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AGRO-INPUTS PROJECT

Quarterly Progress Report

Year 1: April 1st, 2013-June 30th, 2013



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Agro-Inputs Project in Bangladesh

Quarterly Progress Report

April 01, 2013 – June 30, 2013

USAID Cooperative Agreement

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AIP Quarterly Progress Report structure

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Acronyms

AAPI	Accelerating Agricultural Productivity Improvement
ACI	Advance Chemical Industries
ADS	Administrative Directive System
AF	Ashroy Foundation
AIP	Agro-Inputs Project
AIQCSS	Agro-Input Quality Control and Standard Specialist
AIRN	Agro-Input Retailers' Network/ Astha Agro-Input Retailers' Network
AIS	Agricultural Information Services
AISCA	Agricultural Input Supply Chain Advisor
AOR	Agreement Officer's Representative
APSU	Agricultural Policy Support Unit
AVAS	Association of Voluntary Actions for Society
BADC	Bangladesh Agriculture Develment Corporation
BARC	Bangladesh Agricultural Research Council
BARI	Bangladesh Agricultural Research Institute
BASC	Business Advisory Services Centre
BBS	Bangladesh Bureau of Statistics
BCPA	Bangladesh Crop protection Association
BEC	Business Ethics Committee
BIDS	Bangladesh Institute of Development Studies
BFA	Bangladesh Fertilizer Association
BMT	Business Management Training
BPRSSP	Bangladesh Policy Research and Strategy Support Program
BS	<i>Banchte Shekha</i>
BS	Baseline Survey
BSA	Bangladesh Seed Association
CDSG	Capacity Development Service Group
CASEED	Center for Agri-research and Sustainable Environment and Entrepreneurship Development
CDCS	Country Development Cooperation Strategy
CEGIS	Center for Environmental and Geographic Information Services
CIP	International Potato Center
CNA	Child No Adult
COP	Chief of Party
CPP	Crop Protection Products
CPRS	Communication and Public Relation Specialist
CSISA	Cereal Systems Initiative for South Asia
DAE	Department of Agriculture Extension
DAM	Department of Agricultural Marketing
DO	Development Objective
DQA	Data Quality Assessment
EBD	Employee Biographical Data
EDD	Environmental Due Diligence Review

EG	Economic Growth
FE	Final Evaluation
FGD	Focus Group Discussion
FNM	Adult Female No Adult Male
FTF	Feed the Future
FY	Fiscal Year
GA	Gender Assessment
GIS	Geographical Information System
GIS SP	Geographical Information System Specialist
GLC	Gender Lens Committee
GoB	Government of Bangladesh
GPS	Global Positioning Satellite
Grnt SP	Grants Specialist
GS	Gender Specialist
HKI	Helen Keller International
IDE	International Development Enterprises
IFPRI	International Food Policy Research Institute
IR	Intermediate Result
IRRI	International Rice Research Institute
LOP	Life of Project
M&E	Monitoring and Evaluation
M&EA	Monitoring & Evaluation Advisor
M&F	Male and Female Adults
MD	Managing Director
MEO	Mission Environmental Officer
MEP	Monitoring and Evaluation Plan
MFI	Micro-finance Institution
MIS	Management Information System
MIS	Market Information System
MNF	Adult Male no Adult Female
MoA	Ministry of Agriculture
MTE	Mid-Term Evaluation
NGOs	Non-Government Organizations
NPK	Nitrogen, phosphorous, and potassium
PEEA	Policy and Enabling Environment Advisor
PERSUAP	Pesticide Evaluation Report and Safer Use Action Plan
PI	Performance Indicator
PIRS	Performance Indicator Reference Sheet
PRICE	Poverty Reduction through Increasing Competitiveness of Prices
PROSHAR	Program for Strengthening Household Access to Resources
RF	Results Framework
RRF	Rural Reconstruction Foundation
SABA	Senior Agribusiness Advisor
SCA	Seed Certification Agency
SCBA	Senior Capacity Building Advisor

SHOUHARDO	Strengthening Household Ability to Respond to Development Opportunities
SMS	Short Message Service
SO	Strategic Objective
SOW	Scope of Work
SPRING	Strengthening Partnerships, Results and Innovations in Nutrition Globally
SPSS	Statistical Package for Social Science
STE	Senior Training Expert
STTA	Short Term Technical Assistance
ToT	Training of Trainers
USAID	United States Agency for International Development
USG	United States Government
WEAI	Women's Empowerment in Agriculture Index
WFC	World Fish Center

I. Project Background

1. Table 1: Key Project Details

Title:	Agro-Inputs Project (AIP) in Bangladesh
Start Date:	September 17, 2012
Project Duration:	Five Years
Type of award:	Cooperative Agreement No. AID-388-A-12-00005
Award Amount:	\$14,028,602
Main Implementer:	CNFA
Sub Implementers:	Spatial Systems

2. Project Objective and Interventions

AIP's Objective is to improve the supply of quality agro-inputs through 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 will leverage 3,000 retailers to be certified in up to 20 districts, to supply quality, unadulterated agricultural inputs to over 1 million farmers. Amongst the 3,000 retailers, 300 will be women-owned, and who will be eligible for grants and other technical assistance. All retailers will be supported to make informed business decisions for efficient, ethical, and science-based operations.

Market information systems will create and distribute an Ag-Inputs Monthly Price outlook bulletin primarily on seeds, fertilizers and plant protection products. The bulletin will be underpinned by a Geographic Information System (GIS). This will depict visual representation of input distribution networks, transportation infrastructure, client concentrations, cropping patterns, product and price trends, and other important information.

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

AIP will build the capacity of local organizations so that they become independent enough to be implementers of USAID activities in future. This will be made possible through assessing existing capacities, capacity building, and linking financial assistance to organizations like business organizations, NGOs, microfinance institutions, research institutes, and government agencies.

II. Summary of Achievements in the Quarter

25 upazillas have been chosen for the initial work on AIRN formation out of the larger population of 122 upazillas over 20 Districts. Within the 25 upazillas, two ‘stock-taking’ workshops with retailers were organized in Jessore Sadar in early and mid-May, and in Khulna Dumeria in mid-June. These further defined membership services of AIRN and assessed the interest of local input retailers to join AIRN. Follow up work was done to help retailers in these two upazillas form AIRN chapters.

An identification, short-listing, and interview process to hire an AIRN Coordinator was completed in late June. At quarter’s end reference checking and EBD finalization are ongoing for two candidates. SOWs were also developed for six AIRN Field Officers; more the 1,000 applicants have been categorized and shortlisted.

Two enlisting efforts began in the quarter: 1) enlisting wholesalers and companies with spheres of influence in the FTF program area – towards the goal of producing a Directory, and 2) enlisting all local GoB-registered agro-inputs retailers in the FTF program area over 20 Districts in the southwest delta.

Three MoUs with multinational and national companies (Syngenta, Bayer CropScience and Global Agrovet) were signed during the quarter to improve supplies of quality agricultural inputs through retailers. The MOUs require the three companies to share in costs for organizing trainings of 1,410 retailers, establishment of 150 demos, and organizing 450 field days in the FTF’s southwest delta. A first supply chain assessment of Syngenta Bangladesh Ltd. was conducted by an expatriate consultant.

