membership commitment to AIRN and provides for limited services (e.g., obtaining required GoB licenses, and small grant application development support). By the end of Q1, 14 provisional members (women retailers) joined

AIRN.

### 1.1.5a AIRN Membership Drive

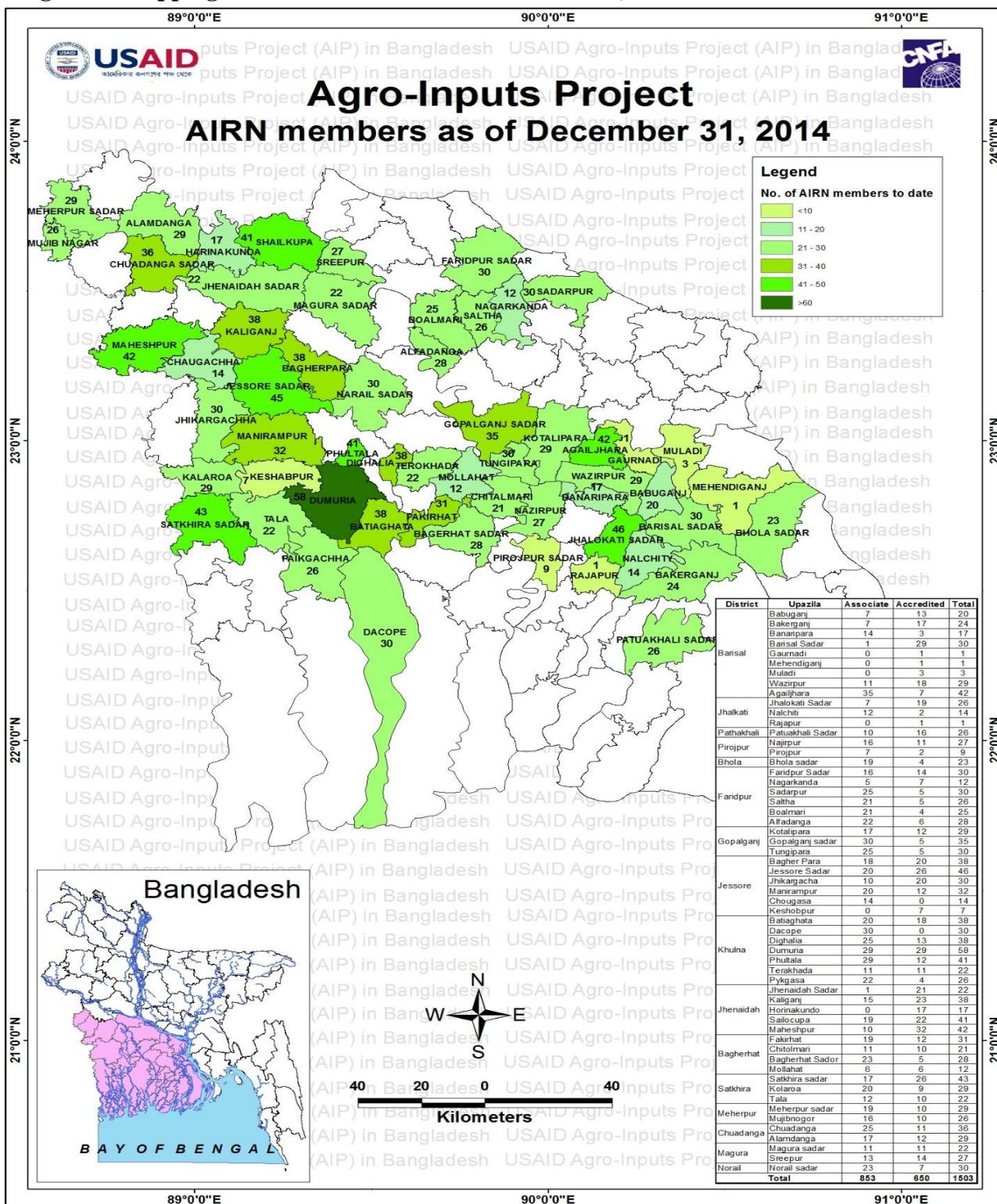
During the reporting period, AIRN successfully organized membership drive events in 24 *upazillas*, resulting in the recruitment of 721 new retailer members (see table 2 and figure 2). To date, AIRN's membership of 1503 is comprised of 650 accredited members and 853 associate members from 59 *upazillas* under 16 districts. For new accredited members, signature of the business code of conduct was required, while new members were also oriented to participate in AIP M&E collection and other activities.

**Table 2: AIRN members as of December 31, 2014**

Division	District	Upazilla	Associate	Accredited	Total member
Barisal	Barisal	Babuganj	7	13	20
		Bakerganj	7	17	24
		Banaripara	14	3	17
		Barisal Sadar	1	29	30
		Gournadi	0	1	1
		Mehendiganj	0	1	1
		Muladi	0	3	3
		Wazirpur	11	18	29
		Agailjhara	35	7	42
	Jhalkati	Jhalokati Sadar	7	19	26
		Nalchiti	12	2	14
		Rajapur	0	1	1
	Pathakhali	Patuakhali Sadar	10	16	26
	Pirojpur	Najirpur	16	11	27
		Pirojpur	7	2	9
Bhola	Bhola sadar	19	4	23	
Dhaka	Faridpur	Faridpur Sadar	16	14	30
		Nagarkanda	5	7	12
		Sadarpur	25	5	30
		Saltha	21	5	26
		Boalmari	21	4	25
		Alfadanga	22	6	28
	Gopalganj	Kotalipara	17	12	29
		Gopalganj sadar	30	5	35
		Tungipara	25	5	30
Khulna	Jessore	Bagher Para	18	20	38
		Jessore Sadar	20	26	46
		Jhikargacha	10	20	30
		Manirampur	20	12	32
		Chougasa	14	0	14
		Keshobpur	0	7	7
		Khulna	Batiaghata	20	18
	Dacope		30	0	30
	Dighalia		25	13	38
	Dumuria		29	29	58
	Phultala		29	12	41
	Terakhada		11	11	22
	Pykgasa		22	4	26
	Jhenaidah		Jhenaidah Sadar	1	21
		Kaliganj	15	23	38
		Horinakundo	0	17	17
		Sailocupa	19	22	41
		Maheshpur	10	32	42
	Bagherhat	Fakirhat	19	12	31
		Chitolmari	11	10	21

Division	District	Upazilla	Associate	Accredited	Total member
		Bagherhat Sador	23	5	28
		Mollahat	6	6	12
	Satkhira	Satkhira sadar	17	26	43
		Kolaroa	20	9	29
		Tala	12	10	22
	Meherpur	Meherpur sadar	19	10	29
		Mujibnogor	16	10	26
	Chuadanga	Chuadanga	25	11	36
		Alamdanga	17	12	29
	Magura	Magura sadar	11	11	22
Sreepur		13	14	27	
Norail	Norail sadar	23	7	30	
<b>Total</b>			<b>853</b>	<b>650</b>	<b>1503</b>

Figure 2: Mapping of AIRN members as of December 31, 2014



### 1.1.6 Credit Guarantee Fund

AIP has a \$250,000 credit guarantee facility for AIRN member-retailers, designed to increase lending to agro-retailers by reducing the risk to banks and/or MFIs. To expand the amount of

loans supported by this guarantee, AIP investigated partnerships in which 50% of the risk is borne by the AIP guarantee, with the other 50% taken on by the financial institution itself. As a result of this decrease in risk for the lender, it is anticipated that AIRN member borrowers will also receive more favorable terms than typically offered by the lenders.

In late 2013, USAID announced a larger program for a credit guarantee with BRAC Bank and urged AIP to look into collaboration. AIP organized meetings to advance its relationship with BRAC to clarify details about BRAC’s DCA-backed “*Annono*” loan product. As a result, BRAC formalized terms under which it would be prepared to offer clients. In June 2014, BRAC Bank provided AIP a survey questionnaire designed to assess 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 loans, agricultural bank loans), current credit practices by the retailers, availability of sources of financing, monthly average receivables, and payables.

AIP completed the market survey with the help of the Nielsen Company (Bangladesh) Ltd. Nielsen conducted the survey covering geographic areas: Faridpur, Khulna, Barisal, and Jessore. 467 retailers were contacted from 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. In September 2014, AIP shared the survey results with BRAC and discussed interest rates and partnership modalities. Based on the survey result, BRAC prepared a draft concept paper and planned to share it with AIP in December. However, due to end of year closing of accounts, the meeting was postponed.

**CREDIT SURVEY BASELINE  
REPORT HIGHLIGHTS**

Of 400 agro-retailer respondents, 41% reported having received credit in some form. These retailers, who sell seed, fertilizer, and/or crop protection products, borrowed funds with a median of 300,000 BDT. Credit sources varied but included formal banks, such as BRAC Bank, Sonali Bank, Krishi Bank, Grameen, and others; NGOs; supplier credit, and personal loans. Interest rates were reported to range from 3% to 25%, with an average of 16%.

Of the 400 respondents, the types of financial facility desired were reported as follows: interest-free or low-interest loans, loans with monthly installments, and agricultural (seasonal) loans.

