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MONTHLY REPORT— DECEMBER 2014

**INCENTIVES DRIVING ECONOMIC ALTERNATIVES FOR THE NORTH,
EAST AND WEST (IDEA-NEW)**

DECEMBER 1-31, 2014

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**INCENTIVES DRIVING ECONOMIC ALTERNATIVES FOR THE NORTH,
EAST AND WEST (IDEA-NEW)**

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ACRONYMS

ABADE	Assistance in Building Afghanistan by Developing Enterprises
ADF	Agriculture Development Fund
AIA	Afghanistan Industrial Association
ASTWG	Agriculture Strengthening Strategic Technical Working Group
B2B	Business-to-Business
DACAAR	Danish Committee for Aid to Afghan Refugees
DAI	Development Alternatives, Inc.
DAIL	Department of Agriculture, Irrigation and Livestock
DoPH	Department of Public Health
DoWA	Directorate of Women Affairs
FAIDA	Financial Assistance for Investment in the Development of Afghanistan
FTE	Full Time Equivalent
GAALO	Green Afghanistan Agriculture and Livestock Organization
GIRoA	Government of the Islamic Republic of Afghanistan
HACCP	Hazard Analysis and Critical Control Points
IDEA-NEW	Incentives Driving Economic Alternatives for the North, East and West
MADERA	Mission d'Aide au Développement des Economies Rurales – Afghanistan
MAIL	Ministry of Agriculture, Irrigation and Livestock
MWEWG	MAIL Women’s Empowerment Working Group
NATC	Nangarhar Agriculture Training Center
NHLP	National Horticulture and Livestock Productivity
PDC	Provincial Development Council
PGC	Prosperity Group of Companies
RRD	Rural Rehabilitation and Development
RSSAO	Reconstruction & Social Services for Afghanistan Organization
SERVE	Serving Emergency Relief and Vocational Enterprise
SME	Small and Medium Sized Enterprises
TWG	Technical Working Group
USAID	United States Agency for International Development

WDOSS

Welfare and Development Organization for Social Services

WPCSO

Women Prophecy-able Cultural and Social Organization

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PROGRAM DESCRIPTION

The U.S. Agency for International Development's (USAID) Afghanistan country strategy includes the promotion of long-term agricultural development and alternative livelihoods for farmers that results in “a sustainable, thriving agricultural economy” and contributes to the U.S. Government's stabilization and counter narcotics policy goals. USAID's Office of Agriculture launched the Incentives Driving Economic Alternatives for the North, East and West (IDEA-NEW) program in March 2009. Its mission is to expand the licit agricultural economy in northern, eastern and western Afghanistan. Its activities support agribusinesses at different points of each value chain in order to improve their market access, increase processing capacity and catalyze investments into Afghanistan's agricultural sector.

EXECUTIVE SUMMARY

IDEA-NEW continued project activities during the month of December, with the Reconstruction and Social Services for Afghanistan Organization (RSSAO) conducting ‘Accounting and Marketing’ training in Kabul for 17 input suppliers and 11 food processors, followed by on-the-job coaching sessions. RSSAO also conducted two sessions of a two-day ‘Basic Food Safety and Hygiene’ training for five food processors in Kabul and eight in Jalalabad. Overall, 16 input suppliers and eight food processors completed contributions under their respective grant agreements during the month of December. Farmer field days and training led by input suppliers under their promotional and matching grant agreements continued throughout the month with a total of 558 farmers, 30 agricultural faculty students, ten greenhouse owners, four retailers and eight DAIL representatives attending 27 field days and one training day. SMS grantees also led four farmer field days during the month, where 181 farmers, 2 retailers, 11 DAIL representatives, 6 Agriculture Faculty students and 10 Nangarhar Agriculture Institute students participated.

PROGRAM ACTIVITY UPDATES

ACTIVITY 1: STRENGTHENING AGRICULTURAL INPUT SUPPLIERS

Sub-Activity 1.1: Train input suppliers to identify and respond to the technical needs of their customers

This sub-activity is complete as of November 2014.

Sub-Activity 1.2: Improve the business management, administration and marketing capacities of input suppliers

The five-day ‘Accounting and Marketing’ training began on December 07 in Kabul. Eighteen trainees from 17 ag-input suppliers and two employees from the Department of Agriculture, Irrigation and Livestock (DAIL) in Kabul attended the training. The training was held in 2 sessions: December 07-11 and 14-18.

Following the five-day in class training, RSSAO commenced on-the-job coaching sessions on December 21. As at the end of December, trainers from RSSAO had visited seven of the 17 businesses, delivering practical training on the use of Excel templates and proper record-keeping practices. RSSAO trainers also worked with each of these seven businesses in drafting marketing plans and strategies. Trainers spent two days at each of the businesses (one day for Accounting and one day for Marketing). In addition, following the in class training held in Jalalabad during the month of November, RSSAO followed up with on-the-job coaching sessions in December, visiting a total of nine businesses. RSSAO will continue the practical sessions for the remaining companies during the month of January 2015.



In-class training led by RSSAO in Kabul

Sub-Activity 1.3: Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits

To date, IDEA-NEW has signed 24 promotional and six matching grant agreements with 24 input suppliers in target provinces. Activities continued under their respective agreements during the month of December.

The below table shows the current status of grants as of December 31:

Grant Type	Status
Promotional	4 ongoing ¹ , 20 complete ² , 0 closed ³
Matching	1 ongoing, 05 complete, 0 closed

As part of the grantee’s cost-share under their grant agreements with IDEA-NEW, the following ag-input suppliers conducted farmer field days and training. A total of 558 farmers, 30 agricultural faculty students, ten greenhouse owners, four retailers and eight DAIL representatives attended these 27 field days and one training day.

Prosperity Group of Companies (PGC) conducted one demonstration in Kabul, one demonstration in Parwan and three demonstrations in Kapisa province on December 25, 26 and 26 respectively. The use of conservational irrigation systems (drip irrigation kits) were demonstrated to a total of 25 farmers. At the end of each demonstration, PGC distributed five drip kits to five lead farmers.



PGC distributes a drip kit to a farmer during the demonstration

¹ ‘Ongoing’ indicates that activities under the grant are ongoing as of December 31, 2014.

² ‘Complete’ indicates that activities under the grant are complete, and close-out paperwork is under process.

³ ‘Closed’ indicates that the grant documentation has been officially closed and the grant is no longer active.

Amini Sadri Ltd conducted two field days on December 21, one in Dara Laam and the other in Mahigeran village of Qarghaee district in Laghman province. A total of 24 farmers attended these field days, which covered the topics of proper harvesting of vegetables and fruits, safe packaging during harvest, methods of packing, materials for packaging, safe transportation, post-harvest management, pre-cooling, cleaning and washing, drying, sorting and grading.

During the month of December, Amini Sadri also conducted two field days each in Nangarhar, Parwan, Kabul and Kapisa. To date, Amini Sadri has conducted 10 field days with a total of 110 farmers in attendance.

Afghan Agro Services conducted a field day in Qarabagh district of Kabul province on December 28. A total of 97 farmers attended the field day which covered the safe use of pesticides and effective chemical spraying techniques.



Najib Habib trains 70 farmers in Shewaki district on the safe use of pesticides; December 14 and 15

Najib Habib Charkhi Ltd. conducted training in the Shewaki district of Kabul province for 70 farmers on December 14 and 15. Topics covered included the safe use of pesticides and use of protective clothing. A demonstration on how to use and wear protective clothes including masks, glasses, gloves and shoes while spraying ag-medicines was also provided. As part of the grantee's contribution for their promotional grant, Najib Habib distributed protective clothing to each of the 70 farmers at the conclusion of the training.

Nangarhar Agriculture Training Center (NATC) conducted a field day on December 04 on mushroom production in Behsud district of Nangarhar. A total of 10 greenhouse owners, 10 farmers and four DAIL representatives participated in this field day on greenhouse installation, off-season vegetable production, common pests and diseases, soil treatment, fertilization, raise bed preparation for various crops, pre and post-harvest handling, sorting, grading and packaging. The installation of solar panels, part of IDEA-NEW's contribution to the matching grant, was also completed during the month.