Business Management Training (BMT) TOT modules were developed that incorporated CNFA’s African BMT modules with generic Bangladesh modules. This work, in both Bangla and English, was done by the Bangladeshi group Briddhi.

Bayer Crop Science selected three Master Trainers, and Syngenta selected six Master Trainers, and nominated them to participate in AIP-organized TOTs on agri-business (BMT) and safe use of agro-input chemicals. Two batches of TOTs on BMT were conducted by Briddhi in June for Bayer and Syngenta.

These nine trained Master Trainers will in turn conduct the respective companies' retailer training's on BMT and safe use. By the end of the quarter Syngenta completed 8 batches of retailers' trainings in BMT and safe use of chemicals directed at 280 retailers from the FTF program area in the southwest delta.

Up to 200 demonstration plots were planned in the quarter for launching demos in mid-September through joint AIP-AIRN collaboration with up to four agro-inputs companies. Up to 600 Field Days are planned in association with these demonstration plots during planting, vegetative, and crop harvesting stages.

BSA, BCPA, and BFA were met in the quarter to discuss their interest and motivation to engage in AIP's Interventions 3 and 4. With Intervention 3 progress was made in collaboration with IFPRI's BPRSSP. With Intervention 4, the outlines were explained of AIP's activities towards making direct awards. Three meetings took place in the quarter with BPRSSP. These aimed to agree on respective policy investigations that AIP and BPRSSP would cover so as not to duplicate, and on how to jointly strategize to proceed with the GoB together with BSA, BCPA, and BFA.

Three gender equity-oriented local NGOs - the Ashroy Foundation, Banchte Shekha, and the Association of Voluntary Actions for Society (AVAS) - continued their field work for AIP's first Gender Assessment (GA) Study. The GA process was added to in June to a) specifically direct the GA to yield results that will inform AIP's Grants function on appropriate grant structuring for rural Bangladeshi women retailers, and b) make the Women's Empowerment in Agriculture Index replicable in Year 3.

The main thrust in the quarter towards the development of Market Information Systems was substantial progress on the GIS system that will underpin agro-input products prices and trends. Diagrams of the Field Collection Workflow and Version 1.0 of the Geodatabase were delivered to AIP and USAID staff by Spatial Systems Associates. Attributes and indicators were added to the Geodatabase, and AIP and SSA staff explored field data collection processes and tested the Android Mobile Application. Training sessions between SSA and AIP's GIS Specialist were accomplished regarding ArcGIS Desktop 10.1 software, enterprise geo databases, versioned editing, and data management best practices. Significant effort went to the investigation and acquisition of available base maps. The latest version of ESRI's GIS software, ArcGIS Desktop 10.1, was installed on the GIS Specialists laptop and authorized with an official advanced license secured through CNFA's membership in the ESRI Non-Profit Program. On June 20, USAID approved AIP's Monitoring and Evaluation Plan (M&E Plan).

Good progress was made in the quarter towards the development of a visually attractive and useful AIP website. A Communications Strategy was approved in early May.

An STTA consultant traveled to Bangladesh to conduct the Environmental Due Diligence Review (EDDR) for AIP. A major outcome of the draft EDDR report is that a Pesticide Evaluation Report and Safer Use Action Plan (PERSUAP) will be necessary for AIP.

AIP developed a SOW for the PERSUAP consultancy and concurred to bring in Dr Alan Schroeder for this work. AIP's Environmental Specialist was contracted at quarter's end.

The Senior Capacity Building Advisor, Mark Treacy, assumed the additional role of Chief of Party with the departure of Martin West on June 1.

III. Detailed progress by Intervention and task

Intervention 1: Establishment of an Agro-Input Retailers Network

1.1 Establish the Agro Input Retailers Network (AIRN)

1.1.1 Selection of 90 out of 122 *upazillas* in 20 FtF Districts

The LOP goal of including 90 *upazillas* (of the FTF area's 122) has been temporarily narrowed to 25 for the purpose of accelerating AIRN formation; the remaining 65 will be chosen later. 25 *upazillas* were chosen primarily on the bases of high cropping intensity and accessibility from AIP's Kulna office. The latter criterion was important because AIRN formation has begun while AIRN staff are still being hired (see 1.1.4 below); AIRN formation has been proceeding with AIP staff. AIRN staff once hired will work from the AIP Kulna office as a central base. Page 12 illustrates the Districts and *upazillas* presently being targeted for retailers' AIRN membership. Also see table of *upazillas* and their key attributes in Annex 7.

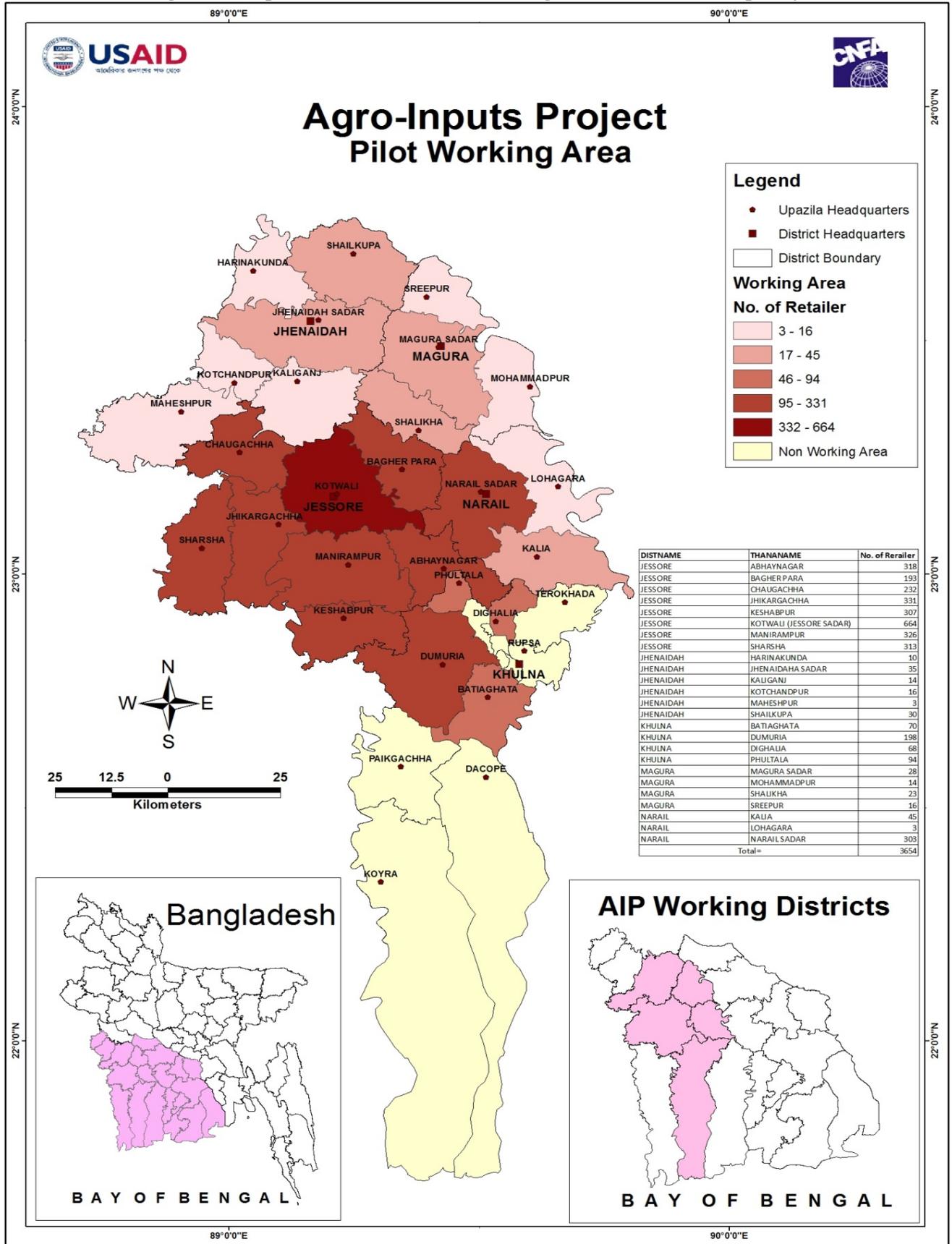
Basic information is actively being sought on which to base decisions on where to expand beyond this initial 25. A fundamental question is the location and concentrations of existing GoB-registered retailers within 122 *upazillas* across the key agro-ecological zones within the FTF area. See section 1.9.1 about present and future efforts to document and map this information.