#### **1.1.7 Gender Lens Committee**

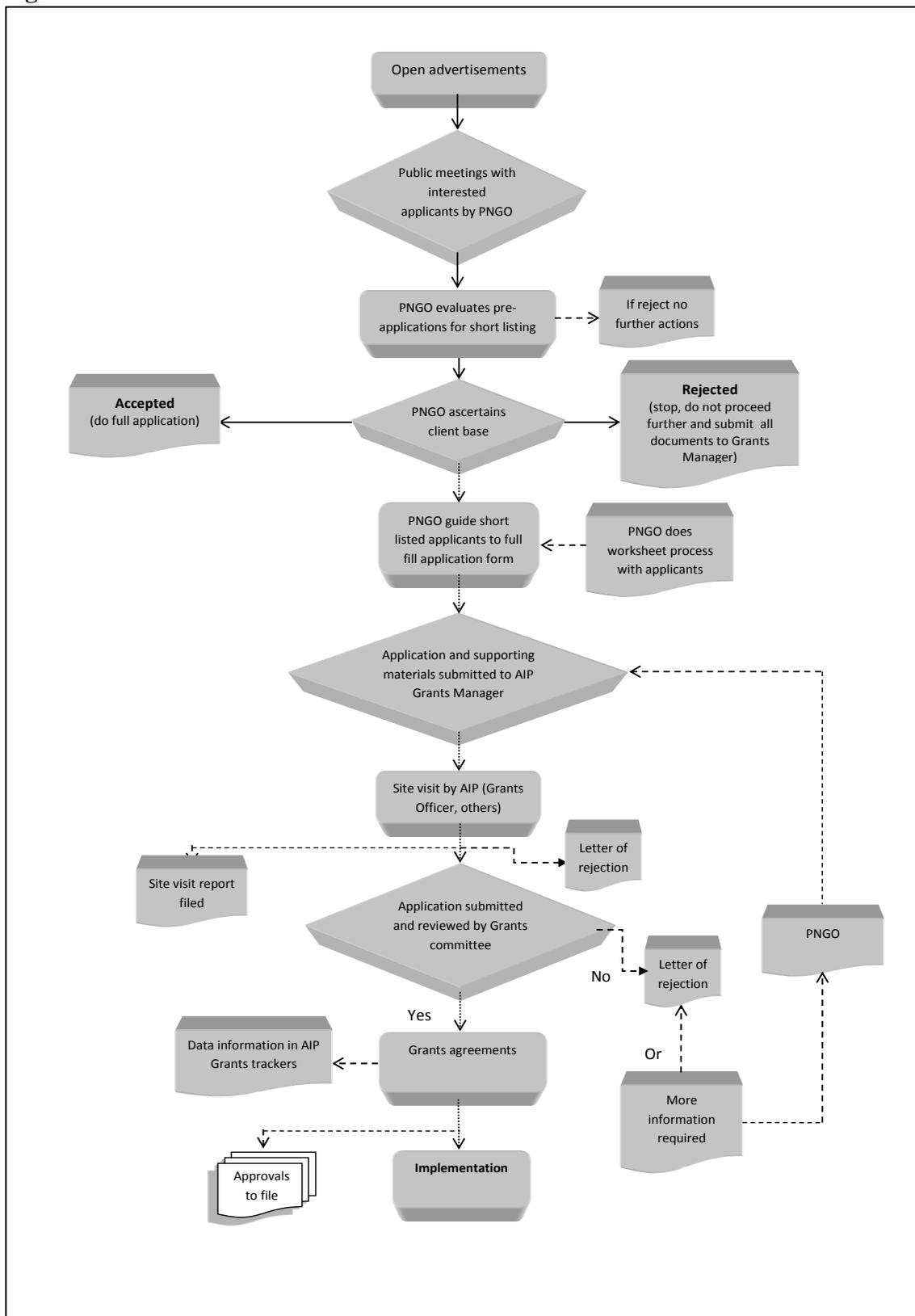
During this reporting period, a Gender Lens Committee (GLC) meeting was held and chaired by the AIP Gender Specialist. Nine participants, including representatives from AIP, AIRN, and its partner NGOs (PNGOs) attended the meeting, as well as PNGO female master trainers who served as resources for information feedback on GMark trainings. During this meeting:

- GLC members highlighted the female-grantee identification process developed by AIP to be followed by PNGOs
- GLC members received an update on AIRN and discussed upcoming demo plots (by women retailers) as a promotional business strategy
- The group endorsed women-friendly furniture lists to be available for future women grantees with in-kind grant funds
- The group discussed the AIP matching grant cost-sharing process and requirements (up to \$1,000)
- GLC and female master trainers of PNGOs helped facilitate an agreement on an approach, strategy, method, and process for training of women retailers. This outcome was shared with the AIP Senior Training Advisor and GMark to customize existing training modules.
- GLC members completed an action plan for the next quarter.

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

AIP has outsourced field-based functions to create women-run agro-inputs retailers, with a division of labor between 3 partner NGOs (PNGOs) and AIP staff. The workflow is illustrated Figure 3 below:

**Figure 3: Grants workflow chart**



AIP provided capacity building assistance to the three PNGOs to help the organizations efficiently perform their roles in the matching grant making process, as it is not a widely practiced development assistance mechanism in Bangladesh. In November 2014, AIP organized a third refresher training on tools, methods, and processes for PNGOs and their field staff. Specific outcomes of the training included:

- The full application form was revised based on field experience of three PNGOs and AIP staff;
- PNGOs received clarification on financial terms and conditions of their cost-reimbursable contracts;
- The team reviewed and clarified the process by which benchmarks will be calculated (in the initial “worksheet” used before filling in a full application); and
- Based on lessons learned by field staff, the process for “securing an agro-input retailer client base” was fully developed into a standardized format.

In Q3 PNGOs completed 21 public meetings with initially interested applicants in Khulna, Jessore, and Barisal regions. There were a total of 883 women participants in attendance, which

resulted in 196 women completing the pre-application form, which in turn is the basis for shortlisting. PNGOs received estimated client bases from the shortlisted applicants in order to validate their communities' acceptance of their role as agro-input retailers and to confirm that enough clients exist in proximity to operate a profitable business.

As an outcome, PNGOs completed 21 full application forms with benchmarks of potential applicants, which were submitted to the AIP Khulna grants team. Subsequently, AIP's grants team conducted site visits to verify the accuracy of each short-listed application.

The Dhaka-based Grants Review Committee approved 16 applications out of 17 submitted. In this initial application review meeting, the application scoring sheet was

simplified. The matching grant agreement form was also re-examined with changes made. At quarter's end CNFA's head office compliance team is doing final touches whereupon grant agreements will be signed and implementation begun.



Subsequently, PNGOs completed 3 village-based sessions for 16 potential grantees to garner support from their communities. In total 107 members of the community attended: family members, representatives of local elected bodies, NGO workers, staff and volunteers of FTF projects working in the same community, bazaar committee members, "positive deviants" (community members (male and female) who play positive roles to advance the acceptance of women agrodealers), and male retailers.

### **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 of Y2. 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 and who have supply chains extending into the FTF zone. These data sets required scrutiny for accuracy and completeness. The M&E unit consequently reviewed the collected data and finalized the documents, which will now be copy-edited by AIP's communication unit prior to publishing.

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

During the Q4 of Y2, an Organizational Capacity Assessment (OCA) was completed with BSA, and a presentation on the OCA findings was made to the BSA membership. Based upon the results of the OCA as expressed in the Organizational Capacity Assessment Tool (OCAT), and BSA's current limited capacity to properly initiate OCD, AIP made a determination to limit further OCD to the following two activities: assisting BSA in growing its membership, and; determining implementation initiatives to pursue with regard to the Seed Policy Framework.

An MOU with BCPA to include among its provisions the OCA/OCD process was completed with the OCA to begin in Y3Q2. Similarly an MOU was concluded with the Bangladesh Fertilizer Association (BFA) with the OCA process also to be conducted in Y3Q2.

### **1.2 Trainings/Seminars/National and International Study Tours**

#### **1.2.1 Development of Training Modules**

In addition to training topics such as agri-business management and ethics (created by Briddhi, a local consulting firm) and safe and judicious use of agrochemicals (BCPA materials), AIP included a new module on the production of high-density nutritious crops, as well as information on AIRN membership and environmental safety-net procedures at the retail shop. AIP engaged a

consultant to review the existing modules and develop a four-day schedule to include a trainers' session plan, pre- & post- testing, handouts, and participatory methodologies.

### **1.2.2 Master Trainer Selection, Training of Trainers (TOT), and Trainings**

**Master trainer selection process:** AIP and the USAID-funded Aquaculture for Income and Nutrition (AIN) project met to explore opportunities to include fish feed & nutrition in agro-inputs retailers' training. Two participants from AIRN participated in AIP's TOT to observe the training process and develop ways to integrate fish feed content into the existing GMark retailers' training module.

In addition, ACI selected 6 participants with good facilitation skills, energy, interest in conducting retailers training sessions and coordinating training management in the field to be trained by AIP/GMark as master trainers. These ACI-nominated attendees participated in the AIP TOT and will proceed to work as certified trainers to train ACI-affiliated agro-retailers.

**Training of trainers' course:** AIP organized a four-day long TOT course on 'Krishi Upokoron Satik Bebohar O Bikroy Bishok Training' (proper/appropriate use and sales of agro-inputs related training). A total of 8 participants from ACI and AIN attended the course. The Dhaka-based training was envisioned to provide learning on quality use of agro inputs, business promotion skills, nutritional aspects, and safe & judicious use of pesticides. The key objective of the TOT course was to improve capacity of trainers on facilitation skills and delivery of the technical subject matter such as business management, crop production technology, nutrition, and safe use of pesticides to input retailers. Three subject matter experts conducted the four-day long TOT with the support of AIP management.

The TOT was designed to follow participatory methods, adult learning principals and various hands-on techniques to create an enabling learning environment. The training included pre- and post-testing and results were shared among the participants.