NATC representative conducts field day at a greenhouse in Mehterlam district; December 04.

Wajid Zaman Agriculture Company conducted a field day on December 09 in Surkhrod district of Nangarhar in which 48 farmers, two retailers and two DAIL representatives participated. The purpose of the field day was to transfer technical information on common pests and diseases (including recommended treatment) to farmers and attract new customers.

Laghman Medicine Store conducted a farmer field day in Behsud district of Nangarhar province for 27 farmers on December 11. A second field day was held in Qarghayi district of Laghman province for 22 farmers and one DAIL representative on December 18. Overall, 49 farmers and one DAIL representative participated in these two events aimed at introducing new agricultural production inputs and



Bakhtar Afghan Azizi conducts promotional field day in Kama district; December 10.

demonstrating modern fruit and vegetable production methods to reduce pests and disease losses, increase yields, and increase income.

Bakhtar Afghan Azizi Agro Services Company conducted a farmer field day in Kama district of Nangarhar province for 21 farmers and one DAIL representative on December 10 and a second farmer field day in Mehterlam district of Laghman province for 22 farmers on December 22. Overall, 43 farmers and one DAIL representative participated in these two events. The primary objective of the field days was to introduce new agricultural production inputs, demonstrate modern fruit and vegetable production

methods and promote Bakhtar Afghan Azizi's products and services to farmers.

Now Bahar Salarzai Agriculture Company conducted a farmer field day in Qarghayi district of Laghman province for 18 farmers on December 4, and a second farmer field day in the same district for 27 farmers on December 22. Overall, 45 farmers participated in these two field days where the SMS marketing system was explained.

Abdul Wakil Agriculture Company organized and financed a field day on plant pruning for 30 agriculture faculty students in Mehterlam district of Laghman province on December 30.

Helal Hadawal Agro Service Company conducted a field day on December 29 in Behsud district of Nangarhar in which 30 farmers and one retailer participated. The purpose of the field day was to transfer technical information on the treatment of common pests and diseases, as well as the advantages of hybrid seeds to farmers and attract new customers.



Farmers participate in a field day conducted by Falak Niaz Barakzai Agriculture Company on December 18.

Falak Niaz Barakzai Agriculture Company conducted a field day on December 18 in the Surkhrod district of Nangarhar province. Thirty-one farmers and one retailer participated in this field day on orchard management, including pruning, liming and treatment of common diseases in the area.

The below promotional items were received by the following 19 input suppliers during the reporting period. These items will be distributed by the grantee to lead farmers, agriculture cooperatives and retailers in target areas to expand the grantee's market, increase brand recognition and attract new customers:

- Amini Sadri Ltd received 2,000 pens, 3,000 brochures, 2,000 business cards, 500 wall calendars, 500 key chains, 500 wall clocks, 3,000 posters, 500 table calendars and 1,000 caps.

- Afghan Agro Services received 3,000 pens, 3,000 brochures, 1,000 business cards, 1,000 table calendars, 1,000 wall calendars, 10 stand banners, 200 wall clocks, 1,000 caps, 1,000 key chains and 1,000 posters.
- Aslam Zada Agriculture Services Co. received 1,000 pens, 1,000 brochures, 500 key chains, 500 table calendars, 500 wall calendars, 2,000 business cards, 50 wall clocks, 500 caps, 1,000 posters and two billboards.
- Najib Habib Charkhi received 3,000 posters, 10,000 pens, 10,000 key chains, 4,000 business cards, 1,000 caps, 500 wall clocks, 2,000 wall calendars and 500 table calendars.
- Parwan Bastan Improved Seeds Company received 4,000 pens, 1,000 brochures, 4,000 business cards, 700 wall calendars, 100 wall clocks, 800 key chains, 1,500 posters, 100 caps, 2 billboards, 1 signboard, 3 hanging banners and 6 stand banners. In addition, radio ads were developed and aired in December.
- Prosperity Group of Companies received 2,500 pens, 500 caps, 1,500 key chains, 4,000 business cards, 1,500 wall clocks, 2,000 wall calendars, 5,000 posters, 3,000 brochures and one signboard.
- Royan Agriculture Services Company received 500 posters.
- Sadat Ghafari Brothers Ltd received 5,000 pens, 6,000 brochures, 5,000 business cards, 1,000 wall calendars, 5,000 key chains, 500 wall clocks, 5,000 posters, 1,000 table calendars, 2,000 caps, 20 hanging banners and 20 stand banners.
- Said Khail Nursery Growers Association received 500 pens, 3,000 brochures, 3,000 business cards, 1,000 wall calendars, 50 wall clocks, 300 caps, one signboard, 2,000 posters, one stand banner and 15 hanging banners.
- Sheen Zar Agriculture Trading Co received 50 pens, 2,000 caps, 2,500 key chains, 3,000 table calendars, 300 wall clocks, 2,000 wall calendars and 2,000 brochures.
- Manzoor Sahil Limited received a banner, 25 product racks, 20,000 business cards, 300 wall clocks, 2,000 posters and 2,000 labels on December 09.
- Omid Irfan Nisar Limited received 10,000 pens, a banner, 20 product racks, 400 wall clocks and 300 caps. Wajid Zaman Agriculture Company received 500 wall clocks, 30 products racks, 3,000 posters, 1,000 wall calendars, 20 signboards, 500 caps, 10,000 pens, 500 table calendars and 10,000 key chains.
- Bakhtar Afghan Agriculture Company received 30 product racks, 1,000 caps, 500 wall clocks, 20,000 pens and 10,000 key chains on December 21.
- Tasal Jawad Limited received 20 product racks on December 09. It distributed products racks, wall clocks, pens, caps and key chains to retailers and farmers in the districts of eastern provinces to expand its distribution system and increase market share.
- Helal Hadawal Agro Service Company received 500 table calendars, 3,000 wall calendars, 20 signboards, 5,000 posters, 5,000 pens and 800 caps.
- Falak Niaz Barakzai Agriculture Services Company received 500 wall clocks, 5,000 key chains, 1,000 caps, 500 table calendars, 10 products racks, 1,000 posters and 5,000 pens.
- Javed Afghan Ag-equipment Manufacturing Company received 2,000 pens, 300 caps and 100 wall clocks.
- Laghman Medicine Store received 20 signboards, 1,000 caps, 20 product racks, 20,000 pens, 500 wall clocks and 20,000 business cards on December 22.
- Now Bahar Salarzai Agriculture Company received 100 banners, 30 stand banners, 50 signboards and 5,000 brochures on December 21.

The following 16 input suppliers completed their grant contributions during the reporting period:

- Amini Sadri Ltd conducted 10 field days in December in IDEA-NEW targeted provinces (2 in Kabul, 2 in Parwan, 2 in Kapisa, 2 in Nangarhar and 2 in Laghman). The grantee trained a total of 110 farmers during these 10 field days in proper harvesting, packaging, sorting and grading techniques.
- Afghan Agro Services conducted their last field day on December 28.
- Najib Habib Charkhi Ltd. conducted training on the safe and effective use of agro-chemicals and distributed protective clothes to 70 farmers.
- Prosperity Group of Companies (PGC) aired radio advertisements and hired two full-time equivalent (FTE) employees (Marketing and Sales Officer and Field Officer) as well as two part-time employees (Irrigation Specialist and Agronomist) under their promotional grant.
- Said Khel Nursery Growers Association signed an agreement with a radio station for airing advertisements.
- Sheen Zar Agriculture Trading Co recruited two FTEs (one Accountant and one Sales Manager) in December. The grantee also signed an agreement with a local radio station in Parwan province to air their radio ads.
- Wasiq Imran Limited completed the design and printing of 20,000 business cards and 1,000 writing pads on December 10. These promotional items will be distributed to lead farmers and agriculture cooperatives to inform them of Wasiq Imran's sales outlet for their fruits and vegetables. Wasiq Imran also purchased a laptop computer to track business transactions.
- Manzoor Sahil Limited completed the design and printing of 1,000 writing pads and 1,000 invoice pads on December 10.
- Omid Irfan Nisar Limited completed the design and printing of 20,000 business cards and 1,000 writing pads, and bought a laptop computer on December 10.
- Wajid Zaman Agriculture Company printed and designed 2,000 brochures, 10,000 business cards, 50 writing pads and 500 business profiles.
- Bakhtar Afghan Agriculture Company designed and printed one signboard, 5,000 business cards, 10 banners, and 130 kg of promotional shopping plastic bags on December 25.
- Tasal Jawad Limited printed 1,000 writing pads, 20,000 business cards and purchased one laptop computer for tracking business transactions.
- Helal Hadawal Agro Service Company designed and printed 5,000 business cards, 1,000 brochures and 500 business profiles.
- Falak Niaz Barakzai Agriculture Services Company designed and printed 10,000 business cards and 2,000 wall calendars.
- Laghman Medicine Store designed and printed 10,000 small-size seed packages, 10,000 large-size seed packages and 300 branded writing pads on December 04.
- Now Bahar Salarzai Agriculture Company designed and printed 10,000 business cards and 100 kg of promotional plastic shopping bags on December 14.