1.1.2 Assessments of Private sector Agricultural Input Companies

A first supply chain assessment of Syngenta Bangladesh Ltd. was conducted by an expatriate consultant. Syngenta was selected for this assessment because it is the largest agrochemical supplier in Bangladesh and has a purportedly good track record of supply of quality products. The assessment was conducted through a desk review, site-visits, and semi-structured interviews. Syngenta's supply chain is characterized by vertical integration, as Syngenta manages all stages. The consultant along with AIP's Senior Agribusiness Advisor met Syngenta senior staff in Dhaka, visited their centralized importing, mixing, and packaging facilities in Chittagong, their Jessore and Chittagong warehouses, visited retailers, and visited farmers to view their whole supply chain. It was adjudged that Syngenta's supply chain and products are sound. Syngenta in recent years has consolidated its retailer network rather than expand. This, coupled with their unique (in Bangladesh) business model of exacting retailers to exclusively sell Syngenta products, has resulted in higher net profits.

This has important implications for agro-input companies in Bangladesh, especially in the CPP and seed sub-sectors. When the GoB in 1985 liberalized CPPs (and seed in 2005) away from strict state control, a plethora of companies and products emerged. To date 2,900+ individual CPP products that incorporate 140+ generic chemicals have officially been registered. Lengthy discussion with the private and public sectors show that the public sector, e.g. DAE, cannot keep apace with its mandate to regulate quality (e.g. the DAE's local level 'Vigilance Committees'). It is posited that consolidation and self-regulation of CPP and seed industries, driven by consumer demand for quality, could be accomplished when retailers can confidently identify and demonstrate the efficacy of products flowing out of supply chains that have been ascertained to be of acceptable quality. AIPs present stance is to thus work on a dual track: inducing *demand* amongst farmers who see the efficacy of good products through field demonstration (coupled

with embedded services provided by retailers), and influencing companies to supply quality, and with both, working with the private sector to assert a strong voice towards GoB policy revision.



Three MoUs with multinational and national companies (Syngenta, Bayer CropScience and Global Agrovet) were signed during the quarter with the view to improve supplies of quality agricultural inputs through retailers. Syngenta Bangladesh Ltd. is a branch of a leading multinational company in crop protection and seed, with a network of 7,000 retailers and 400 distributors. Bayer CropScience Ltd. is a leading multinational company in crop protection products, with a network of 10,000 retailers and 600 distributors. Global Agrovet Ltd. is a leading national company in crop protection with a strong network of 2,000 retailers and distributors. Global Agrovet is also a distributor of the UK-based Russell IPM CPP products, and sells non-conventional and biological pest control products.

There are six key elements of the MoUs:

1. Information development for a joint GIS system

AIP-CNFA will develop a joint GIS system that has general and proprietary information. The companies will have a uniquely assigned password to the system that allows them to see their own information (but not that of other companies) integrated with the GIS.

2. Training of Trainers (ToT) for the companies' master trainers

Selected company staff (Master Trainers) will be trained in TOTs on business management (BMT) and safe use of inputs by AIP-nominated public or private organizations. Syngenta and Bayer CropScience Master Trainers were trained in BMT for retailers in this quarter.

3. Training of retailers

The companies' Master Trainers will conduct 2-3 days' long retailers training courses for their respective selected retailers throughout the southwest delta FTF 20 districts. The trained retailers will be potential members of AIRN. To date, the three MOUs combined will result in the three companies training 1,410 retailers in the project area. 280 have been trained by the end of the quarter.

AIP innovates through private sector collaboration in the Feed the Future area of Bangladesh

AIP formalized a working relationship with **Syngenta Bangladesh Ltd.** through the signing of an MOU on March 3, 2013.

This collaboration, through a cost sharing of roughly 50:50, trained six Syngenta Master Trainers in improved business management and safe use handling of agro-chemicals. Under the MOU, Syngenta's Master Trainers trained 280 retailers operating in the southwest delta of Bangladesh in business management and ethics, Safe Use, and agronomic practices for higher production. The cost sharing also covers the establishment of 50 demonstration plots in the FTF delta area through which farmers understand sound, high yielding production technique. Demonstrations will be in the environs of the trained retailers. Through data sharing, Syngenta will have access to AIP's innovative GIS system that will underpin a market information system.

On May 9, 2013 **USAID** announced the signing of an MOU with **Syngenta International AG** to "support agriculture and food security activities in Africa, Asia and Latin America" in a "new commitment to enabling access to technology and capacity building (that) will help smallholder farmers in developing countries". For more details visit: <http://www.usaid.gov/news-information/press-releases/usaid-syngenta-collaborate-improve-global-food-security>

4. Demonstration plots

Companies will decide on the numbers of demonstration plots, their location, crop varieties, and technologies to be demonstrated. Accordingly they will select the demo farmers in consultation with the nearest retailers that sell their products. A given company will organize farmers' field days (3 for each demo plot) together with the associated retailers. As per the MOUs, 150 demos and 450 field days will be organized by 3 companies over the period September 2013 through December 2014.

5. Agriculture fairs

AIP will support key associations (BSA, BFA and BCPA) to organize agriculture fairs in the project area targeting the month of December. These fairs are planned as two day events designed to demonstrate innovative management techniques and products, as well as environmentally-responsible agricultural input practices. Participants will include retailers, regional and national wholesalers, national and multinational input companies. As per the MoUs, three companies agreed to participate in the agricultural fairs with cost sharing.