**Agricultural inputs sales and use training:** Through its partner "GMark", AIP conducted 4 batches of *Krishi Upakoron Satik Babohar O Bikroy Bishok* training ("Appropriate use and sales of agricultural inputs") in this reporting period. GMark master trainers (male and female) successfully conducted these three-day trainings for a total of 103 AIRN member retailers. Training included topics such as agribusiness and ethics, nutrition, agronomic practices for various crops, and the safe and judicious use of pesticides.

Bayer Crop Science Limited (BCS) also provided a three-day training to the retailers on agribusiness and ethics, safe and judicious use of pesticide and agronomic specifications of their proprietary products. They conducted 5 batches of three-day retailer training during this quarter. A total of 161 retailers participated in the training.

**Environmental compliance for ACI master trainers and AIRN field officers (FO):** A half-day training on environmental compliance was held in Dhaka in December. A total of 11 participants from ACI (6) and AIRN FOs (5) took part in the training. AIP Environment Specialist facilitated the training, and presented basic concepts on environmental compliance, allowed and rejected pesticides, AIP's PERSUAP, safer use of pesticides at demonstration plots, environmental evaluations of demo plots using an approved AIP checklist, as well as environmental safety at retailer shops.

**National study tour:** AIP conducted a domestic study tour for 24 AIRN ad-hoc committee representatives in December to participate in the AIRN Agro Tech Fair 2014 in Jessore. The objectives of the study tour were:

- to observe, learn and take ownership of the fair as an organizer;
- to meet various stakeholders participating in the fair; and,
- to become aware of new agricultural technologies and to take advantage of trade opportunities.

Study tour participants included AIRN retailers from Jhenaidaha, Faridpur, Barisal and Khulna (including one female dealer). In addition, 2 participants each from Bangladesh Seed Association (BSA), Bangladesh Crop Protection Association (BCPA) and Bangladesh Fertilizer Association (BFA) participated in the fair and manned their respective association's booth/stall during the Agro Tech Fair in order to discuss their activities with visitors. The participants expressed their excitement on visiting such a demonstration of new technologies and immediately planned to

disseminate the learning and best practices (observed during the study tour) in their respective *upazilla*.

**International study tour:** Based on the experience of AIP's 1<sup>st</sup> international study tour to India in August 2014, AIP is currently planning a 2<sup>nd</sup> international study tour to Thailand. To this end, AIP is developing a detailed concept note to define learning objectives and activities. AIP intends to couple industry meetings, field visits, and business-to-business meetings with a structured course or training on relevant agro-input topics. The tour is expected to take place in Q3.

### **1.3 AIRN Promotion - Prepare and Distribute Brochures**

During membership drives, field demonstrations, agricultural fair AIRN brochures and AIRN fact sheets have been disseminated among 5,000 potential member retailers, and a broad array of industry stakeholders. For promoting AIRN, a bilingual one page brief has also been disseminated among 2,000 visitors during the December 2014 AIRN Agro-Tech Fair in Jessore.

The AIRN brochure was revised to include new membership criteria with regards to provisional members. It also now emphasizes World Health Organization (WHO) color codes as a provision for accredited members while displaying and arranging pesticides in their shops, along with the general practices of cleanliness. In addition, the revised brochure promotes the newly established call center, which will receive complaints and suggestions from farmers and retailers with the aim of improving the supply of quality agro inputs products.

The AIRN fact sheet was updated with the current number of AIRN members, brief description of key AIRN activities e.g., training of trainers (TOT), membership drives, farmer field days, press briefings, and national and international study tours. To reach a wider audience, the AIRN brochure and fact sheet were produced in both English and Bangla.

In addition, during the AIRN Agro-Tech Fair, four brochures and one "souvenir" publication were produced that contained brief write-ups on AIRN and its objectives. Around 1,000 copies of five brochures were distributed to 200 national and international agro-input companies and agro-business associations. These publications contain audience-specific information e.g., dairy, poultry and aquaculture; seeds, fertilizers, crop protection products; agro-machinery; grain and food processing, packaging technology. For promoting branding of AIRN, the souvenir has been disseminated among 500 stakeholders during the agricultural fair.

#### **1.3.1. Branding and Marketing Campaign for AIRN**

In FY 3 Quarter 1, as promotional and marketing material 2,000 wall calendars and 5,000 key chains (rings) having messages of AIRN have been distributed among retailers and other stakeholders during the AIRN Agro-Tech Fair.

The summer issue of the AIP newsletter (Bangla version) was produced and distributed among member retailers and other readers. This version was a translation of the English newsletter that covered a success story, news of the international study tour, news of an MOU with one business association, remarks of AIRN members and one interview of AIP staff. AIP Communications staff also finalized content for "miking" (use of amplifier) messages about the AIRN membership drive for women retailers.

In addition, AIRN was promoted during the Agro-Tech Fair by publishing five advertisements in three national, one local and one online daily. One advertisement in local cable television and one advertisement in local community radio also provided a good opportunity to promote AIRN among the general public.

Toward AIP's quality inputs awareness media campaign "Do you know" or "*Apni Janen Ki*" the AIP Communications Team assessed multiple media firms who had submitted their expression of interest (EOI). Vetting firms according to five criteria: work experience; track record of success; innovative implementation; reputation; and ability to conduct an ongoing media campaign for AIRN audiences (farmers, agro-inputs retailers, agro-inputs business associations and general public). Three introductory meetings were conducted with firms to understand their capacity on running media campaigns especially related to agriculture. During these meetings AIP identified two firms with experience in implementing agricultural campaigns.

However, in further discussion, it was decided that an AIRN media campaign "Do you know" or "*Apni Janen Ki*" run entirely by a media firm might not bring very successful results. Therefore,

the team is currently identifying key campaign activities that can be achieved by AIP and where support may be needed from media firms or the Agricultural Information Service (AIS), a publication and media wing of the Ministry of Agriculture.

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

During the reporting period, AIP shared AIP/AIRN related messages to the general public by broadcasting one talk show on nutrition, nutritious food, and the availability of nutritious crop seeds at AIRN members' shops. AIS supported the effort by broadcasting this message 6 times on its 3 community radio stations, namely Krishi Radio, Radio Nalta, and Radio Sundarban.

### 1.3.3. E-Books Improvement

In collaboration with AIS, AIP is working to produce three e-booklets on seed, fertilizer and the safe use of crop protection products. Based on draft content for the seed e-book from AIP, AIS has submitted a draft design. Meanwhile, AIP has finalized the content that will be shared with AIS for final publication shortly. In addition, AIP is reviewing the content of a fertilizer e-book that was authored by a short-term local consultant. AIP is expecting that in the next quarter these three e-books and their printed versions will be available to farmers, agro-inputs retailers and extension agents.

In addition, AIP has drafted 3 posters on seed, fertilizer and pesticides during the quarter which are due for publication and dissemination in Q2Y3

### Summary of Intervention 1 Key Activities for Next Quarter

In Y3Q2, AIRN is designing to increase its total member retailers' from 1,503 to 2,253 members while accredited members will be 1,050. To reach 750 new retailers' as associate members, the AIRN membership drive event will take place in new 28 *upazillas*. AIRN is also working to train 400 more retailers toward accredited membership status.

The new 28 *upazillas* where the AIRN membership drive will take place are listed in table 3 below.

**Table 3: AIRN membership drive plan for Y3Q2**

Division	District	Upazilla
Barisal	Barisal	Gournadi
	Bhola	Lalmohan
		Daulatkhan
	Borguna	Amtolai
		Borguna sadar
	Jhalokati	Kanthalia
	Pirojpur	Zianagar
		Mathbaria
		Bhandaria
	Patuakhali	Mizagnaj
Dosmina		
Dhaka	Gopalganj	Kashiani
		Muksudpur
	Madaripur	Madaripur Sadar
		Kalkini
Khulna	Bagherhat	Morreiganj
	Chuadanga	Jibannagar
		Damurhuda
	Jessore	Abhaynagar
		Sharsha
	Jhenaidah	Kotchandpur
	Magura	Shalikhha
	Meherpur	Gangni
	Narail	Lohagara
	Satkhira	Kaliganj
		Assasuni
Debhata		
Khulna	Rupsha	

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. Prior to AIRN registration, a general membership meeting will be held to formally organize the Network and elect of a Board of Directors. AIRN will pursue Registered Training Organization (RTO) status with the GoB and

explore potential collaboration with various donors, such as the United Nations International Labor Organization (ILO), in development of AIRN industry skills and continuing education training. 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.

In the next quarter, AIP is expecting to share the assessment findings of Lal Teer with the company management. On the basis of the assessment results and recommendations, the management of Lal Teer may take necessary actions to make their supply chain more effective.

During the quarter, AIP expects to conduct a 4-day TOT for AIRN FOs on appropriate use and sales of agro-inputs related issues. The project will conduct a national study tour for AIRN ad-hoc committee representatives in February 2015. The tour will take place at ACI formulation plant at Rajendrapur, Gazipur and will also visit seed wholesale market and Bangladesh Seed Association at Siddique Bazar, Dhaka. In addition, the project will complete its preparatory works for the 2<sup>nd</sup> international study course to be held in April-May 2015 i.e., preparing learning objectives, venue identification, initial participants selection, and communication with event management, budget preparation, and contract with event management. AIP will also take the lead to organize a meeting with BCPA, Katalyst & AIP to discuss on improvements to training videos in January 2015.

In addition, AIP will continue GMark training for women retailers and will follow-up (two by each PNGO) with six demonstration plots in Y3Q2. A scope of work (SoW) for a Women Empowerment in Agriculture Index (WEAI) assessment of newly created women retailers will be developed. The project is also working to finalize a training module and conducting a two-day WEAI training for respective PNGO staffs and AIRN female field officers.