Grant activities under promotional and matching grants continued for the following input suppliers during the month of December:

Prosperity Group of Companies: During the reporting period, IDEA-NEW delivered soil and water analysis equipment to PGC as part of the matching grant agreement. PGC also hired a lab technician in December for its laboratory operation as part of their cost-share.

Due to the late procurement of materials and security issues, the performance period of PGC’s matching grant has been extended until the end of the March 2015. This extension will enable PGC to complete its cost-share and the demonstration and disposition of 90 drip kits to farmers.

Al-Roheed Agro Services Company: Al-Roheed distributed table calendars, product racks, wall clocks, pens and caps to retailers and farmers in districts of the eastern provinces during the month of December.

Kunar Fruit and Vegetable Wholesalers’ Association: As part of its contribution, Kunar F&V designed and printed 22,000 business cards and 2,200 writing pads on December 17.

Sadat Ghafari Brothers Ltd: Sadat Ghafari distributed input packages to 30 farmers in Kapisa, Parwan and Kabul provinces during the month of December. These packages included one liter of liquid fertilizer, one liter of pesticide, pea seeds (300 gr) and chili seeds (200 gr). The purpose of the distribution was to introduce the Condor Seeds brand to farmers.

Sub-Activity 1.4: Introduce pilot SMS marketing strategy for input wholesalers

IDEA-NEW’s SMS initiative is an innovative way to ensure that commercially sustainable agricultural information is delivered to farmers in a timely, cost-effective and efficient manner. The program helps farmers gain access to reliable sources of information and inputs, and strengthens the linkages between farmers and input suppliers. The system benefits the input suppliers by providing easy and effective marketing and advertising to increase sales and profitability. IDEA-NEW provides SMS grants to local ag input wholesalers. As part of the sustainable cost-share arrangements in SMS grant agreements, ag input suppliers will cover the entire cost of SMS messaging when IDEA-NEW assistance ends.

To date, IDEA-NEW has signed SMS grant agreements with six input suppliers (two based in Kabul and four based in Jalalabad). Activities continued under their respective agreements during the month of December:

Grant Type	Status
SMS	5 ongoing, 1 complete, 0 closed

SMS grantees sent 65 targeted messages to 6,440 farmers and 391 retailers in December. To date, a total of 196 messages have been sent to 22,584 farmers and 3,580 retailers in IDEA-NEW’s targeted provinces.

During the month of December, four farmer field days were held by three SMS grantees, where 181 farmers, 2 retailers, 11 DAIL representatives, 6 Agriculture Faculty students and 10 Nangarhar Agriculture Institute students participated. These field days were held in the provinces of Kabul, Kapisa and Nangarhar.

Hussain Zada Ltd. conducted a field day in Farzah district of Kabul province on December 10. Seventy-six farmers and nine DAIL representatives attended the field day, with the objective of introducing SMS marketing to the farmers and teaching them modern agricultural practices and ways to control common crops pests and diseases.

During the month of December, Hussain Zada Ltd. sent a total of four text messages on improved wheat seeds, agro-chemicals and PIR sprayer pumps to 797 farmers and 90 retailers in Nangarhar, Laghman,

Kunar, Kabul Kapisa, and Parwan provinces. All activities under this grant were successfully completed during the month of December.

Prosperity Group of Companies sent 26 messages during the month of December to 1,200 targeted customers. On December 06, PGC attended platform training conducted by Paywast.

PGC also conducted two field days during the reporting period. The first field day was conducted in Seyasang village of Shakar Dara district of Kabul province on December 25. A total of 35 participants

(31 farmers, 1 retailer, 1 DAIL agent and 2 agri faculty students) attended the field day. The second field day was conducted in Khamzargar village of Hesi Awal, Kapisa province on December 26. A total of 35 participants (29 farmers, 1 retailer, 1 DAIL agent and 4 agri faculty students) attended this field day. The field days covered topics including an introduction to the SMS system, products offered by PGC and the use of modern agriculture technology and solar equipment.



PGC conducts a field day under their SMS grant.

Bakhtar Afghan Azizi Agro-Services Company sent two text messages to 916 farmers in Nangarhar, Laghman and Kunar provinces and 156 retailers in Helmand, Kandahar, Balkh, Takhar, Nangarhar, Kunar and Laghman Provinces. In response to these messages, retailers traveled from Kama district and Takhar province and asked Bakhtar for wheat herbicides.

Now Bahar Salarzai Agriculture Company sent eight messages to 2,049 farmers and 120 retailers in Nangarhar, Kunar, Kabul and Laghman provinces. In response to these messages, 350 farmers replied to Now Bahar Salarzai seeking additional information. Thirty farmers visited Now Bahar's retail shops and asked about the inputs advertised through the SMS messages.

Wajid Zaman Agriculture Company sent 25 messages to 1,478 farmers and 25 retailers in Batikot, Chaparhar, Surkhrod, Kama, Goshta, Sherzad and Rodat districts of Nangarhar and Qarghayi district of Laghman province. In response to these messages, 40 farmers called Wajid Zaman's district retailers and asked for additional information on the use and availability of the advertised products. Wajid Zaman's Agriculture Marketing Officer visited 15 fields to collect information on crop conditions and pest infestations, and drafted appropriate SMS messages accordingly.

Hamisha Bahar Agriculture Company conducted a field day in Nangarhar province on December 03. Fifteen nursery growers from Laghman, 18 from Kunar and 12 from Nangarhar provinces participated in the event. In addition, 10 students from the Nangarhar Agriculture Institute also participated in the field day where Hamisha Bahar introduced its SMS marketing system to farmers, retailers and nursery growers. Hamesha Bahar also updated nursery growers on modern production techniques and pest and disease control methods for nurseries.

Grant Type	Status
Promotional	0 ongoing, 12 complete, 0 closed
Matching	1 ongoing, 6 complete, 1 closed

The below promotional items were received by the following eight food processors during the reporting period:

- Farah Farhat Faizi (3F) received 2,000 key chains, 2,000 pens, 500 table calendars, 200 wall clocks, 4,000 business cards, 3,000 brochures, 500 posters, and 15 hanging banners.
- Women Prophecy-able Cultural and Social Organization received 1,500 brochures, 4,000 business cards, 500 wall calendars, 200 table calendars, 2 signboards, 2 stand banners, 1,000 key chains and 500 posters.
- Faisal Kohistani Ltd received 1,500 pens, 200 table calendars, 500 wall calendars, 3 billboards and 1 signboard.
- Mahan Ferdows received 1,000 pens, 1,000 brochures, 2,000 business cards, 1,000 table calendars, 1,000 wall calendars, 10 stand banners, 200 wall clocks, 1,000 key chains and 1,000 posters.
- Barna Group received 2,000 pens, 2,000 brochures, 1,000 business cards, 1,000 table calendars, 1,000 wall calendars, 10 stand banners, 100 wall clocks, 200 caps, 1,000 key chains and 1,000 posters.
- Ali Bahar Sabz received 3,000 business cards, 4,000 brochures, 200 caps, 1,500 key chains, 300 table calendars, 50 wall clocks, 500 wall calendars, one billboard and one signboard.
- Afghanistan Industrial Association (AIA) received 1,000 pens, 200 caps, 2,000 key chains, 500 table calendars, 200 wall clocks, 500 wall calendars, 1,000 posters and 1,000 brochures.
- Wahdat Afghan Non-Alcoholic Beverage Company received 1,000 wall calendars, 3,000 pens, 20 signboards, 50 products racks and 500 wall clocks.