6. Supply chain assessments

AIP will ascertain as nearly as possible that participating companies' supply chains are sound. Feedback from retailers at large indicates that retailers are concerned about and want an AIRN member service that validates the quality of companies' products from dealers and distributors.

MOUs exact that the three companies share in costs for organizing trainings of 1,410 retailers, establishment of 150 demos, and organizing 450 field days in the FTF's 20 southwest delta. In July of the coming quarter an MOU will be signed with Lal Teer Seed Ltd. for the BMT and safe use trainings of 1,000 retailers, establishing 150 demos, and organizing 450 field days. As with the other companies, these trained retailers will be invited to join AIRN in their respective upazilla chapter.

7. Strategic direction

Sustainability: Companies' Master Trainers will retain a knowledge base on safe use and BMT. Companies will continue backing their respective retailers with the view to strengthen embedded services to maximize profits by selling quality products. Companies all vary in their technical training approaches depending on what products (seed, pesticides, fertilizer) they sell.

Cost effectiveness: AIPs costs for trainings of retailers and demo plots are reduced by about half. This will allow AIP to potentially exceed its LOP targets for both. AIP bears the cost of retailers training and demonstration plots through partnering with inputs companies at a rough 50:50 sharing. AIP however is bearing the full cost of Training of Trainers (ToT) on safe use and BMT for companies' master trainers.

AIRN and trainings and demonstrations: MOUs with private companies will not supplant, but rather compliment, AIP's mainstream activities to collaborate with USAID IPs and shape AIRN to train retailers and hold demos. However AIRN's formation is slow in coming. There was and is a crucial need for AIP to demonstrate progress. AIRN once fully formed will have to work with and train other (than those trained by companies) would-be AIRN members. AIRN will have to source safe use TOTs (CropLife Asia within the BCPA) and BMT (modules already developed; see 1.1.3, 1.2.1, and 1.2.2), and technical agronomic training of retailers.

1.1.3 Identify Training Needs of Retailers

Investigations continued in this quarter to understand the existing training practices of private

sector agricultural input companies. These were with three primarily CPP-focused companies: Gopal AgroVet, a major Bangladeshi distributor with a large market share in bio-CPPs and bio-fertilizers, Bayer CropLife Science Inc., Syngenta, and Lal Teer – a prominent commercial vegetable seed company in Bangladesh with the highest market share. Discussions embraced their approaches to agronomic technical trainings, safe use application of CPPs, and business management (BMT). Companies with capital resources such as these four, have existing staff or rent in staff as required, as Master Trainers who in turn train retailers that sell their products. AIP emphasized that all subjects should be incorporated into training of retailers: BMT, Safe Use, and technical.

Discussions with the BCPA and the DAE Plant Protection Wing assessed their understanding of retailers' knowledge on safe use of CPPs. Together with analysis of discussions in the field during 'stock taking' workshops (see immediately below, 1.1.4, this report) it was adjudged that retailers' knowledge of safe use is mixed, and to err on the side of caution, Safe Use should universally be incorporated into trainings of retailers. In light of AIP's brief to utilize CropLife Asia's Safe Use training curriculum, AIP incorporated into the SOW of an international PERSUAP consultant the additional task of appraising the relevance and thoroughness of CropLife Asia's Safe Use curriculum in the Bangladesh context.

1.1.4 Working Purpose, Objectives, and Modalities of AIRN

Two 'stock-taking' workshops with retailers were organized in Jessore Sadar in early and mid-May, and in Khulna Dumeria in mid-June. These further defined membership services of AIRN and assessed the interest of local input retailers to join AIRN. An expat STTA will be fielded in the third week of July to assess typical business models of representative retailers (small, medium-sized, and distributors cum retailers), and to initially cost AIRN's member services. Member services and their costing are key to the development of an AIRN business model. AIP has drafted criteria for AIRN membership. These criteria will be finalized in consultation with AIRN Coordinator. From this stage, and in consultation with the input associations, a full-fledged membership drive will commence under the leadership of the AIRN Coordinator.

As lessons emerge from stock-taking, AIP sees an AIRN operating at two levels: upazilla, and project-wide. Retailers' sales outreach, identity, and issues are primarily local; and thus, AIP envisions AIRN as a composite of AIRN upazilla-level chapters. Feedback from prominent retailers in attendance to the stock-taking workshops has emphasized this. This has yielded guidance for AIP on the process of enjoining members within a given upazilla. Prominent retailers grasp AIRN's purpose more easily and have shown interest to join. They, in turn, have been organized into ad hoc committees whose purpose is to reach out to other retailers in the given upazilla to potentially enjoin them into AIRN.

A pictorial logo will be common for all upazillas, though each upazilla chapter will adopt its self-appointed name under it. For example in Jessore Sadar upazilla the chosen name is Jessore *Krishi Upokaran Bebosayee Samity* (Jessore Agro-Inputs Business Association).

Intervention 1.1.5 AIRN structure and members

An exhaustive identification, short-listing, and interview process for an AIRN Coordinator was completed in late June, preceded by the development of a SOW for this very key position. At quarter's end reference checking and EBD finalization are ongoing for two candidates. The AIRN Coordinator will be based in the AIP office at Khulna for which full space and facilities are already allocated. A first task will be to continue and lead the membership drive to identify

interested retailers to join AIRN. An equally important task will be to work towards a sound AIRN business plan, followed by the formation of an AIRN Advisory Board. The AIRN Coordinator will be strongly guided through a peer relationship with the Senior Agribusiness Advisor.

Budget allowing, the AIP sees strong reason to recruit an AIRN Deputy Coordinator. The ideal profile would be a business background, particularly in supply chain management and assessment, preferably in the agro-inputs sector. Early feedback from stock-taking of would-be AIRN retailer members shows that they are concerned about the quality of products that reach their shops from higher up in supply chains, and want an AIRN member service that ensures quality. This has far-reaching implications because a tacit assumption, upon which the AIP project model rests, is that poor quality problems predominately – but not exclusively - originate at the retail level. AIP thus sees reason to incorporate supply chain assessments as an AIRN member service. In turn, this function should be incorporated into AIRN's own business model.

SOWs were also developed for six AIRN Field Officers¹, designated for Khulna, Barisal, and Jessore. At quarter's end more the 1,000+ applicants are being categorized and shortlisted. The aim is to hire six by the time an AIRN Coordinator is on board. The profile most sought for will be agriculture-related existing field workers in the southwest delta, both male and female, with good communication, ITC, organizational, and preferably motorcycle operating skills. AIRN Field Officers will work closely with the agro dealers and retailers to increase membership by advertising AIRN's purposes, services, and modalities, and maintain monitoring functions. A first task will be to implement the membership drive and then collect point data of attributes of AIRN members for the GIS system.

1.1.6 Credit Guarantee Funds

In the previous quarter (Q2) discussions took place with USAID on how to proceed with implementation of the credit guarantee fund. It was decided then that this activity was lower priority for then and Q3. An STTA had been developed and a candidate proposed to develop project-level understanding of how to incorporate a credit guarantee. The timing of this activity should be revisited as retailers' needs are more clearly defined in Q4 through an STTA that examines retailers' business models and potential AIRN member services.