In Y3Q2, AIP will work with partner NGOs and aims to approve 72 full applications for matching grants to establish women-run agro-inputs retailerships. This will be preceded by 16 public meetings (predicted to attract nearly 200 “pre-applications”) and 55 village-based “garnering support” sessions. AIP has also planned a quarterly coordination meeting between AIP and PNGOs, a 2-day refresher to discuss lessons learned on the grant making process, and a refresher training on environmental compliance for PNGOs.

## **Intervention 2: Market Information Systems**

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

The Monthly Price Outlook Bulletin (MPOB) has been updated and issued to all AIRN member retailers (both Associate and Accredited) every month since the inaugural September 2014 edition. MPOBs include the most recent wholesale price information, are printed cost effectively, and bulk mailed. In the first quarter of Year 3, three issues of MPOB were published and distributed amongst AIRN member retailers and other stakeholders.

In December 2014, a quick survey was conducted amongst a sample of AIRN member retailers to collect feedback on MPOB, in order to make it more useful. The survey revealed that most AIRN retailers have found the MPOB to be very beneficial, as they are receiving updated wholesale price information of the most prominently traded agro-inputs regularly. These 99 products include seed, fertilizers, and CPPs. On the basis of the price information in MPOBs, about 40 % of the respondents have managed to increase their businesses by adding new products in their shops. A good number of retailers have renegotiated with their wholesaler-dealers and reduced wholesale prices on the basis of the MPOB. About 40% of the respondents have recommended incorporating more products, especially newly introduced good quality products in future MPOBs.

#### **2.1.1 GIS Development**

GIS development activities, undertaken by Spatial Systems Associates (SSA) and AIP’s GIS Specialist continued during this quarter. A debriefing session took place with the USAID GIS specialist about the present status of AIP’s GIS-MIS.

The most significant development in the quarter was the launching of the new GIS-MIS web base user interface (version 1). This interface displays point data and attributes (supply side) collected from the field, overlain with base layers (demand side). It is designed to enable the user to perform critical analytical decision making about the FTF zone agro-inputs market and

targets different audiences: companies, AIRN governing members, wholesalers, possibly retailers (who are limited by lack of broad-band web connectivity and devices with large enough screens), donors, and FTF partners.

This first version of the GIS-MIS was introduced first to AIRN and AIP staff, then to various supply companies, and finally to the AOR and USAID GIS specialist to elicit feedback as to its usefulness, format, and eventual financial and service sustainability. This version is now being updated to “version 2” which will include new data sets. Along with suggested changes from these audiences, two important “supply side” point data sets will be incorporated from the results of the directory of companies and wholesalers, and enable all viewers to see locations and attributes of the approximately 1,700 wholesalers within the FTF zone, and of the 500+ companies selling within and into the FTF zone (see 1.1.9.1).

All initial usernames and passwords have been collected to give proprietary access to the system according to different user groups. Different user groups will have access with prescribed limits according to their needs. For example, companies with whom AIP has MOUs will not be able to see other companies’ proprietary point data given to AIP.

An FTF GIS coordination meeting took place in this quarter for FTF implementing partners, to wrap up data sharing through USAID Bangladesh’s ‘geo-portal’.

Other events and completed tasks in the quarter include:

- The GIS STTA and AIP’s GIS Specialist participated in a 2 day “e-Ag Conference” and presented on AIP’s GIS-MIS.
- One coordination meeting took place in this quarter with AIRN FOs with a GIS session to obtain feedback and solve common GIS data collection mistakes. One photography expert gave some basic ideas to the FOs, as they are collecting GIS point locations using geo-tagged photos.
- Regular strategic mapping was updated in this quarter (e.g. trainings-to-date map and membership drive map) and maps were also produced for the AIRN Agro Tech Fair.

## 2.2 Agricultural Exhibitions

AIRN, with support from AIP, organized its first international Agro-Tech Fair in Jessore in early December. The fair’s theme was “Our Green Future: Environmentally Sound, Quality Agro-Inputs for Enhanced Food Production”. It promoted cutting-edge agricultural technologies and



**Additional secretary, Ministry of Agriculture, Mr. Anwar Faruque is visiting AIRN stall in the fair.**

innovations to domestic distributors, wholesalers, retailers, farmers, and potential buyers. A third party contractor LIMRA Trade Fairs & Exhibitions (Pvt.) Ltd. supported AIRN to organize the fair including invitations to companies, stall installation, and advertising to potential participants.

The fair was inaugurated by Chief Guest Anwar Faruque, Additional Secretary, Ministry of Agriculture, and the Guest of Honor was Md. Nasir Uddin Khan, Additional Director, Department of Agriculture Extension, Jessore. Deputy Commissioner, Jessore, Dr. Md.

Humayun Kabir also participated as a special Guest speaker. . Speakers at the inaugural session remarked that the fair was a timely and important initiative in the southern delta, as this area is a significant region for agricultural production and faces many challenges due to climate change.

Approximately 15,000 visitors attended the three-day fair. More than 100 stalls displayed state of the art technologies, quality seeds, fertilizers, crop protection products, aquaculture feed and technologies, animal feed and technologies, and agro-tech machineries from 90 domestic and international companies, public sector organizations, and NGOs. The fair also created the opportunity for companies to introduce 73 new products. Some examples of new technologies include: *tegra*, a farming package that increases rice yield from cultivation to harvesting; *metal*

*reapers*, a rice harvester, which saves time and labor costs; *E-Krishok*, a local information center providing agriculture information through an electronic/online mechanism in rural areas; *Roma VF tomato*, a high yielding tomato variety with oblong fruits, attractive red in color and very delicious; and *sweet corn*, a new maize variety in the southern part of Bangladesh.

In addition, the fair hosted several seminars to highlight modern innovations and solutions to agricultural constraints, with topics covering fertilizers, seeds, pesticides, nutritious crops, aquaculture, and irrigation. The chairman of the Bangladesh Crop Protection Association, and the former Director General of the Bangladesh Agricultural Research Institute, presented sessions along with other experts from development organizations. The fair's theme was communicated to a wide-reaching audience via broadcasts on six national television channels, nine national leading newspapers, five local newspapers, and four online newspapers.

During the closing ceremony, SM Tauhidur Rahman, Secretary of Jessore Press Club, thanked AIRN and AIP for organizing the fair, in addition to meeting the demand of farmers and retailers for quality agro-inputs. He also remarked that the mass media has a critical role in promoting AIP/AIRN messages to farmers and retailers to improve use of quality agro-inputs.

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

Under collaborative initiatives with other FTF programs to establish demonstration plots and field days, a series of meetings took place with the USAID/Agriculture Extension Support Activity Project (AESAP) during this reporting period. As a result, AESAP and AIP established 21 collaborative demonstration plots (one demo per union) on chili and mung bean in Jessore, Barisal and Patuakhali with seed supplied by Lal Teer Seeds.

In order to assess the plots, the AIP environmental team visited each demo plot to confirm compliance with USAID environmental requirements. The environmental team deemed 3 chili and 18 mung bean demo plots acceptable for a total of 21 plots:

- Jessore Keshobpur (3 chili plots)
- Barisal Sadar (8 mung bean plots)
- Patuakhali Sadar (10 mung bean plots)

From these plots, chili seedlings were then transplanted to the field in December 2014. Mung bean seeds will be sown in mid-January 2015.

In addition, the USAID/Agricultural Value Chains Project expressed interest in visiting these demo areas and devising a strategy for marketing of the produce, as well as linking farmers to AIRN accredited retailers for the provision of quality inputs.

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

AIP signed MoUs with five private input companies (Lal Teer Seed, Ltd., Syngenta, ACI, Bayer and Global Agroveter Ltd.) to demonstrate their quality products. During this reporting period, these private input companies provided a list of 291 demo plots (Syngenta: 81; ACI: 107 and Lal Teer Seed: 103) targeting the winter season (early Boro, starting in October). AIP's environmental team visited each demo plot and found 155 demo plots (Syngenta-73, ACI-45 and Lal Teer Seed-37) allowable through PERSUAP compliance assessment.

These demonstrations' locations plotted by GPS (see figure 3). The input companies will organize 3 farmers' field days (FFD) for each demo plot during the demo setup, sowing or transplanting, mid-growth vegetative stage, and/or final crop harvesting stage to showcase results of using improved inputs. The company will send summer 2015 demo plots information to AIP.

#### **2.3.2 Field Days**

To demonstrate outputs of high quality inputs for each demonstration plot, AIP has organized farmer field days during the demo setup, sowing or transplanting, mid-growth vegetative stage, and/or final crop harvesting stage.