The following eight food processors completed their grant contributions during the reporting period:

- Farah Farhat Faizi (3F) printed stand banners and hired one part time employee for the distribution of promotional materials.
- 3F printed product labels, and completed the third and final session of basket weaving training for 30 women. To date, 3F has trained 90 women and established a business relationship with them for producing woven baskets to meet future demand. This training was the final activity under the matching grant, marking its completion.
- Faisal Kohistani conducted training in processing tomato paste for 20 women in Kapisa province as their cost-share under the matching grant. These women were introduced to Faisal Kohistani by DAIL and the Directorate of Women Affairs (DoWA) in Kapisa province.
- Women Prophecy-able Cultural and Social Organization (WPCSO) conducted training for 20 women in vegetable processing and



Faisal Kohistani trained 20 women in processing tomato paste in Kapisa

packaging in Kapisa province as their cost-share under this promotional grant. Training covered basic food processing steps including washing, slicing, cooking, mixing, canning/bottling, and final packaging.

- Women Prophecy-able Cultural and Social Organization (WPCSO) hired 2 FTE staff for its production unit and purchased kitchen accessories and office furniture, completing their contribution for this matching grant.
- Barna Group aired their TV commercial on several local channels during the month of December.
- Ali Bahar Sabz trained 20 women in dried fruit processing/sorting and grading as well as quality packaging.
- Afghanistan Industrial Association (AIA) delivered marketing and customer relationship management training to 30 food processors. AIA also constructed the concrete pad (foundation) for exhibition booths provided by IDEA-NEW.
- Wahdat Afghan Non-Alcoholic Beverage Company designed and printed 5,000 business cards and tailored 21 pairs of hygiene uniforms for plant workers.
- Khalid Laziz Non Alcoholic Beverages Making Company purchased pulping equipment. The equipment and plant were delivered and installed, and Khalid Laziz is ready to begin pulp production.

Grant activities under promotional and matching grants continued for the following companies during the month of December:

Women Prophecy-able Cultural and Social Organization (WPCSO): On December 07, IDEA-NEW delivered all equipment to the grantee under this matching grant. The equipment included 1 refrigerator, 1 chiller, 1 generator, 5 gas stoves, 10 chairs, 1 grinder, 1 mixer and 200 plastic buckets.

Afghanistan Industrial Association (AIA): IDEA-NEW delivered temperature controlled booths to AIA during the reporting period under this matching grant.

Gift to Zest Food Production Company: Gift to Zest distributed wall calendars, signboards, brochures, key chains, table calendars, pens, and wall clocks to their retailers in Jalalabad.

Khalid Laziz Non Alcoholic Beverages Making Company: Khalid Laziz received eight cooking dishes, 200 plastic drums and 60 plastic pots on December 07.

ACTIVITY 3: SUPPORT DOMESTIC AGRIBUSINESSES' EFFORTS TO IMPORT KEY INPUTS AND FACILITATE MARKET ENTRY FOR REGIONAL AND/OR INTERNATIONAL AGRIBUSINESS RETAILERS

Sub-Activity 3.1: Identify key product needs of domestic food processors and input suppliers and match them with regional/international retailers

No updates to report this period.

Sub-Activity 3.2: Promote partnerships between domestic input suppliers, processors, distributors, retailers and financing bodies

During the reporting period, one business-to-business (B2B) meeting was held in Kabul and two in Jalalabad. Below are highlights from these meetings.



President of 3F signs a deal with New Muqadas International Ltd; December 15

On December 15, **3F** signed a contract with **New Muqadas International Ltd.** [REDACTED]

[REDACTED] New Muqadas International Ltd. provides logistics support and procurement services to the World Bank-funded National Horticulture and Livestock Productivity (NHLP) project. This deal is the result of an initial B2B meeting held between 3F and NHLP during the Ag-Fair on September 25.

On December 22, **Gul-e-Aftab Plastic Bottles and Lids Manufacturing Company** met with the **Season Honey Processing Company** to discuss prices, terms and conditions for a potential bottle supply contract. Season Honey requires an uncommon type of plastic bottle for its honey, the pre-form of which is unavailable in eastern provinces. Gul-e-Aftab searched for pre-forms of this type of bottle and found them in Punjab, Pakistan. Gul-e-Aftab and Season Honey discussed the supply terms and conditions and are expected to enter into a long-term agreement.

On December 23, **Gul-e-Aftab** met with **Gift to Zest Food Processing Company**. The objective of this meeting was to discuss the prices, terms and conditions of a bottle supply contract. Gift to Zest has its own “die” with a vendor in Punjab, Pakistan. After this meeting, Gift to Zest concluded that Gul-e-Aftab is a better supplier. Gift to Zest will retrieve its die from Pakistan and deliver it to Gul-e-Aftab. The companies will meet again to discuss prices, quantities and the initial order.

Sub-Activity 3.3: Assist regional/international agriculture suppliers to realize the potential of the Afghan market

No updates to report this period.

ACTIVITY 4: CROSS CUTTING

Sub-Activity 4.1: Mentoring support to all beneficiaries

No updates to report this period.

Sub-Activity 4.2: Continued IDEA-NEW and GIRoA Collaboration

IDEA-NEW regularly meets with local, district, provincial and national-level GIRoA officials in each of its target provinces to ensure that all stakeholders are abreast of IDEA-NEW’s plans and can contribute to activity development, implementation and, if necessary, problem-solving. During the month of December, IDEA-NEW staff attended eight meetings in Laghman, Kabul, Kunar, Kapisa, Parwan and Nangarhar provinces.

On December 03, IDEA-NEW participated in the Agriculture Strengthening Strategic Technical Working Group (ASTWG) meeting in Laghman province in which representatives of Serving Emergency Relief and Vocational Enterprise (SERVE), Urban Development Affairs, Welfare and Development Organization for Social Services (WDOSS), Mission d'Aide au Développement des Economies Rurales – Afghanistan (MADERA), Red Cross, River Sub Basin Department, Danish Committee for Aid to Afghan

Refugees (DACAAR) and the Environmental Department participated and provided their monthly activity updates.

On December 11, IDEA-NEW participated in the ASTWG meeting in Kunar. Government representatives and NGOs provided their monthly activity updates. At the end of the meeting, it was suggested that government departments and their IP organizations submit proposals to the meeting for approval to avoid duplication at district and central levels and explain problems in implementing the projects.

On December 16, IDEA-NEW attended the PDC meeting in Kapisa province. Among the issues discussed was pollution of the Khwaja stream, which is located in Sher Khan Khel, and road side dredges. Regarding IDEA-NEW, the Deputy Governor shared that the Director of DAIL Kapisa visited the Faisal Kohistani Food Processing Company (an IDEA-NEW grantee) along with a monitoring team from the governor's office.

On December 17, IDEA-NEW participated in the monthly agriculture and rural rehabilitation and development (RRD) sector meeting held at DAIL Parwan. The purpose of the meeting was to ask IPs for the submission of activity reports for 2014. The DAIL Director also discussed preparations for the Farmer's Day which will be held in March.

On December 17, IDEA-NEW participated in the Nangarhar ASTWG meeting. The Dutch Committee for Afghanistan (DCA) representative presented his activity report to the floor and stated that the Brooke program has started in Nangarhar this year. This program was previously operating in five other provinces of Afghanistan.