1.1.7 Gender Lens Committee (GLC)

The GLC's final composition and functions will be determined as an outcome of the on-going Gender Assessment (GA – see V.5, this report). During the GA process, stakeholders performed groundwork on Gender Lens Committee (GLC) formation. Draft selection criteria for GLC members and functions have been developed. Roles and responsibility of GLC members also have been identified; these will be finalized in initial GLC meetings. The GLC will be finally formed in the coming quarter with members of one person from each female headed partner NGO, the AIRN Coordinator, and Gender Specialist.

1.1.8 Creation of Women Retailers through AIRN

In the previous quarter it was decided to implement the first Gender Assessment in-house, with an external consultant guiding the process. AIP's Policy and Enabling Environment Advisor, by

¹ AIP has dropped the term 'Field Agent'. This has a negative connotation amongst rural retailers; instead, the term Field Officer will be adopted for these key AIRN mobile staff.

virtue of his long prior experience in gender equity work, has been heavily involved throughout the GA process. See V.5, this report, for a detailed account of GA processes engaged and its current status. The GA process was added to in June to specifically direct the GA to yield results, through additional field work, that inform AIP's Grants function on appropriate grant structuring for rural Bangladeshi women retailers. Directed discussions in Kulna and Dhaka took place to direct this additional focus on women retailers' grants. These discussions have factored in matching grants and their appropriate shares between AIP and potential grantees (cash, in-kind, a mix), appropriate forms, sequencing, and benchmarks for grants' delivery to secure vested interest of grantees, working capital, and the crucial issue of ensuring supply chains of agro-inputs to grantees with no prior business relationship to wholesalers and distributors.

The GA, through sampling, has established that some female-operated agro-input retailers exist in the project area but exact numbers unknown. Discussions with AAPI indicate that some female entrepreneurs who manufacture and sell fertilizer pellets (guthi, presently urea and in future NPK blends) would be interested to expand their businesses to include other agro-inputs.

1.1.9 Strengthen Agricultural Input Wholesalers

1.1.9.1 Directory of Input Supply Companies and Wholesalers

Two separate efforts began in the quarter: 1) enlisting wholesalers and companies with spheres of influence in the FTF program area, and 2) enlisting all local retailers in the FTF program area. The second effort, while not strictly in the project description, is deemed useful for many strategic reasons.

Preparatory and enlisting work, principally with dealers of the BADC, began on the Directory of input supply companies and wholesalers in the quarter. The Directory will inventory contact and ordering information, and available products and services. Initial interest of the three business associations in the Directory was mild, and this activity slowed. It will be finished in the coming quarter in view of the multiple uses foreseen for the Directory.

Enlisting GoB-registered retailers

Separately from wholesalers' and companies' enlisting, efforts began to enlist all GoB-registered agro-inputs retailers in the FTF southwest delta across 122 *upazillas*. A retailers' information collection format has been developed. Initial data collection of 25 *upazillas* has been completed by the M&E and GIS team. Data does not wholly exist in Dhaka; most has to be collected in each *upazilla*. This is painstaking and the information is not recorded in any uniform manner. Most is in hard copy registers, some in soft form, with inconsistent fields of information mostly in *Bangla* and some in English. This was done early in the quarter but was interrupted by the need of the Kulna team to focus on the Gender Assessment. To speed this up, a third-party group will be hired to collect *upazilla*-level data and tabulate it into Excel. Some data may exist in Dhaka. This will first be investigated with DAE, BADC, input companies, and BFA, BSA, and BCPA. The data collection team will then visit district and *upazilla* levels of DAE and BADC, and local chapters of BFA, BSA and BCPA. Based on collected data, the team will visit a representative sample of retailers shop to check data accuracy. This is also painstaking; data collected from 25 *upazillas* and subsequent spot checks in shops showed that some registrations are out of date, and some are photocopied across several shops.

Across 25 *upazillas* thus far, and not accounting for outdated or duplicated registered retailers, 3,634 were counted. Extrapolating this across 122 *upazillas* would hypothetically equate to

17,734 registered retailers in the FTF southwest delta program area, not including un-registered retailers.

After collecting both sets of data (wholesalers/companies and registered retailers), a common database will be developed and visualized in GIS in the next quarter.

1.1.9.2 Capacity building of BSA, BFA, and BCPA

All three business associations were met in the quarter to discuss their interest and motivation to engage in AIP's Interventions 3 and 4. Both Interventions relate to capacity building. With Intervention 3 progress was made in collaboration with IFPRI's BPRSSP; see 1.1.9.3 immediately below. With Intervention 4, the outlines were explained of AIP's activities towards making direct awards. See the respective sections, this report, on progress in both Interventions 3 and 4.

1.1.9.3 Collaboration with BPRSSP

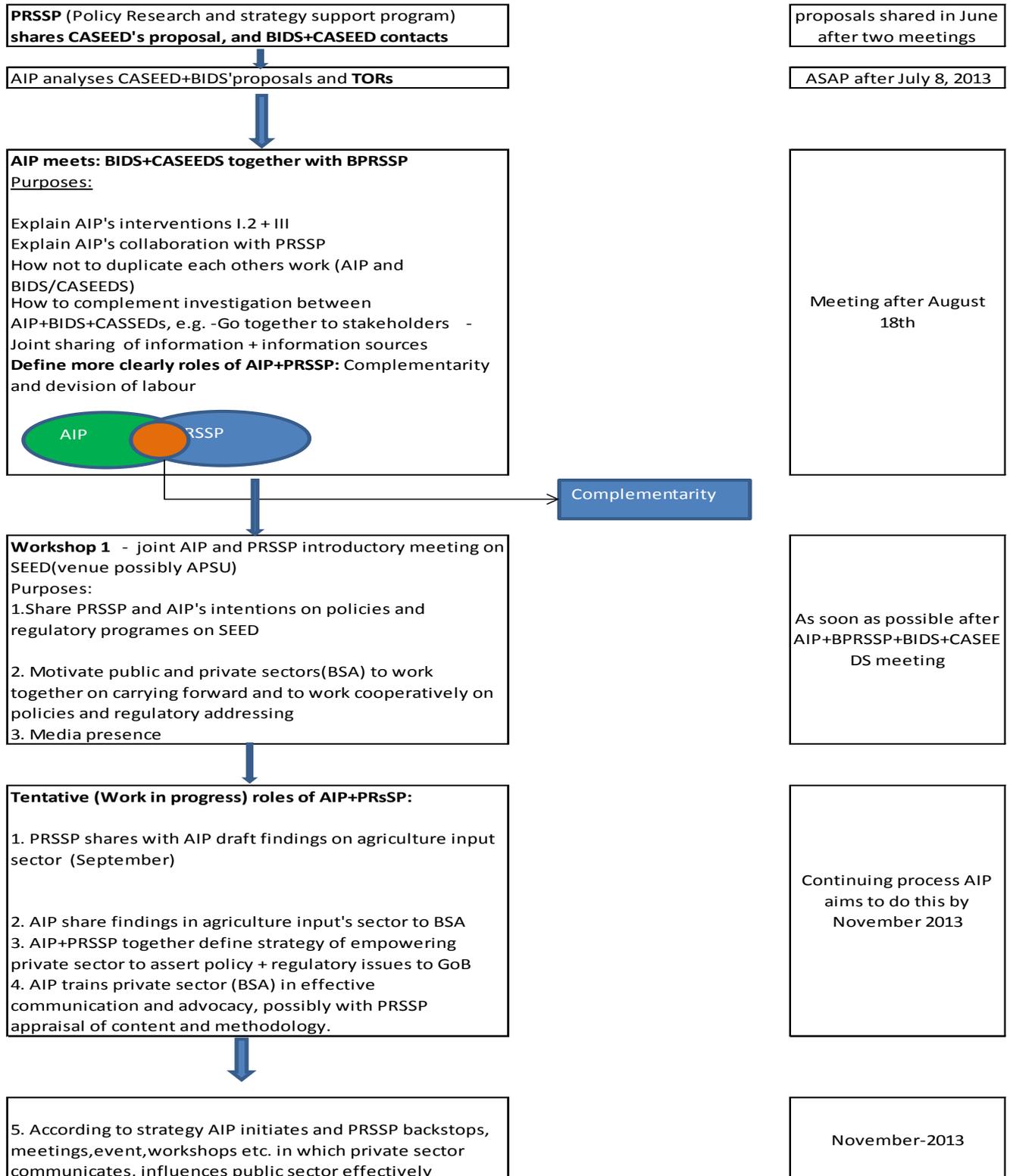
In the previous quarter an introductory meeting took place between the respective COPs of AIP and the Bangladesh Policy Research and Strategy Support Program (BPRSSP). At that time BPRSSP had not yet appointed a DCOP, the BPRSSP staff with whom AIP was informed should be the principal point of contact. It was agreed that both parties would collaborate. At the time BPRSSP had mandated some policy research work in agricultural inputs to the Bangladeshi organization CASEED (Center for Agri-research and Sustainable Environment and Entrepreneurship Development), and was about to mandate the Bangladeshi semi-government organization BIDS (Bangladesh Institute of Development Studies).