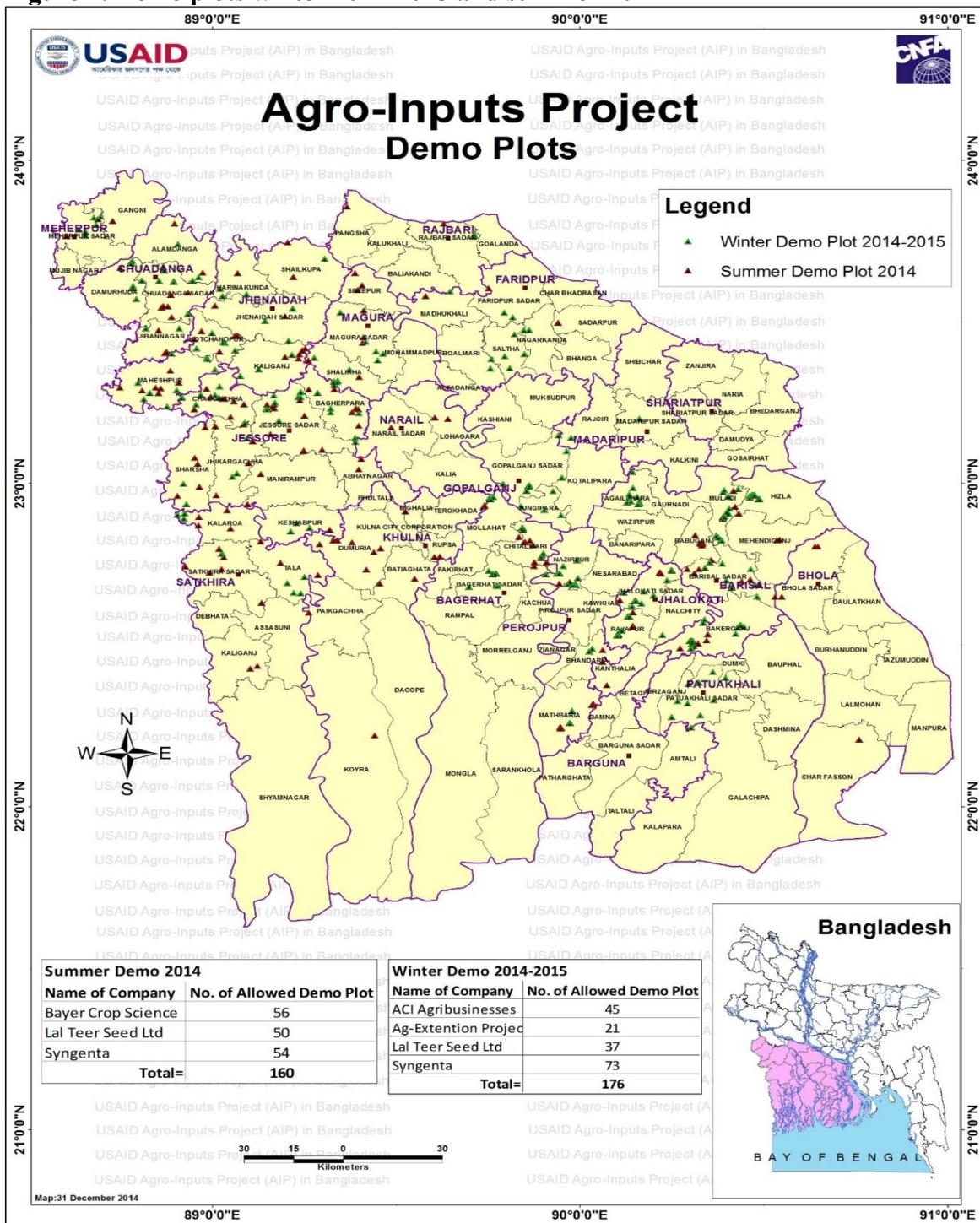
In this quarter, participating input companies organized 122 field days (Syngenta: 57; Lal Teer: 65). The AIP Environmental team has selectively monitored field days and will continue to do so in the next quarter and thereafter as necessary. The aim is to monitor companies' compliance with environmental safety and to educate farmer and retailer audiences on safe application of pesticides.

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

Sixteen female applicants qualified for grants from AIP/CNFA. Part of the grantee identification process includes “securing the client base” of applicants for grants. Securing client base requires physical verification by AIP and PNGO staff of applicant information, as well as assurance of community acceptance and adequate local clientele to support a profitable new business.

While securing the client base, opportunities were explored for demonstrations of high value nutritious crops by women grantees. Potential grantees are motivated to participate in demos to create awareness among farmers and demand to buy and grow nutrient-rich crop seeds. The AIP Environmental Specialist provided guidelines on demonstrations by women retailers to the GLC and PNGO project officers. These future demos are intended to build female retailers’ confidence in conducting demos and presenting agronomic information to farmers-customers.

**Figure 4: Demo plots winter 2014-2015 and summer 2014**



### Summary of Intervention 2 Key Activities for Next Quarter

Cooperative demo plots will be plotted by GPS in Y3Q2. The input companies will organize farmers’ field days (FFD) for each plot to show the result of the inputs to farmers. The company will send demo plots info to AIP in early summer.

Also in the next quarter, version 2 of the MIS-GIS will be finalized. For this activity, the company and wholesaler point data of FTF Zone will be plotted from survey data. A summary of field data of all (11,500+) GoB agro-inputs retailers will be completed at the union level. AIP will investigate the availability of principal crop data (locating where individual crops are

principally grown) by *mouza* (smallest land unit), and if possible, AIP will obtain the data and convert it to ArcGIS format. In addition, AIP will work with the new AIRN call center to develop a work flow process, data entry into an (excel) data base process, and determine the best way to visually depict patterns of reportedly “bad” products that are identified by callers.

In the next quarter, three issues of the MPOB will be published and distributed among AIRN member retailers and other stakeholders. The design of the MPOB will also be upgraded in the next quarter. AIP does not expect to conduct formal surveys to review the 99 most prominently traded products in the FTF zone, nor to modify the present list that was identified until late Year 3.

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

#### 3.1 Adherence to Industry Standards

AIP is facilitating regular meetings of the Seed Health Committee (SCH), a committee formed by the Seed Wing of the Ministry of Agriculture to set seed health standards for rice, wheat, jute, and potato. AIP, as an active member of the SHC, is extending technical and logistic support to the committee as it works to set standardized parameters for seed health of the following crops, shown below with disease names and causative agents:

**Table 5: Seed-borne diseases being discussed by the Seed Health Committee**

Crop	Seed-borne disease identified	Causal organism	Seed health standards (parameters)
Rice	Bakanae <sup>1</sup>	<i>Fusarium moniliforme</i>	Yet to be finalized
Wheat	Leaf blight <sup>2</sup>	<i>Bipolaris sorokiniana</i>	
Jute	Stem rot <sup>3</sup>	<i>Macrophomona phaseolina</i>	
Potato	Bacterial wilt/brown rot <sup>4</sup>	<i>Ralstonia solanacearum</i> ( <i>Pseudomonas solanacearum</i> )	
	Blackleg/seed tuber soft rot <sup>5</sup>	<i>Erwinia carotovora</i> subsp. <i>atroseptica</i>	
	Scab <sup>6</sup>	<i>Streptomyces scabies</i>	

In order to highlight the importance of quality seed, SHC is analyzing the extent of damage and its financial implication caused by the infestation of diseases. The SHC is also analyzing the seed supply situation and anticipating the impact of imposing these seed health standards parameters.

The last meeting was jointly organized by AIP and the Ministry of Agriculture on 13 December, 2014 and intends to hold its next meeting in the next quarter.

#### 3.2 Certification and Business Ethics

AIP encourages retailers to complete AIRN’s basic business management, agronomic use of inputs, and safe use trainings, which is then followed by AIRN certification as an accredited member. In order to maintain his/her certified status it is foreseen that each retailer will also be required to enroll and satisfactorily complete a minimum number of hours per year of continuing education. These classes are in construction and will be presented to the AIRN advisory board for its concurrence. Overall policy responsibility for this activity will be transitioned to an AIRN Industry Skills Committee (ISC) in Y3Q3.

For AIRN to determine the business ethics necessary for AIRN membership and certification, a Business Ethics Committee is to be constructed. Following the completion of AIRN’s registration in Q2 of Y3, the Business Ethics Committee will be formed with representatives

<sup>1</sup> Bakanae is a common seedling disease in rice caused by the fungus *Fusarium moniliforme* / *Fusarium fujikuroi* / *Gibberella fujikuroi*. Infected seedlings exhibit abnormal elongation, chlorosis, and in severe cases, can lead to death.

<sup>2</sup> *Bipolaris sorokiniana* is the most predominant fungi responsible for wheat seedling leaf blight, spot blotch, and root rot.

<sup>3</sup> *Macrophomina phaseolina* is the major pathogen of jute and primarily causes seedling blight, leaf spot and stem rot.

<sup>4</sup> Brown rot is a disease caused by the bacterium *Ralstonia solanacearum*. The disease has the potential to cause significant yield losses, through the rotting of tubers in affected host plants.

<sup>5</sup> Tuber soft rot is caused by contamination by *Erwinia spp.* It occurs mostly superficially in lenticels and wounds, where it can overwinter until planting time.

<sup>6</sup> *Streptomyces spp.* is a plant pathogen causing corky lesions to form on tuber and root crops while decreasing the growth of seedlings. It causes the potato disease common scab, which is an economically important disease in many potato growing areas.

from each of the major agricultural input industry associations (BSA, BCPA, and BFA) in addition to representatives from farmer groups, and the DAE.

### **3.2a AIRN Certification**

Through the end of Q1, 650 AIRN members have been certified as accredited members. AIRN added an additional 14 members to its newly created provisional membership category and now has a total of 853 associate members. Provisional members, upon obtaining the required GoB licenses and initiating business operations, become associate members of AIRN. Following completion of the obligatory basic trainings and related requirements each achieves accredited member status.

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

The AIRN Business Ethics Committee (BEC) is to “determine the business ethics necessary for AIRN membership.” Among other responsibilities, the BEC is to ensure that AIRN members maintain proper quality control and ethical business standards.

BSA, BCPA and BFA have been invited to participate as members of the Business Ethics Committee (see 1.1.9.2 & 3.2). Representation by the Department of Agricultural Extension (DAE), identification of an appropriate farmer’s organization to provide a representative, and identification of male and female retailer representatives to the BEC all continue as a work in progress.

### **3.3 Monitoring**

AIP introduced a call center for reporting of poor quality agro-inputs by consumers who buy products from AIRN accredited member retailers. An AIRN Call Center Officer and Data Processor was retained in Y3Q1 and will join AIRN at the beginning of January 2015 in Khulna.