On December 22, IDEA-NEW participated in the TWG meeting held in the Economy Department of Nangarhar province. The agenda focused on planting trees in and around Nangarhar University.

On December 24, IDEA-NEW participated in the Nangarhar PDC meeting in which representatives of government and international organizations, including the provincial governor, participated. The participants presented their activity reports for better coordination.



Government and international organizations gather at the PDC meeting in Jalalabad; December 24.

On December 24, IDEA-NEW attended and conducted a presentation on IDEA-NEW's gender activities during the 5th MAIL Women's Empowerment Working Group (MWEWG) meeting. The purpose of the MWEWG is to share MAIL's gender policy and to strengthen the bond between MAIL and its implementing partners concerning gender equality and empowerment of women in the agriculture sector.

In addition to the above coordination meetings with GIRoA, IDEA-NEW strives to improve communications with other donor projects in order to share information and minimize duplication of efforts.

On December 07, IDEA-NEW hosted a coordination meeting with the Financial Assistance for Investment in the Development of Afghanistan (FAIDA), Assistance in Building Afghanistan by Developing Enterprises (ABADE) and Agriculture Development Fund (ADF) projects.

During the meeting, each of the organizations provided updates on November activities. IDEA-NEW shared that they had referred two grantees to FAIDA for help in drafting loan applications for ADF. ABADE noted that they have entered the third year of the project, and that they plan to support 120 small and medium-sized enterprises (SMEs) during 2015. Six SMEs submitted loan applications to ADF in November, including two current IDEA-NEW grantees. Finally, FAIDA shared that they are reaching out to Afghan women to provide access to financing and other business opportunities. They have organized a ‘Women Access to Business Development Opportunity & Islamic Finance Workshop’ to take place November 15–18 for 60 women from Kunar, Nuristan, Laghman and Nangarhar provinces.

ACTIVITY 5: MANSFIELD POPPY CULTIVATION STUDY

The purpose of the “Impact on Poppy Cultivation in Nangarhar Province Study” is to determine the extent to which IDEA-NEW’s approach to alternative development helped contribute to poppy reduction in Nangarhar province. The report will be finalized and submitted to IDEA-NEW by January 11, 2015.

Dr. Mansfield briefed USAID on the findings of the study on December 10 at the U.S. Embassy in Kabul.

Crosscutting Themes

Gender

Per the Activity Plan, IDEA-NEW strives for a minimum of 10% of program participants to be woman-owned and/or operated businesses. As at the end of December, nearly 12% of IDEA-NEW grantees are woman-owned and/or operated.

During the month of December, a total of 90 women received training as part of IDEA-NEW’s grant agreements with four woman-owned business: **Farah Farhat Faizi (3F)** trained 30 women in straw basket weaving; **Ali Bahar Sabz** trained 20 women in processing dried fruits; **WPCSO** trained 20 women in vegetable processing in Kapisa province; and **Faisal Kohistani** trained 20 women in tomato paste making in Kapisa province.



WPCSO trained 20 women in vegetable processing in Kapisa.

Sustainability and Capacity Building

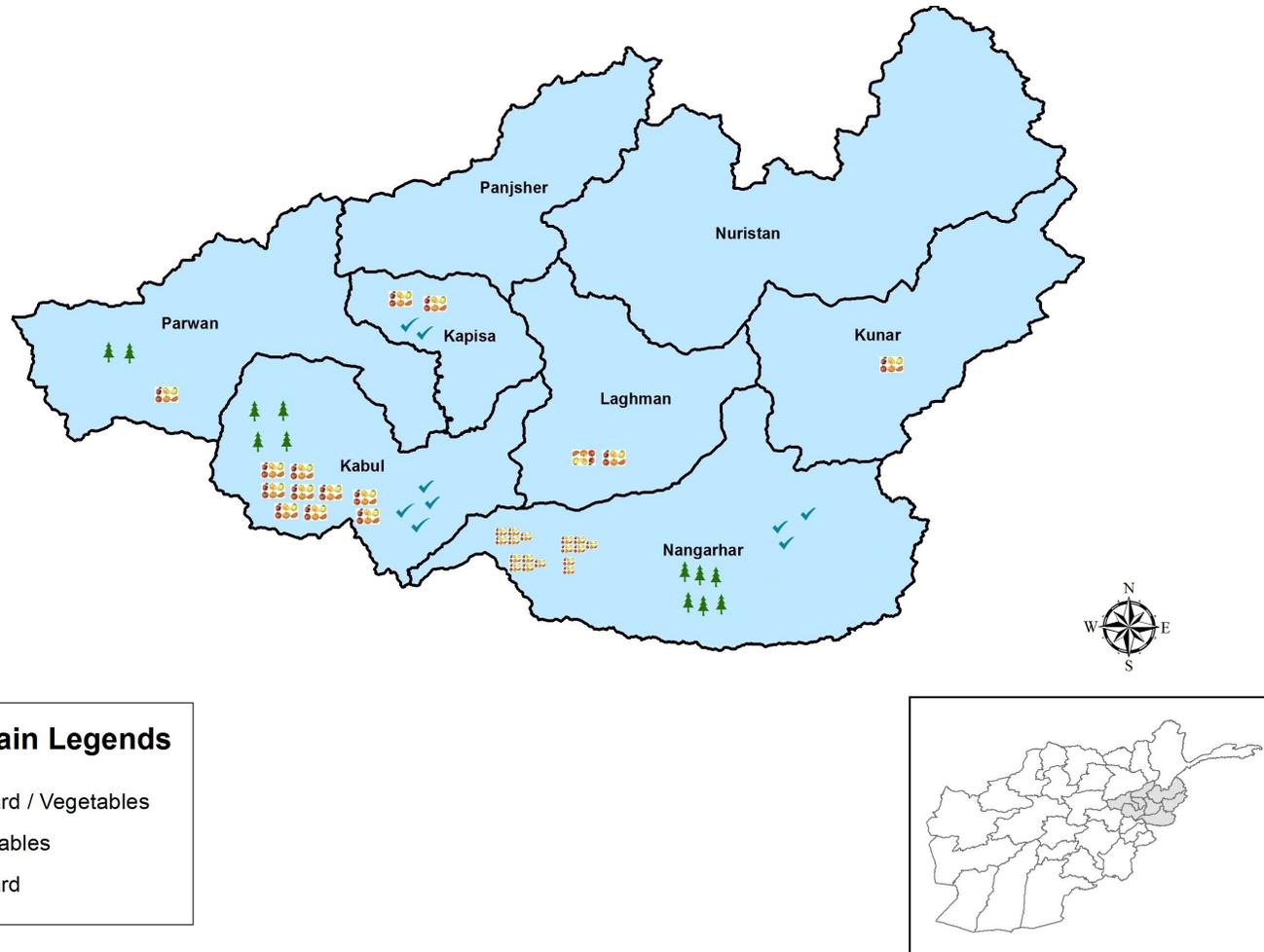
Effective SMS Writing: IDEA-NEW observed that ag-input suppliers were not maximizing the effectiveness or minimizing the cost of SMS messages. Therefore, IDEA-NEW offered training in ‘Effective SMS Writing’ on December 09 in Kabul. Both Kabul-based SMS grantees attended the training and learned how to shorten text messages to reduce messaging costs and send succinct, timely messages when farmers are making crop management decisions. During the training, IDEA-NEW conducted writing exercises and encouraged debate between the input suppliers.

Food Test Lab Training: During the month of December, a laboratory expert from Peshawar University continued training seven lab technicians (six from DoPH and one from ACCI) at the MoPH food testing lab. During the reporting period, he taught them how to test 13 types of food items.

PROGRAM CHALLENGES AND CONCERNS

No updates to report this period.

ANNEX I: MAP OF IDEA-NEW VALUE CHAINS AS OF DECEMBER 31, 2014



ANNEX II: PERFORMANCE INDICATOR TABLE

Please see the attached Excel document.

ANNEX III: KEY ACTIVITIES ACCOMPLISHED

Please see the attached Excel document.