Three meetings took place in the quarter with BPRSSP. These aimed to first, ascertain what domains in three agro-input sectors (seed, fertilizer, and CPPs) CASEED and BIDS would research; second, to agree on respective policy investigations that AIP and the two organizations would cover so as not to duplicate; and third, to jointly strategize on how to proceed with the GoB. The aim is to empower the private sector (BSA, BFA, and BCPA) with knowledge and means to assert its voice to the GoB on needed policy revisions. AIP will begin with the seed sector as per its Year 1 Implementation Plan. It would be overly diffused if GoB meetings took place for all three sub-sectors at once.

BPRSSP has shared CASEED and BIDS' proposals to BPRSSP but not yet their actual mandates; BPRSSP has discouraged AIP from directly contacting these groups. To date AIP has proposed to BPRSSP to a) analyze CASEED and BIDS' respective mandates, b) meet these two organizations together with BPRSSP to agree where not to duplicate and to build synergies, c) hold an introductory meeting with the MOA, BADC, and the BSA to announce the purposes of joint collaboration, and d) aim towards formal MOA meetings in its newly created Agriculture Policy Support Unit (APSU). See below diagram of planned collaboration with BPRSSP.

Collaboration with BRSSP in Q3

Time line



1.2 Trainings/Seminars/National and International Study Tours

No action took place in the quarter for in-country or international study tours for retailers or wholesalers. One AIP staff, its Environmental Specialist, applied for acceptance in USAID's Asia Regional Environmental Compliance - ESDM Workshop in Bangkok in late August.

1.2.1 Development of Training Modules

Stock-taking discussions (see section 1.1.4, this report) also determined that business operational skills are of mixed present capacity amongst retailers. Accordingly BMT TOT modules were developed that incorporated CNFA's African BMT modules with generic Bangladesh modules. This work, in both *Bangla* and English, was done by the Bangladeshi group *Bridddhi* (*Bangla* meaning 'growth').

CropLife Asia's Safe Use training is already fully developed. This curriculum can be used for both TOT and for retailers by trained trainers. Its thoroughness and relevance in the Bangladesh context will be appraised by the PERSUAP international consultant slated to come to AIP in July, next quarter.

Once AIRN is fully functional both BMT and Safe Use modules will be used for AIRN's broader application for retailers who are not trained by private companies.

1.2.2 Master Trainers' Selection, ToT, and Trainings

Bayer Crop Science selected three Master Trainers, and Syngenta selected six Master Trainers, and nominated them to participate in AIP-organized TOTs on agri-business (BMT) and safe use. Two batches of TOTs on BMT were conducted by *Bridddhi* 16-17 June for Bayer in Dhaka and 23-24 June for Syngenta at their training campus in Bogra.

These nine trained Master Trainers will in turn will conduct their respective companies' retailers training's on BMT. By the end of the quarter Syngenta completed 8 batches of retailers' training in BMT for 280 retailers from the FTF program area in the southwest delta.

1.3 Prepare and Distribute Brochures

In the previous quarter a general AIP brochure was prepared and printed. Work towards near completion for its updating took place in the quarter. It will be in both *Bangla* and English for distribution to general audiences during meetings and events. The one-pager includes project background with goals and objectives and ongoing activities of the project. Once completed early in the coming quarter printing will be minimal because project activities quickly evolve.

In the next quarter AIP will investigate what technical brochures already exist within the AIS for potential use in retailers' shops, for both agronomic advice to farmers and agro-inputs' correct and safe use. The point will be not to duplicate what may already be in print, and only then fill gaps through new brochures generated by the AIP.

1.3.1 Branding and Marketing Campaign for AIRN

The Seal of Quality logo was designed and approved in the previous quarter. Work towards creating criteria for retailers to join AIRN continued in the third quarter through the 'stock taking' workshops (see 1.1.4 above).

Separate from the *Astha* seal of quality, an AIRN logo is needed for members to identify with the network. Stock taking workshops with potential members of AIRN have taken place this quarter, and this idea has been considered by USAID. This logo will be common for all *upazilla*

chapters of AIRN. However each *upazilla* will adopt its self-appointed name under it. One example of a common logo is:



It is foreseen that retailers would first join AIRN, and on completion of trainings be qualified for the Astha seal of quality. Annual audits by AIRN of member retailers with Astha are foreseen. If a given member retailer fails an audit in a given year, he/she could retain AIRN membership and its logo, and keep paying membership dues, but re-gain the Astha seal once again having met its criteria.

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

Discussions took place with DAE's Agriculture Information Service (AIS) on use of their radio and television media channels in the quarter. AIP envisions launching awareness campaigns through print and electronic media in Q1 of Year 2 to coincide with demonstration plots' launching.

1.3.3 E-books' Improvement

In Q4 discussions will take place with the USAID AECB project to explore their experience with e-books. Discussions will also take place with the NGO Practical Action, which has also been involved with the AIS. AECB has piloted a DAE call-back information service to farmers, which is less expensive than the private sector Banglalink '7676' service, and wants e-books to be searchable and thereby useful in answering concerns through pilot call-back system. In their present format they are not searchable and have no hyper-links. The AIP will seek not to duplicate others' efforts on e-books, but will rather find ways to compliment them, or alternatively seek ways to make electronic technical information more accessible to retailers and farmers.