The physical technical infrastructure, a state-of-the-art web-based VOIP service, has already been set up in Khulna. AIP’s Communications Team has already finalized a plan for promoting the AIRN Call Center. The Call Center is expected to be in fully functional in Khulna early in the second quarter of year 3.

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

During this quarter, AIP received three reports from its contracted consultants on the implementation status of the regulatory framework of seed, fertilizer and pesticide. These mapping reports help identify where the regulatory framework hinders the smooth supply of quality inputs and whether private sector stakeholders need improvement in adherence to the regulatory frameworks.

AIP held several meetings with the Bangladeshi Seed Association (BSA) this quarter to organize jointly a discussion meeting on the implementation status of the seed regulatory framework (the National Seed Policy 1993; the Seed (Amendment) Act 1197 and 2005; the Seed Rules (1998). The intention of this meeting is to bring a private seed sector voice to discussion of policy reform in seed regulatory framework. Preparation for this meeting is going on and the meeting will be held in the next quarter.

After signing MoUs with BFA and BCPA, AIP is collaborating with these industry associations through several meetings to collect comments on how to identify policy and legal constraints that restrict availability of quality inputs supply and take suggested actions. Identification of constraints and suggestions from the private sector will be communicated to the Bangladesh Policy Research and Strategy Support Program (via USAID) in order to be considered under its food policy advisory services.

### **Summary of Intervention 3 Key Activities for Next Quarter**

A first order of business for the AIRN call center is to advertise its existence and purpose via AIRN accredited member retailers. A second objective will be to complete an on-screen simple database to record collected information from callers. Key amongst the fields of information will be: product name, company name, AIRN retailer from whom purchased, date of purchase, and description of problem with the product. A workflow will be produced for analyzing and responding to patterns of putatively “bad” products that are reported to the Call Center. When patterns - not singular events of “bad” products are detected - AIRN will contact the manufacturer or supplier, and possibly the corresponding business association if the company is a member, to share the patterns of reported products.

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 logistical support for SHSC meetings. 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.

## 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. AIP input industry associations partners BSA, BCPA, BFA, and AIRN are primary targets for such assistance. 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.

An OCA was completed for BSA in Y3Q1. Under MOUs with BCPA and BFA, the OCA/OCD will commence for both organizations in Y3Q2.

To date AIP has assisted 11 organizations with differing levels of organizational assessment and development. These include the 4 associations mentioned above, 3 partner NGOs located in the FTF zone, and 5 input companies. AIP continues an examination of the potential of OCA/OCD with FTF-zone agricultural NGOs.

### 4.2 Training Design

A linchpin of AIRN membership is the training it offers. 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 use of Agricultural Chemicals). These trainings will be enhanced with new requirements formulated by the Industry Skills Committee. Other member services will be added and/or adjusted as the network matures in its governance and operating experience.

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

### Summary of Intervention 4 Key Activities for Next Quarter

OCA will be conducted with BCPA and BFA. OCD with both organizations will follow based upon the findings of the OCA process. Tailored OCD and capacity building will be provided to BSA, to AIP partner NGOs, and to input companies.

## Project Management and Cross-Cutting Themes

### Staffing

In this quarter, Alexis Ellicott assumed the role as AIP chief of party (COP), replacing Mark Treacy. Other staff changes included departed staff (Jannatul Ferdous, Communications and PR Specialist and Mr. Faiz Ahmed, Operations Director) and newly hired team members (Md. Habibul Islam, Finance Officer, Md. Shariful Islam, Office Manager, Barisal, Biswajit Kumar Hazra, Grants Officer, and Arpona Rani Ghosh, Communications Director).

### Sub-awards

In Y3Q1 sub-awards in the AIP remained at seven for specific task sets. The below table details each sub-awardee.

**Table 6: AIP sub-awardees**

Sub-awardee	Main tasks	Contact details
Ashroy Foundation	Field and community based assistance to AIP in matching grant making to establish women owned and operated agro-inputs retailers	Momotaz Khatun Executive Director Ashroy Foundation

Sub-awardee	Main tasks	Contact details
<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> Executive Director
<b>Banchte Shekha</b>	Field and community based assistance to AIP in matching grant making to establish women owned and operated agro-inputs retailers	<b>Angela Gomes</b> Executive Director Banchte Shekha
<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> Spatial Systems Assoc., Inc.
<b>Capacity Development Service Group</b>	Organizational Capacity Assessment and Organizational Capacity Development	<b>Obaidur Rahman</b> , Chief Executive Capacity Building Service Group
<b>The Nielsen Company (Bangladesh) Ltd.</b>	Field surveying and enlisting to produce the Directory of Wholesalers and Companies, and the master list of GoB-registered fixed-shop agro-inputs retailers in the FTF zone	<b>Anam Mahmud</b> , Managing Director The Nielsen Company (Bangladesh) Ltd.
<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 GMark Consulting Ltd.

### Matching grants

This subject is treated in section 1.1.8.

### Communications and Public Relations

In this reporting quarter, AIRN's 2014 Agro Tech Fair in Jessore received local and national coverage by more than media outlets. These include: 6 TV channels<sup>7</sup>; 3 online newspapers<sup>8</sup>; 5 local newspapers<sup>9</sup>; and, 9 national newspapers<sup>10</sup>. All the TV channels broadcasted the segments in their local news program while 2 TV channels gave coverage during prime time national news. Inclusion of news of the fair on the government news agency Bangladesh Sangbad Sangstha (BSS; national news agency) homepage also drew attention to the Fair's activities for other national media outlets. Finally, the AIP website was updated with news and photos about the Fair.

<sup>7</sup> Channel 1, ATN Bangla, Jamuna TV, Shomoy TV, Mohona TV and Independent TV

<sup>8</sup> Banglanews24.com, Globalnews24.com, and BSSnews.net

<sup>9</sup> Gramer Kagoz, Daineek Kollan, Daineek Spondon, Shomajer Katha and Daineek Nawapoara

<sup>10</sup> The Financial Express, The New Nation, Shomokal, Noya Diganta, Prothom Alo, Jonokontho, Kaler Kontho, Aajkaler Khabor and Bangladesh Shomoy

In addition, two local newspapers covered the news of AIRN women retailers’ membership drives. AIP also uploaded 3 monthly price outlook bulletins to the AIP website for mass distribution/accessibility.

A robust nine-month action plan on the AIP media campaign “Do You Know? or *Apni Janen Ki?*” has been designed toward effective communications on the recognition of quality agro-inputs. In addition, the plan focuses on improving extension services by retailers. Major outputs of the action plan include public awareness messaging via billboards, newspaper supplements, talk shows/in-depth coverage on television and radio; public service announcements on popular local and national television channels; key message dissemination to retailers and farmers through informational publications such as posters, leaflets, booklets, and short message services (SMS) via cell phones; and, social media to promote the knowledge of quality agro-inputs and their safe use.

### Gender

Reducing gender gaps between male and female agro-input dealers is critical for a vibrant retailing sector. In this quarter, full attention was concentrated on setting the stage for the identification of women grantees for agro-inputs retail business. To that end, AIP and PNGO staff:

- Organized a one day gender policy orientation for nine newly recruited staff of 3 PNGOs
- Identified “positive deviant male retailers”, who can play supportive role for women retailers’ creation
- Presented clear guidelines to PNGO staff on village based sessions on garnering support from families and neighbors for women retailers for PNGO staff
- Conducted three village based sessions on garnering support from families and neighbors for women retailers
- Collected consent letter from family members of newly identified women retailers
- Customized Women Empowerment in Agriculture Index assessment tools for current participation of women in agro-inputs retailing sector
- Selected women-friendly furniture for women grantee shop organization
- Attended two gender workshops organized by FtF partners and USAID

### Environment

The environmental team, comprised of the Environmental Specialist and 3 interns, accomplished environmental evaluations against the checklist and analysis algorithm contained in AIP’s Environmental Due Diligence Review (EDDR). 278 potential demo plots’ locations were evaluated during the quarter. These locations - all in closest proximity to an AIRN member retailer who sells the demonstrated products - were selected by ACI, Syngenta, Lal Teer, and the USAID Agriculture Extension Support Activity (AESA) project. The EDDR evaluation tool focuses on parameters of location (latitude/longitude), proximity to water bodies and households or livestock housing and ecologically critical areas, and pesticides’ evaluation based on AIP’s PERSUAP’s Annex 7 i.e., EPA and WHO toxicity class, chronic human toxicity, ground water contamination and eco-toxicity. The evaluation team completed all checklists for 278 proposed demo plots. A summary of analyses’ results is outlined in Table 7.

**Table 7: Demonstration plot environmental review results**

Company whose products were proposed for demo	Potential demo plots evaluated	Allowed	Disallowed
ACI	85	45	40
Lal Teer Seed Co.	98	37	61
Syngenta Bangladesh Ltd.	74	73	1
AESA Project	21	21	0
<b>Totals</b>	<b>278</b>	<b>176</b>	<b>102</b>

In addition, the environmental team continues to reach out to train other actors in CFR 216 and related topics. In the quarter three training events were conducted by AIP. Prior to implementing joint demonstration plots with USAID’s AESA Project, a structured orientation on EDDR requirements was conducted for the staff of AESA on the demo plots’ location suitability evaluation process during October and November, 2014 at the AESA office in Jessore. AESA staff members in attendance were Environmental Specialist, Technology Transfer Officer, Regional Training Coordinator, Agriculture Extension Training Coordinator, Regional Manager, and District Manager.