ANNEX IV: MONTHLY GRANTS REPORT

Please see the attached Excel document.

Annex III - Key Activities Accomplished, December 2014

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	(WPCSO) Women Prophecy able Cultural and Social Organization	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kapisa	13-Oct-14	14-Jan-14	Active	Grant contribution has been completed
Matching Grant	(WPCSO) Women Prophecy able Cultural and Social Organization	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kapisa	09-Nov-14	31-Jan-15	Active	Grant contribution has been completed
Promotional Grant	Afghan Agro Services	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	03-Sep-14	31-Dec-14	Active	
Matching Grant	Afghan Twesties Chips Production	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Afghanistan Industrial Association	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	29-Oct-14	30-Jan-15	Active	
Promotional Grant	Afghanistan Industrial Association	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	04-Sep-14	31-Dec-14	Active	
Promotional Grant	Ali Bahar Sabz Fruits Processing Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	28-Oct-14	29-Jan-15	Active	
Matching Grant	Amini Sadri Ltd.	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Amini Sadri Ltd	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	15-Jul-14	31-Dec-14	Active	
Promotional Grant	Ashraf Khel Vegetable Processing, Livestock & Agriculture Cooperative	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form
Promotional Grant	Aslamzada Agriculture Services Provider	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	29-Sep-14	29-Dec-14	Active	Grant contribution has been completed
Matching Grant	Bagram District Nursery Association	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Parwan			Cancelled	For more information refer to its Clarification form
Matching Grant	Bahar Biscuits Production Co	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	22-Jul-14	28-Oct-14	Active	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Barna Group (Chips Production)	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	28-Sep-14	29-Dec-14	Active	
Matching Grant	Barna Group (Chips Production)	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Dehqan Roz Food Products and Dairy	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Elyas Abas Ltd	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Elyas Abas Ltd	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Faisal Kohistani Food Products Processing Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kapisa	04-Sep-14	31-Dec-14	Active	Grant contribution has been completed
Promotional Grant	Faisal Kohistani Food Products Processing Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kapisa	15-Jul-14	31-Dec-14	Active	Grant contribution has been completed
Matching Grant	Farah Farhat Faizi (3F) Agriculture products processing company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	29-Jun-14	31-Dec-14	Active	Grant contribution has been completed
Promotional Grant	Farah Farhat Faizi (3F) Agriculture products processing company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	28-Sep-14	31-Dec-14	Active	Grant contribution has been completed
Training Grants	GAALO	Sub-activity # 1.1	Train Input Suppliers (Pesticide Safety Training)	Kabul	13-Aug-14	31-Dec-14	Active	
Matching Grant	Haidar Rafat Ltd	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	18-Aug-14	31-Dec-14	Active	Grant contribution has been completed
SMS Grant	Hussain Zada Ltd	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	22-Jul-14	31-Dec-14	Active	
Promotional Grant	Jawarkhel Vegetable Processing, Livestock and Agriculture Cooperative	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Kaiynat Sabz Animal & Agriculture Company	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kapisa			Cancelled	For more information refer to its Clarification form
Promotional Grant	Kapisa Sadat Agro Association	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kapisa			Cancelled	For more information refer to its Clarification form
Matching Grant	KFSC (Kapisa Farm Services Center & Dehqan-e-Asr Seeds Production Company	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kapisa			On hold	
Matching Grant	Khan Denar Khail Production Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Khan Denar Khel Production Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Mahan Ferdows Food Production Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	22-Oct-14	31-Dec-14	On hold	
Promotional Grant	Mahan Ferdows Food Production Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	30-Sep-14	31-Dec-14	Active	Grant contribution has been completed
Matching Grant	Najib Habib Charkhi Plastic Industry	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Najib Habib Charkhi Plastic Industry	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	09-Nov-14	31-Jan-15	Active	Grant contribution has been completed
Matching Grant	Nawi Safi Brothers	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Nawi Safi Brothers	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Parwan Bastan Improved Seeds Company	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Parwan	15-Jul-14	31-Dec-14	Active	Grant contribution has been completed

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Matching Grant	Parwan Women Farm Service Center (PWFSC)	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form
Matching Grant	Prosperity Group of Companies (PGCs)	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	29-Jun-14	31-Dec-14	Active	
Promotional Grant	Prosperity Group of Companies (PGCs)	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	14-Oct-14	31-Dec-14	Active	
SMS Grant	Prosperity Group of Companies (PGCs)	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	14-Oct-14	31-Dec-14	Active	
Matching Grant	Quest Logistic Services Co.	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Royan Agri Services Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Royan Agriculture Services Company	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul	15-Jul-14	31-Dec-14	Active	Grant contribution has been completed
Training Grants	RSSAO	Sub-activity # 2.2	Accounting and Marketing Trainings	Kabul	13-Sep-14	22-Jan-15	Active	
Training Grants	RSSAO	Sub-activity # 2.1	Basic Food Safety and Hygiene Training	Kabul	13-Sep-14	22-Jan-15	Active	
Matching Grant	Sabz Cooperative	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form
Promotional Grant	Sabz Cooperative	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form
Promotional Grant	Sadat Ghafori Brothers Ltd	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	09-Nov-14	31-Jan-15	Active	Grant contribution has been completed
Matching Grant	Sadat Ghafori Brothers Ltd	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul			Cancelled	For more information refer to its Clarification form