Intervention 2: Market Information Systems

2.1 Analysis and Distribution of Ag-Inputs Monthly Price Outlook

The main thrust in the quarter towards the development of Market Information Systems was substantial progress on the GIS system that is intended to underpin agro-input products prices and trends. As more is learned from the field from stock-taking workshops, it has become increasingly clear that prices and price trends alone will not lead buyers to informed decisions on what products to buy. Price plus *quality* may have more validity. This however would necessitate an AIRN member service, and staffing, to ascertain which products and supply chains are of quality.

GIS development: Spatial Systems Associates STTA Summary

Several key tasks were accomplished during the second in-country STTA of Spatial Systems Associates (SSA) during the quarter (May 20 – June 16). As defined in SSA's original Scope of Work, diagrams of the Field Collection Workflow and Version 1.0 of the Geodatabase were delivered to AIP and USAID staff. The information was well received and provided a catalyst for discussion of further refinement of indicators and attributes for retailers and supply chain

modeling. Two working meetings with the Monitoring and Evaluation Advisor and the Chief of Party finalized the attributes and indicators to be added to the Geodatabase; attributes can always be added in future. AIP and SSA staff devoted time to exploring the full scope of the field collection process and tested the Android Mobile Application for accuracy and user experience improvements. A list of refinements was developed and will provide the foundation for finalizing the application for field collection efforts to begin in the coming months. Capacity building opportunities were leveraged during several cross training sessions between SSA staff and the AIP GIS Specialist regarding ArcGIS Desktop 10.1 software, enterprise geodatabases, versioned editing, and data management best practices.

The most significant effort and time during the engagement was the investigation of available base map datasets. Following the leads generated from the first STTA assignment in February 2013, AIP and SSA staff were able to deliver a prioritized list of datasets to USAID. This list provided a basis for a formal USAID request to specific GoB ministries for relevant datasets. This formal request was issued, but to date no response has been forthcoming from the GoB. Additional leads have been established to research published data from the Bangladesh Bureau of Statistics and several CGIAR institutions working in the country. The most limiting datasets - that have not been acquired yet by AIP - are roads and cropping patterns.

In addition, sister FTF projects were included in the basemap research efforts, and AIP has nearly exhausted its resources for finding available data through other implementers. Of strategic importance to this phase of the project, retailer point data was secured from Bayer Crop Life Science, Syngenta, Global AgroVets, and a sister FTF project, AAPI, implemented by IFDC.

Finally, the latest version of ESRI's GIS software, ArcGIS Desktop 10.1 was installed on the GIS Specialists laptop and authorized with an official Advanced license secured through CNFA's membership in the ESRI Non-Profit Program. This license is valid until December 12, 2013, at which point CNFA will renew its membership in the program and receive a new license. A GIS task list has been created for the GIS specialist for the coming quarter and beyond.

2.2 Agricultural Exhibitions

Initial internal discussions took place in the quarter about venues, themes, participants of AIP's first Agricultural Exhibition slated for December 2013. AIP's Communications Specialist was identified as the lead person to take this up. One

Meeting with collaborative Partners

The AIP GIS team made an exploratory meeting with **WorldFish**, after which WorldFish hosted a workshop with interested FTF programs and projects to explore GIS collaborating opportunities. In attendance were SEAF Bangladesh Agri Investment Ltd., USAID, FHI 360, CIP, SHOUHARDO II-CARE Bangladesh, Regional Fisheries and Livestock Development Program (RFLDC) of Barisal, CIMMYT, WorldFish and its FTF Aquaculture Project, and IRRI. Several outcomes emerged. First, it became clear that those organizations that have already procured GoB datasets treat them as proprietary and cannot share with others. Second, USAID acknowledged the limitations of USAID-funded programs and projects to exchange datasets, due to the inherent contracting boundaries of each entity. It became clear that AIP's GIS in its present envisioned scope and finances for its development, cannot act as a common resource for all USAID-funded players. At best, USAID can act as a repository of datasets that are in the public domain. It was agreed that all players however should strive to use geographic coordinate systems, and WGS84 as the common datum for future GIS data sharing.

potential external event organizer, from which AIP can learn and possibly engage, is E3 Solutions, who have been instrumental in organizing BICI's agriculture fairs in Dhaka.

2.3 Collaborative Demonstration Plots with Other FTF Programs

Demonstration plots activities are slated to begin next quarter, mid-September. The draft EDDR report (see Environment, V.7, this report) identified the need for a full PERSUAP, and once complete in Q4 an Environmental Monitoring and Mitigation Plan (EMMP) will have to be made. The key elements of the EMMP will be contained within the 'SUAP' (Safer Use Action Plan) portion of the PERSUAP. All these activities in sequence puts AIP in a compacted position, and it is hoped that the PERSUAP and EMMP approvals will proceed smoothly in order to carry out due diligence in appraising each demo plot for planned inputs and any environmental mitigation that could arise.

2.3.1 Identification of Collaborators and Plots

An ambitious plan to conduct up to 150 demonstration plots was planned in the quarter for launching demos in mid-September through joint AIP-AIRN collaboration with up to four agro-inputs companies. See 1.1.4 this report for details. These initial demonstration plots will carry over into Q1 of Year 2.

2.3.2 Field Days

Up to 450 Field Days are planned in association with the (above described) demonstration plots. These demonstrations will include three Field Days during planting, vegetative, and crop harvesting stages.

2.3.3 Demonstrations to Promote High Value Nutritious Crops and Technologies

After the conclusion of AIP's first Gender Assessment, opportunities will be sought to identify women retailers for grant making to establish their agro-inputs' shops. Specialized demonstration plots will be established through linkages between inputs suppliers of quality nutrient-dense vegetables.

Intervention 3: Quality Control Standards

3.1 Adherence to Industry Standards

Review of Existing Seed Quality Standards, Development of New Seed Quality Standards

In the quarter the GoB's seed standards were collected for 72 crops. These were analyzed along with the Revised Seed Policy of 2005, which includes the GoB Acts and Rules.

AIP held discussions with the BADC, BSA, and the GoB Seed Certification Agency related to present seed quality standards and their relevance in today's circumstances. These discussions took in existing standards and their enforceability, their internal lapses, the possibilities of upgrading existing standards, and the possible addition of new standards.

Public-Private Sector Seminars

Discussions took place with the BSA and the BPRSSP towards plans for enabling the private sector, represented by business associations (BSA, BFA, and BCPA), to assert policy issues to the GoB. See 1.1.9.3, this report, on progress in concert with BPRSSP.

3.2 Certification and Business Ethics

In the previous quarter AIP developed the *Astha* logo template. In the stock taking workshops with potential AIRN members, views were sought on how new AIRN members could earn the *Astha* Seal of Quality.

3.3 Monitoring

In the quarter AIP's Monitoring and Evaluation Plan was approved by USAID. Within this document are means for periodic monitoring and auditing of AIRN members who have received the *Astha* seal of quality.