An orientation session was conducted for the Gender Lens Committee (GLC) in November. The main discussion points included USAID environmental compliance, pesticide evaluation process (allowed and rejected pesticides as per AIP's PERSUAP, safer use of pesticides during field crop application, arrangement/storing of pesticides as per WHO acute toxicity classes/color coding, and demo plot evaluation process. Gender Specialist, AIRN Coordinator, AIP Grants Manager, AIP Grants Officer, Gender Lens Committee members, and female master trainers of PNGOs attended the orientation session held at the AIRN-AIP Khulna office.

Upon entering into a working relationship through an MOU with ACI, and because the MOU encompasses jointly sponsored demonstration plots, a training session was accomplished on USAID environmental compliance in November for ACI company staff on concepts of USAID environmental compliance, pesticide evaluation process (allowed and rejected pesticides as per AIP's PERSUAP), demonstration plot selection, environmental evaluation of demo plots, and safe use of pesticides during field crop application and retail marketing. Participants of the training were 6 ACI representatives (who will be assigned as Master Trainers to facilitate retailers' trainings), 2 staff from World Fish, and 5 Field Officers from AIRN.

EDDR-mandated mitigation measures were applied at the AIRN AgroTech Fair prior to and during the event in December. The environmental team ensured necessary measures e.g., availability of emergency communication links to hospital, fire service, police station, emergency vehicle access, and path orientation to avoid panic during emergencies, cleaning materials for emergency spills, and checks of pesticides showcased and demonstrated by companies. AIP's Environmental Specialist made spot checks of displayed pesticides at stalls.

### **Monitoring and Evaluation**

In Y3Q1, USAID's Accelerating Capacity for Monitoring and Evaluation (ACME) Project conducted a thorough desk review of AIP's M&E Systems, as the first part of a Data Quality Assessment (DQA). In the desk review process, they went through the methods, tools, and data collection formats, as designed in AIP's M&E Plan. They also examined linkages between data management and reporting. The next part (part 2) of the DQA, examining methods and accuracy of field data collection, is scheduled for February 8-10, 2015.

In Y3Q1 as per AIP's M&E Plan, AIP conducted an internal DQA by its own M&E unit and documented observed gaps to improve. This internal exercise examined the efficiency and effectiveness of AIP and AIRN's arrangements for field data collection; a separate data management internal DQA is scheduled for January 2015. In the cases of two important indicators (sales of quality inputs, and number of farmers purchasing from AIRN retailers), the M&E unit judged the reported data and data sources, in line with USAID's five DQA standards. The findings varied from retailer to retailer. On average, half of the retailers were found not willing or unable to record their cell phone numbers; the same was the case with the monitoring field of father's names of clients of AIRN member retailers. In about 20% of cases the total figures of sales in the reported quarter was not calculated on the AIRN retailers' logbook, and a portion of retailers failed to record 'new' and 'old' farmers as per definition. The documents were circulated among the concerned AIRN staff members and their supervisors for corrective measures.

In Y3Q1, AIP submitted the annual Feed the Future Monitoring System (FTFMS) report for Y2 following the prescribed reporting format.

### **Summary of Key Activities of Next Quarter: Cross Cutting Issues**

The environmental team will evaluate the locations' suitability of further demonstration plots for the second major cropping phase i.e. late winter 2015. It will also participate in corresponding FFDs for 2<sup>nd</sup> phase demos to ensure safer use of pesticides during session with attending farmers. As required they will facilitate training on environmental compliance for AIP, AIRN, and PNGOs' staff. Work with the communications team will further the development of posters on personal protective safety equipment. There will likely be occasion to work with AIP management to help an external mission to Bangladesh towards data development for a USAID mission-wide PERSUAP.

### **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 had been made in Y2 and further progress in Q1. The Q1 STTA visit of Spatial Systems Associates was a very useful milestone; however, fully enabling GIS to underpin an MIS does not have a given blueprint. This has required 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 Y2, Q4 began investigations with the USAID funded MStar activity. These have been delayed due to political strife; however when AIP can mobilize, this will be to explore how:

- AIRN member retailers could possibly 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**

The FtF partners' gender-nutrition linkages group has identified common areas for nutrition integration. AIP explored options for nutrition integration between agriculture inputs and production and determined that AIRN member retailers can play vital role.

In the GMark/AIP training modules, there is specific content on nutrition integration which provides retailers with basic nutrition information to share with farmers as an advisory service during sales. As women are generally responsible for feeding of family members, female retailers (and future grantees) will be supported to conduct shop-level demonstration plots on nutritious crop varieties toward better nutrition education.

### **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**

*Hartals*: Out of 66 potential working days in the quarter, a total of 8 days (12%) were marred by general commercial strikes (*hartals* – which also disrupt road traffic flow and blockages of road, rail, and waterways) in and outside of Dhaka. It is anticipated that these disturbances may increase in Y3Q2.



## Annex 1: Feed-the-Future Indicators

#	Name of Indicator	Classifications	Unit of Measure	Disaggregated by		Baseline	Target and Achievement			
							Target Y 3	Achievement in Q1 of Y3	Achievement in Y3	Achievement Cumulative (LOP)
1	Gross margin per hectare, animal or cage of selected product <sup>11</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	1,310	264	264	1,705
					Small	0	0	0	0	0
					Medium	0	0	0	0	0
					Total	0	1,310	264	264	1,705
				MSME Type	Seed	0	0	0	0	0
					Fertilizer	0	0	0	0	0
					Agro-Chemical	0	0	0	0	0
					Mixed Variety	0	1,310	264	264	1,704
				Sex	Total	0	1,310	264	264	1,705
					Male	0	1,140	264	264	1,703
Female	0	170	0		0	2				
Total	0	1,310	264		264	1,705				
3.	Number of farmers and others who have applied improved technologies or management practices as a result of USG assistance	FTF Indicators # 4.5.2-5 (RiA) (WOG)	Number of farmers	Type	New	0	100,000	-	-	-
					Continuing	0	0	-	-	-
					Total	0	100,000 <sup>12</sup>	-	-	-
				Sex	Male	0	85,000	-	-	-
					Female	0	15,000	-	-	-
					Total	0	100,000	-	-	-

<sup>11</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>12</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 3	Achievement in Q1 of Y3	Achievement in Y3	Achievement Cumulative (LOP)
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	22,000	1,767	1,767	5,603
					People in government	0		-	-	-
					People in private sector firms	0	77	36	36	137
					People in civil society	0		2	2	6
					Total	0	22,077	1,805	1,805	5,746
				Sex	Male	0	20,200	1,671	1,671	5,278
					Female	0	1,877	134	134	468
					Total	0	22,077	1,805	1,805	5,746

## Annex 2: Custom and Cross-Cutting Indicators

#	Name of Indicator	Classifications	Unit of Measure	Disaggregated by	Baseline	Target and Achievement				
						Target Y 3	Achievement in Q1 of Y3	Achievement in Y3	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	-	1,563,590	1,563,590	2,547,933
					Female	0	-	20,356	20,356	44,712
					<b>Total</b>	<b>0</b>	<b>\$20 mil<sup>13</sup></b>	<b>1,583,946</b>	<b>1,583,946</b>	<b>2,592,645</b>
2.	Number of farmers purchasing from certified retailers	Custom	Number of farmers	Sex of farmers	Male	0	85,000	52,164	52,164	90,427
					Female	0	15,000	537	537	718
					<b>Total</b>	<b>0</b>	<b>100,000</b>	<b>52,701</b>	<b>52,701</b>	<b>91,145</b>
3.	Number of Agro-Inputs Retailers in the Network	Custom	Number of retailers	Sex of retailers	Male	0	-	718	718	1,498
					Female	0	-	3	3	5
					<b>Total</b>	<b>0</b>	<b>1,310</b>	<b>721</b>	<b>721</b>	<b>1,503</b>
				Type of retailers	Seed	0	0	0	0	1
					Fertilizer	0	0	0	0	0
					CPP	0	0	0	0	1
					<b>Total</b>	<b>0</b>	<b>1,310</b>	<b>721</b>	<b>721</b>	<b>1,503</b>
4	Number of AIRN retailers with increasing application and adoption of quality standards for agricultural inputs <sup>14</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 adopted seal of quality (new)	Custom	Number of retailers	Sex of retailers	Male	0	-	327	327	647
					Female	0	-	1	1	3
					<b>Total</b>	<b>0</b>	<b>1,800</b>	<b>328</b>	<b>328</b>	<b>650</b>

<sup>13</sup> All yearly target values are projected and can be quantified and therefore more exactly ascertained following AIP investigations into retail businesses' actual turnover in the project area.

<sup>14</sup> This is to be performed by a third party assessment. Sufficient number of Accredited AIRN members must be in the 1st assessment, i.e. baseline, and this number (of Accredited members) will be reached by winter, year 3

				Type of retailers	Seed	0	-	1	1	3
					Fertilizer	0	-	0	0	0
					CPP	0	--	0	0	1
					Mixed variety	0	-	327	327	646
					<b>Total</b>	<b>0</b>	<b>1,800</b>	<b>328</b>	<b>328</b>	<b>650</b>
6.	Number of retailers who adopted seal of quality (on-going) <sup>15</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
					Fertilizer	0	-	-	-	0
					CPP	0	-	-	-	0
					<b>Total</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>
				Stage	Analyzed	0	-	-	-	1
					Drafted	0	-	-	-	1
					<b>Total</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2<sup>16</sup></b>
<b>Cross cutting indicators</b>										
8.	Strengthened organizational capacities of related local organizations	Cross cutting (CC)	Percent	None		0	-	0	0	1 <sup>17</sup>
9.	Collaborative initiatives increased	CC	No. of event	Partner	Category					
					FTF Implementers	0	-	1	1	1 <sup>18</sup>

<sup>15</sup> This will be filled in after the first and subsequent 3<sup>rd</sup> party audits of Accredited AIRN Members.