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Matching Grant	Said Khail Nursery Growers Association(SNGA)	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Parwan	29-Jun-14	31-Dec-14	Active	
Promotional Grant	Said Khail Nursery Growers Association(SNGA)	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Parwan	21-Oct-14	31-Dec-14	Active	
Matching Grant	Salihy Daikondiwal Brothers Agriculture Services	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Sheen Zar Agricultural Trading Co LTD	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Sheen Zar Agricultural Trading Co LTD	Sub-Activity # 1.3	Matching and promotional activity grants to assist agriculture input dealers	Kabul	30-Oct-14	31-Jan-15	Active	
Matching Grant	Sherzad Sabawoon Safi Ltd	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	Takdana	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Promotional Grant	Tolo Jadid Food Prod.co	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Kabul			Cancelled	For more information refer to its Clarification form
Matching Grant	WVTASO	Sub-activity # 2.3	Matching and promotional activity grants to assist food processors	Parwan			Cancelled	For more information refer to its Clarification form
Matching Grant	Abdul Wakil Agriculture Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Laghman	22-Jul-14	31-Jan-15	Completed	
Promotional Grant	Al-Roheed Agriculture Services Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
SMS Grant	Bakhtar Afghan Azizi Agro service Co.ltd	Sub-activity 1.4	Introduce pilot SMS marketing strategy for input wholesalers	Nangarhar	07-Jul-14	31-Jan-15	Completed	
Promotional Grant	Bakhtar Afghan Azizi Agro service Co.ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	31-Jan-15	Completed	
Promotional Grant	Falak Niaz Barakzai Ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	31-Jan-15	Completed	
Promotional Grant	Gift to Zest Food Processing Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	
Matching Grant	Gift to Zest Food Processing Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	22-Sep-14	22-Sep-14	Cancelled	Gift to Zest requested machinery which would take approximately 60 days to be imported from China, so it was cancelled.
Matching Grant	Hamisha Bahar Agro Services Company	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	11-Jun-14	31-Dec-14	Completed	
SMS Grant	Hamisha Bahar Agro Services Company	Sub-activity 1.4	Introduce pilot SMS marketing strategy for input wholesalers	Nangarhar	17-Aug-14	17-Feb-15	Active	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Hamisha Bahar Agro Services Company	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	22-Sep-14	22-Sep-14	Cancelled	This grant was cancelled because the owner did not want to contribute to the grant, which is against IDEA-NEW grant policy.
Promotional Grant	Hayatullah Nursery Farm	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	
Promotional Grant	Helal Hadawal Agri Services Company	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	31-Jan-15	Active	
Matching Grant	Javed Afghan Ag Machinery Manufacturing Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Oct-14	13-Oct-14	Cancelled	The machinery requested by Javid Afghan would take more than 2 months to be delivered, and the budget exceeded the IDEA-NEW grant limit, so it was cancelled.
Promotional Grant	Javed Afghan Ag Machinery Manufacturing Co	Sub-activity 1.3	Assist regional/international agriculture suppliers to realize the potential of the Afghan market and (1.3) Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	16-Oct-14	15-Jan-15	Active	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Kama Green Agriculture Dev Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	
Matching Grant	Khalid Faizan Food Processing Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	28-Sep-14	29-Jan-15	Active	
Promotional Grant	Khalid Laziz Nonalcoholic beverage Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	
Matching Grant	Khalid Laziz Nonalcoholic beverage Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	17-Jan-15	Completed	
Matching Grant	Khalil Raihan Food Processing Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	22-Sep-14	22-Sep-14	Cancelled	Khalil Raihan had requested for the machineries which took almost 60 days to be imported from China, so it was cancelled.
Promotional Grant	Kunar Fruit and Veg Wholesaler Association	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Kunar	13-Jul-14	31-Jan-15	Completed	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Laghman Agriculture and livestock Medicine Store	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	31-Jan-15	Completed	
Promotional Grant	Laghman Fruit and Vegetable Wholesale Association	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Laghman	13-Aug-14	13-Nov-14	Cancelled	The owner of this company did not want to contribute to this grant.
Matching Grant	Mamoor Agriculture Company	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	12-Jun-14	12-Oct-14	Cancelled	Mamoor applied for greenhouses which were not provided by IDEA NEW, as they was not approved by USAID.
Promotional Grant	Mamoor Agriculture Company	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	12-Jun-14	12-Jun-14	Cancelled	Mamoor requested greenhouses which were cancelled, so the company cancelled promotional materials as they were going to be used to promote the product of the new greenhouses.
Promotional Grant	Manzoor Sahel Ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	19-Aug-14	31-Jan-15	Completed	
Matching Grant	NATC (Nangarhar Agriculture Training Center)	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	12-Jun-14	31-Dec-14	Completed	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Now Bahar Salarzai-LTD	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	13-Jul-14	31-Jan-15	Completed	
Matching Grant	Now Bahar Salarzai-LTD	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	20-Jul-14	20-Oct-14	Cancelled	Naw Bahar Salarzai applied for greenhouses which was not provided by IDEA NEW, as it was not approved by USAID.
SMS Grant	Now Bahar Salarzai-LTD	Sub-activity 1.4	Introduce pilot SMS marketing strategy for input wholesalers	Nangarhar	04-Sep-14	07-Mar-15	Active	
Promotional Grant	Omaid Irfan Nisar Ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	28-Sep-14	31-Jan-15	Active	
Matching Grant	Rodat Nursery farm	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	16-Sep-14	16-Sep-14	Cancelled	Rodat applied for greenhouses and water irrigation equipment which was not approved by IDEA NEW/USAID.
Matching Grant	Samsoor Ban Agriculture Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Laghman	22-Jul-14	31-Jan-15	Completed	
Promotional Grant	Tasal Jawad Ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	19-Aug-14	31-Jan-15	Completed	

Activity Type	Activity Name	Activity Plan Sub-Activity	Activity Description	Province	Start Date	End Date	Activity Status	Status Comments
Promotional Grant	Wahdat Afghan Non-alcoholic Beverages Co	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	19-Aug-14	31-Jan-15	Completed	
SMS Grant	Wajid Zaman Agriculture services Co	Sub-activity 1.4	Introduce pilot SMS marketing strategy for input wholesalers	Nangarhar	07-Jul-14	31-Jan-15	Active	
Promotional Grant	Wajid Zaman Agriculture services Co	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	17-Sep-14	31-Jan-15	Completed	
Promotional Grant	Wasiq Imran Ltd	Sub-activity 1.3	Matching and promotional activity grants to assist agriculture input dealers in improving their business image, extension capabilities and profits	Nangarhar	19-Aug-14	31-Jan-15	Completed	
Promotional Grant	Zarin Shinwari Processed Food Wholesaler	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	16-Oct-14	15-Jan-15	Completed	
Matching Grant	Zia Strong Non alcoholic Beverages Company	Sub-activity 2.3	Matching and promotional activity grants to assist food processors in improving their business image, extension capabilities and profits	Nangarhar	13-Oct-14	13-Oct-14	Cancelled	The machinery requested by Zia Strong would have taken more than 2 months to be delivered, and the budget exceeded the IDEA-NEW grant budget limit, so it was cancelled by the committee.

Annex IV - Grants Report

as of December 31, 2014

CENTRAL REGION

No.	Grant No.	Company Name	Activity /Sub Activity	Product /Services	Grant Activity Type	Start Date	End Date	Current Status*
1	G-KBL-015	Prosperity Group of Companies	Activity 1 # 1.3	Input Supplier	Matching Grant	29-Jun-14	30-Apr-15	Active
2	G-KBL-016	Farah Farhat Faizi Agriculture Products Processing Company	Activity 1 # 1.3	Food Processor	Matching Grant	29-Jun-14	31-Dec-14	Completed
3	G-KBL-017	Sayed Khail Nursery Grower Association (SNGA)	Activity 1 # 1.3	Input Supplier	Matching Grant	29-Jun-14	31-Dec-14	Completed
4	G-KBL-018	Green Afghanistan Agriculture and Livestock Organization	Activity 1 # 1.2	Pesticide Safety Training	FOG	13-Aug-14	31-Dec-14	Completed
5	G-KBL-019	Prosperity Group of Companies	Activity 1 # 1.3	Input Supplier	Promotional Grant	14-Oct-14	15-Jan-15	Active
6	G-KBL-020	Prosperity Group of Companies	Activity 1 # 1.4	Input Supplier	SMS Grant	14-Oct-14	31-Jan-15	Active
7	G-KBL-021	Amini Sadri Ltd	Activity 1 # 1.3	Input Supplier	Promotional Grant	15-Jul-14	15-Jan-15	Active
8	G-KBL-022	Hussain Zada Ltd	Activity 1 # 1.4	Input Supplier	SMS Grant	22-Jul-14	31-Dec-14	Completed
9	G-KBL-023	Farah Farhat Faizi Agriculture Products Processing Company	Activity 2 # 1.2	Food Processor	Promotional Grant	28-Sep-14	15-Jan-15	Active
10	G-KBL-024	Faisal Kohistani Food Processing Company	Activity 2 # 1.2	Food Processor	Promotional Grant	15-Jul-14	8-Jan-15	Completed
11	G-KBL-025	Parwan Bastan Improved Seed Company	Activity 1 # 1.3	Input Supplier	Promotional Grant	15-Jul-14	8-Jan-15	Completed

12	G-KBL-026	Royan Agriculture Services Company	Activity 1 # 1.3	Input Supplier	Promotional Grant	15-Jul-14	8-Jan-15	Completed
13	G-KBL-027	Bahar Biscuit Manufacturing Company	Activity 2 # 1.2	Food Processor	Matching Grant	22-Jul-14	28-Oct-14	Completed
14	G-KBL-028	Haidar Rafat Ltd	Activity 2 # 1.2	Food Processor	Matching Grant	18-Aug-14	31-Dec-14	Completed
15	G-KBL-029	Reconstruction & Social Services for Afghanistan Organization (RSSAO)	Activity 2 # 2.1	Basic Food Safety Training	FOG	13-Sep-14	15-Feb-15	Active
16	G-KBL-030	Reconstruction & Social Services for Afghanistan Organization (RSSAO)	Activity 1 # 1.2	Accounting & Marketing Training	FOG	13-Sep-14	15-Feb-15	Active
17	G-KBL-031	Faisal Kohistani Food Processing Company	Activity 2 # 1.2	Food Processor	Matching Grant	4-Sep-14	31-Dec-14	Completed
18	G-KBL-032	Afghan Agro Services	Activity 1 # 1.3	Input Supplier	Promotional Grant	3-Sep-14	8-Jan-15	Completed
19	G-KBL-033	Afghanistan Industrial Association	Activity 2 # 1.2	Food Processor	Promotional Grant	4-Sep-14	15-Jan-15	Active
20	G-KBL-034	Dehqan Roz Food Production & Dairy	Activity 2 # 1.2	Food Processor	Matching Grant			Cancelled
21	G-KBL-035	Mahan Ferdous Food Production Company	Activity 1 # 1.3	Food Processor	Promotional Grant	29-Sep-14	8-Jan-15	Completed
22	G-KBL-036	Barna Group Chips Production	Activity 1 # 1.3	Food Processor	Promotional Grant	28-Sep-14	8-Jan-15	Completed
23	G-KBL-037	Aslamzada Agriculture Services	Activity 1 # 1.3	Input Supplier	Promotional Grant	29-Sep-14	Dec-29-2014	Completed