<sup>16</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>17</sup> Organizational Capacity Assessment of the Bangladesh Seed Association yielded a 38% baseline against the 8 fields within USAID's financial pre-award criteria.

<sup>18</sup> Organized demonstration plot with Ag-Extension Project

				Input Association	0	-	0	0	4 <sup>19</sup>
				Input Private Companies	-	-	3	3 <sup>20</sup>	4
				Government	-	-	1	1	5
				<b>Total</b>			5	5	13
			Activity	Type 1 (Demonstration plots)	-	-	117	117	200
				Type 2 (Study Tour)	-	-			1
				Type 3 (Agriculture Fair)	-	-	-	-	-
				Type 4 (Policy Administration)	-	-	2 <sup>21</sup>	2	11
				Type 5 (Org. Capacity building)	-	-	-	-	2 <sup>22</sup>
				<b>Total</b>	-	-	119	119	214

<sup>19</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.

<sup>20</sup> Organized demonstration plot jointly with Sygenta, Lal Teer and ACI

<sup>21</sup> Two policy dialogues were organized with Ministry of Agriculture

<sup>22</sup> AIRN and BSA

## Annex 3: Lower-level Output Indicators

#	Interventions	Unit of measure	Targets and Achievements					Projected Targets	
			LOP Target	LOP Cumulative Achieved	Year 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	Form Program Advisory Committee consisting of public and private stakeholders	# Committee	1	0	1	0	0	-	-
2	Organize Semi-Annual Meetings of Program Advisory Committee	# Meetings	8	0	2	0	0	2	2
3	Improved capacity of leading input industry associations (BSA, BFA, BCPA, and AIRN)	# Org.	4	2	2	0	0	-	-
4	Develop new member services	# Service	12	10	5	2	2	1	-
5	New business models introduced and adopted by input retailers	# Module	8	1	3	0	0	3	1
6	New business models introduced and adopted by input wholesalers	# Module	3	-	-	-	-	2	1
7	Provide Sub-Awards to Local Implementing Partners	# Award	30	7	14	1	1	10	-
		Value (Tk.) of Award disbursed	57,247,500	6,665,785	-	2,996,850	2,996,850	TBD	TBD
8	Develop Specific Technical Assistance Package for All Local Organizations	# Package	1	1	0	0	0	-	-
9	Value of sub-awards provided to local implementing partners	\$	750,000	86,561	-	38,599	38,599	TBD	TBD
10	Provide TA to Develop Pre-Award Survey by Local Accounting Firm	# TA	1	0	1	0	0	-	-
11	Local Organizations Qualify to Implement USG-Funded Programming	# Org.	3	-	-	-	-	2	1
12	Develop new strategic partnerships with multinational and national companies	# Company	12	5	4	0	0	3	-
13	Organized demonstration plots	# Demo. Plot	500	200 <sup>23</sup>	200	117	117	150	67
		# Partner collaborated with							
		FTF Implementers	-	1	-	1	1	-	-

<sup>23</sup> In Q3 of Y2, 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 the next quarter (Q4 of Y2). 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 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
		Input Association	-	-	-	0	0	-	-
		Input Private Companies	-	3	-	2	2	-	-
		Government	-	-	-	0	0	-	-
14	Develop new materials by the private sectors companies	# Material	9	0	3	0	0	2	2
15	Publish Ag-Input Monthly Price Outlooks	# Outlook	48	4	12	3	3	12	12
16	Facilitate annual exhibition	# Exhibition	5	1	1	1	1	2	1
		# Partner collaborated with							
		FTF Implementers	-	0	-	0	0	-	-
		Input Association	-	0	-	0	0	-	-
		Input Companies	-	0	-	0	0	-	-
		Government	-	0	-	0	0	-	-
		# New Product exhibited	100	73	25	73	73	50	25
		# Retailer Participated	-	24	-	24	24	-	-
		Male	-	23	-	23	23	-	-
		Female	-	1	-	1	1	-	-
		# Wholesaler participated	-	2	-	2	2	-	-
		# National Company participated	80	22	20	22	22	40	20
		# Multi-National Company participated	20	1	5	1	1	10	5

#	Interventions	Unit of measure	Targets and Achievements					Projected Targets	
			LOP Target	LOP Cumulative Achieved	Year 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
		# Public Sector organization	-	5	-	5	5	-	-
		# NGO Participated	-	6	-	6	6	-	-
17	Conduct AIRN business, technical and safe use training sessions	# Session	160	55	50	9	9	35	-
18	Retailers attend business, safe use and technical training	# Retailer	3,000	1,705	1,310	264	264	248	-
		Male	-	1,703	-	264	264	-	-
		Female	-	2	-	0	0	-	-
19	Conduct regional and local study tour	# Tour	10	6	3	1	1	1	1
		# Retailer Participant	125	71	50	24	24	14	14
		Male	-	70	-	23	23	-	-
		Female	-	1	-	1	1	-	-
		Other Stakeholders:	-	9	-	6	6	-	-
		1. BSA	-	3	-	2	2	-	-
		2. BFA	-	3	-	2	2	-	-
		3. BCPA	-	3	-	2	2	-	-
		All participants	-	80	-	30	30	-	-
		# Partner Collaborated							
		FTF Implementers	-	0	-	0	0	-	-
		Input Association	-	3	-	3	3	-	-
		Input Private Companies	-	0	-	0	0	-	-
		Government	-	0	-	0	0	-	-
20	Provide ToT on BMT and safe use to master trainers	# Person	7	58	7	8	8	-	-
		Male	-	50	7	8	8	-	-

#	Interventions	Unit of measure	Targets and Achievements					Projected Targets	
			LOP Target	LOP Cumulative Achieved	Year 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
		Female	-	8	0	0	0	-	-
21	Commercial trainers conduct training to BSA, BFA, BCPA members	# Participant	15	0	0	0	0	-	-
	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	AIRN							
		BSA							
		BFA							
		BCPA							
22	Enhance of existing best practice materials and develop guides for key crops	# Crop	14	2	6	0	0	8	-
23	Develop new educational publications	# Publication	23	9	8	5	5	6	5
24	Results of demonstration trials results disseminated through radio and other media outlets	# Event	15	0	6	0	0	6	3
		# Events through radio	-	0	-	0	0	-	-
		# Events through print media	-	0	-	0	0	-	-
		# Events through other media	-	0	-	0	0	-	-
25	Creation AIRN logo	# Logo	1	2	-	-	-	-	-
26	Develop project brochure	# Brochure	1	16	0	4	4	-	-
27	Develop, adopt and monitor new input quality standards	# Standard	6	0	2	0	0	2	2
28	Identify Policy Constraints and present to the policy dialogue group	# Policy constraint (Analyzed)	8	11	4	0	0	-	-
29	Conducted policy dialogue events by assisted associations with government officials	# Policy dialogue (Drafted)	32	11	9	2	2	8	6

#	Interventions	Unit of measure	Targets and Achievements					Projected Targets	
			LOP Target	LOP Cumulative Achieved	Year 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
		# Partners collaborated with							
		FTF Implementers	-	0	-	0	0	-	-
		Input Association	-	4	-	0	0	-	-
		Input Companies	-	0	-	0	0	-	-
		Government	-	5	-	1	1	-	-
30	Conduct village sessions on garnering support from families and neighbors for women retailers	# Session	300	3	105	3	3	195	-
		# Participant	-	107	-	107	107	-	-
		Male	-	71	-	71	71	-	-
		Female	-	36	-	36	36	-	-
31	Conduct Gender assessment and Follow-up Gender Assessment	# Assessment	2	1	-	-	-	1	-
32	Utilize GPS to plot retailers assigning unique identification number	# Retailer	3,000	681	2,000	435	435	754	-
33	Develop a directory of retailers	# Retailer	3,000	681	2,000	435	435	754	-
34	Provide matching grants (\$1,000) to women retailers	# Women retailer	300	0	200	0	0	100	-
		Amount (Tk) of AIP share ('000)	24,000	0	18,400	0	0	5,600	-
		Amount (Tk.) of grantee	-	0	-	0	0	-	-
35	Create quality standards and business ethics monitoring committee	# Committee	1	0	1	0	0	-	-
36	Certification of retailers	# Retailer	3,000	1,503	1,800	393	393	707	200
		Male	-	1,498	-	391	391	-	-
		Female	-	5	-	2	2	-	-

#	Interventions	Unit of measure	Targets and Achievements					Projected Targets	
			LOP Target	LOP Cumulative Achieved	Year 3 Target	Quarter 1 (of Year 3) Achieved	Year 3 Cumulative Achieved	Year 4	Year 5
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
37	Earned AIRN logo through AIRN accrediting criteria (New)	# Retailer	3,000	650	1,400	328	328	1,278	
		Male	-	647	-	327	327	-	-
		Female	-	3	-	1	1		
38	Input companies participate in the Business ethics committee	# Company	3	0	3	0	0	-	-
39	Conduct audit annually by independent auditors on business ethics	# Audit	4	0	1	0	0	2	1
40	Retailers audited renewing certification each year	# Retailer	2,400	0	480	0	0	1,440	480
		Male	-	-	-	0	0	-	-
		Female	-	-	-	0	0	-	-
41	Print material distribution	# Copy (Print Version)	200,000	6,000	50,000	5,100	5,100	50,000	50,000
		# Copy (Key Crops)	10,000	0	4,3000	0	0	5,700	-