24	G-KBL-038	Women Prophecyable Cultural and Social Organization	Activity 1 # 1.3	Food Processor	Promotional Grant	13-Oct-14	14-Jan-14	Completed
25	G-KBL-039	Sayed Khail Nursery Grower Association SNGA	Activity 1 # 1.3	Input Supplier	Promotional Grant	21-Oct-14	15-Jan-15	Active
26	G-KBL-040	Afghanistan Industrial Association	Activity 2 # 1.2	Food Processor	Matching Grant	29-Oct-14	30-Jan-15	Completed
27	G-KBL-041	Najib Habib Charkhi Plastic Industry	Activity 1 # 1.3	Input Supplier	Promotional Grant	9-Nov-14	31-Jan-15	Completed
28	G-KBL-042	Ali Bahar Sabz Fruits Process Company	Activity 1 # 1.3	Food Processor	Promotional Grant	28-Oct-14	29-Jan-15	Active
29	G-KBL-043	Sheen Zar Agriculture Trading Company	Activity 1 # 1.3	Input Supplier	Promotional Grant	30-Oct-14	31-Jan-14	Active
30	G-KBL-044	Women Prophecyable Cultural and Social Organization	Activity 2 # 1.2	Food Processor	Matching Grant	9-Nov-14	31-Jan-15	Completed
31	G-KBL-045	Sadaat Ghafoori Brothers Ltd.	Activity 1 # 1.3	Input Supplier	Promotional Grant	9-Nov-14	31-Jan-15	Active

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EASTERN REGION

No.	Grant No.	Company Name	Activity /Sub Activity	Product /Services	Grant Activity Type	Start Date	End Date	Current Status*
1	G-JAA-187	Hamisha Bahar Agro Services Company	1:2 and 1:3	Input Supplier	Matching Grant	6/12/2014	1/31/2015	Completed
2	G-JAA-188	Nangarhar Afghan Agriculture Training Center (NATC)	1:2 and 1:3	Input Supplier	Matching Grant	6/12/2014	1/31/2015	Completed
3	G-JAA-189	Mamoor Agriculture Company	1:2 and 1:3	Input Supplier	Matching Grant	6/12/2014	10/12/2014	Cancelled
4	G-JAA-190	Bakhtar Afghan Agro Services Company	1.2 and 1.3	Input Supplier	SMS Grant	7/3/2014	1/31/2015	Active
5	G-JAA-191	Wajid Zaman Agriculture Co	1.2 and 1.3	Input Supplier	SMS Grant	7/3/2014	1/31/2015	Active
6	G-JAA-192	Hamisha Bahar Agro Services Company	1.2 and 1.3	Input Supplier	SMS Grant	8/17/2014	2/2/2015	Active
7	G-JAA-193	Al Roheed Agri Service Company	1:2 and 1:3	Input Supplier	Promotional Grant	7/13/2014	1/31/2015	Completed
8	G-JAA-194	Kama Green Agri Development Company	1:2 and 1:3	Input Supplier	Promotional Grant	7/13/2014	1/31/2015	Completed
9	G-JAA-195	Kunar Fruits & Vegetables Wholesaler Association	1:2 and 1:3	Input Supplier	Promotional Grant	7/13/2014	1/31/2015	Completed
10	G-JAA-196	Hayatullah Nursery Farm	1:2 and 1:3	Input Supplier	Promotional Grant	7/13/2014	1/31/2015	Completed

11	G-JAA-197	Khalid Laziz Nonalcoholic Beverages Production Company	2:1, 2:2 and 2:3	Food Processor	Promotional Grant	7/13/2014	1/31/2015	Completed
12	G-JAA-198	Gift to Zest Food Processing Co	2:1, 2:2 and 2:3	Food Processor	Promotional Grant	7/13/2014	1/31/2015	Completed
13	G-JAA-199	Now Bahar Salarzai LTD	1:2 and 1:3	Input Supplier	Promotional Grant	7/13/2014	1/31/2015	Completed

14	G-JAA-200	Dr Abdul Wakil Agriculture Company	1:2 and 1:3	Input Supplier	Matching Grant	7/20/2014	1/31/2015	Completed
15	G-JAA-201	Naw Bahar Salarzai LTD	1:2 and 1:3	Input Supplier	Matching Grant			Cancelled
16	G-JAA-202	Samsor Ban Agriculture Company	1:2 and 1:3	Input Supplier	Matching Grant	7/20/2014	1/31/2015	Completed
17	G-JAA-203	Laghman Fruit and Vegetable Wholesaler Association	1:2 and 1:3	Input Supplier	Promotional Grant	8/14/2014	11/15/2014	Cancelled
18	G-JAA-204	Tasal Jawad Fruit and Vegetable Wholesaler	1:2 and 1:3	Input Supplier	Promotional Grant	8/19/2014	1/31/2015	Completed
19	G-JAA-205	Wasiq Imran Fruit and Vegetable Wholesaler	1:2 and 1:3	Input Supplier	Promotional Grant	8/19/2014	1/31/2015	Completed
20	G-JAA-206	Wahdat Afghan Non Alcoholic Beverage	2.1, 2.2 and 2.3	Food Processor	Promotional Grant	8/14/2014	1/31/2015	Completed
21	G-JAA-207	Manzoor Sahil Fruit and Vegetable Wholesaler	1:2 and 1:3	Input Supplier	Promotional Grant	8/19/2014	1/31/2015	Completed
22	G-JAA-208	Naw Bahar Salarzai LTD	1:2 and 1:3	Input Supplier	SMS Grant	9/7/2014	3/7/2015	Active
23	G-JAA-209	Laghman Medicine Store	1:2 and 1:3	Input Supplier	Promotional Grant	9/18/2014	1/31/2015	Completed
24	G-JAA-210	Wajid Zaman Agriculture Co	1:2 and 1:3	Input Supplier	Promotional Grant	9/18/2014	1/31/2015	Completed

25	G-JAA-211	Bakhtar Afghan Agro Services Company	1:2 and 1:3	Input Supplier	Promotional Grant	9/18/2014	1/31/2015	Completed
26	G-JAA-212	Helal Hadawal Agro Service Company	1:2 and 1:3	Input Supplier	Promotional Grant	9/18/2014	1/31/2015	Active
27	G-JAA-213	Falak Niaz Barakzai Agriculture Company	1:2 and 1:3	Input Supplier	Promotional Grant	9/18/2014	1/31/2015	Completed
28	G-JAA-214	Khalid Laziz Nonalcoholic Beverages Production Company	2.1, 2.2 and 2.3	Food Processor	Matching Grant	9/18/2014	1/17/2015	Completed
29	G-JAA-215	Khalid Faizan Food Production Company	2.1, 2.2 and 2.3	Food Processor	Matching Grant	9/28/2014	1/29/2015	Active
30	G-JAA-216	Omid Irfan Nisar LTD	1:2 and 1:3	Input Supplier	Promotional Grant	9/28/2014	1/31/2015	Completed
31	G-JAA-217	Javid Afghan Agro Equipment Manufacturing Co	1:2 and 1:3	Input Supplier	Promotional Grant	10/16/2014	1/31/2015	Completed
32	G-JAA-218	Zarin Shinwari Processed Food Wholesaler	2.1, 2.2 and 2.3	Food Processor	Promotional Grant	10/16/2014	1/15/2015	Completed

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