3.4 Coordination on Policy, Legal, and Regulatory Constraints

See 1.1.9.3 on AIP's coordination with the BPRSSP.

Intervention 4: Strengthening Local Organizations

Organizational Capacity Assessment and Training Design

AIP reached out to the Bangladeshi group Capacity Development Service Group (CDSG) to examine their experience with organizational capacity assessments, and organizational capacity development. The CDSG has performed similar work with USAID-funded programs and projects, and has experience in both capacity assessment and development of business associations. Because of the large size of these activities, an open tendering to bring in services will be done in the next quarter. AIP plans to start with the BSA.

IV. Monitoring and Evaluation (M&E)

On June 20, USAID approved AIP's Monitoring and Evaluation Plan (M&E Plan). At the same time, the M&E Unit has initiated the development of tools and data collection protocols for the chosen 13 performance and process indicators (FTF # 4, Custom # 7, Cross Cutting # 2) with a plan to finalize those by the end of July. In implementing the M&E Plan, AIP will highly emphasize the five data quality standards: validity, reliability, precision, integrity, and timeliness as per USAID's Automated Directive Systems. Apart from the DQA to be conducted by USAID once every three years (for those data reported to Washington), AIP's M&E Unit will carry out internal DQA for data to be collected for all 13 indicators, with proper documentation. The M&E Unit is now inventing appropriate ways of conducting DQA (internal) along with data collection protocols. Two AIP internal workshops are planned for early in the coming quarter to sensitize AIP staff on their roles in implementing the M&E Plan. AIP highly appreciates USAID personnel and assigned consultants for their contribution in finalizing the M&E Plan.

V. Project Management, Mobilization, and Cross-Cutting Themes

1. Logistics

In this quarter AIP investigated places to establish its office in Barisal. A draft rental agreement is under the review process at quarter's end. After approval early next quarter AIP will establish the Barisal office and will start operational and program activities. The Khulna office had a generator installed to avoid frequent interruptions of the local electric supply. Three motorbikes were procured for AIRN Field Officers; three more will be procured in the coming quarter. Prompted by the need for security in case of disrupted mobile and internet communication, explorations were made on alternative forms i.e. satellite phones and amateur radio (HAM). It was found however that at present GOB has ceased issuing frequency allocation for satellite phones and amateur radio operators.

2. Staffing

The Senior Capacity Building Advisor, Mark Treacy, assumed the additional role of Chief of Party with the departure of Martin West on June 1.

In early June AIP began its focus on hiring the AIRN Coordinator, AIRN Field Officers, and once again for the Environmental Specialist. At quarter's end the AIRN Coordinator is nearing finalization and the Environmental Specialist has been contracted. AIRN Field Officers are shortlisted and will be interviewed with the AIRN Coordinator upon joining.

3. Sub-awards

In the third quarter three sub-awards continued from the previous quarter with activities related to the Gender Assessment:

1. **Ashroy Foundation (AF)** of Khulna ,
2. **Association of Voluntary Actions for Society (AVAS)** of Barisal and
3. **Bachte Shekha (BS)** of Jessore

The purpose of all three sub-awards was to conduct surveys and focus group discussions (FGDs) for the initial gender assessment. The three organizations will have a brief extension to their contracts early in the coming quarter to redress some gaps in the Gender Assessment (see V.5, Gender, this report).

4. Communications and Public Relations

AIP website

Good progress was made in the quarter towards the development of a visually attractive and useful AIP website. It's construction was outsourced to 'Aamra' a leading web development agency from mid-May, and its general construction will be completed by the middle of July. It includes a project brief with goals and objectives and 4 interventions, a team directory, resource center, maps, AIRN, and an opportunities section. The resource center will provide access to

success stories, case studies, and quarterly reports. An official website launch is planned for November by which time it will be populated with enough data to display in the public domain. It will be linked with the websites of USAID Bangladesh and CNFA.

Communications Strategy

A Communications Strategy first draft was submitted to USAID in mid-April with the support from CNFA HQ, USAID, and AIP Dhaka office. A second draft was submitted in early May and was approved. The purpose of the Strategy is to pre-plan how AIP will communicate with audiences through different channels. The goal of the Strategy is to communicate effectively the project's purpose, goals and indicators of success to its beneficiaries, and to the Bangladeshi general public and media, while keeping stakeholders informed of AIP progress through reports, memos, and dialogue with USAID. The Strategy is attached as Annex 8.

Project Brief (One-pager)

An initial project brief was quickly developed in Q2. This required editing and visual improvement. A new brief, both in English and Bangla is nearing completion at Q3 end. This version includes project background with goals and objectives and the ongoing activities of the project. Printed copies will be kept to the minimum because the project quickly evolves. This version will be ready for distribution by mid- July.

5. Gender

Three gender equity-oriented local NGOs - the Ashroy Foundation, Banchte Shekha, and the Association of Voluntary Actions for Society (AVAS) - were contracted to conduct field work for AIP's first Gender Assessment (GA) Study. The main purposes are to identify how AIRN can enable the successful establishment and running of women-owned agro-input retailers, and address gender-based challenges to increasing women's access to and safe use of quality agricultural inputs. The assessment will help to determine:

- Major limitations and challenges to women farmers to acquire inputs,
- Major limitations and challenges to women selling inputs,
- The roles AIRN and AIP can play in addressing these limitations and challenges,
- Recommendations on modalities of matching grants, and
- A strategic plan with specific actions to integrate findings into the AIP.

The GA also sets a baseline for its repetition in Year 3 to track change. The GA was redressed and prolonged in June in order to a) incorporate a modified version of the Women's Empowerment Agriculture Index (WEAI) to make it more replicable, and b) inform AIP's grant making mechanism more thoroughly for guidelines for grants' structuring.

Four field survey instruments were designed and employed: Household Surveys (HH), Key Informant Interviews (KII), Focal Group Discussion (FGD), and Case Studies (CS).

HH surveys were conducted by the three PNGOS through a 312 questionnaire, applied in 78 villages of 6 Districts. The AIP team monitored the Partner NGOs (PNGOs) throughout the KII, FGD, and CS



Orientation session for the Gender Assessment at the AIP Khulna Office

processes.

KII were conducted with extension and input supply businesses and other service providers who are linked with smallholder farmers. AIP staff directly conducted the KIIs. The discussion points of the KIIs focused on information related to select variables of the HH survey questionnaire. In addition, probing of the experience of the stakeholders was done towards what could be done to create women-owned retail shops.

FGD at the *upazilla* and Union levels used a checklist and guideline as points of departure for discussions. These were conducted with: 1) male farmers, 2) female farmers, 3) female entrepreneurs, 4) female agriculture extension workers, and 5) male agro-inputs retailers. FGD sought to understand: 1) the extent of women's present involvement with the agricultural sector in inputs and production, 2) constraints faced by women and men for access to inputs sector, and identify specific actions AIP and other stakeholder could take to address constraints faced by women in access to the agricultural inputs sector.

Two CS were conducted to explore the concepts of empowerment, particularly about the five domains of the WEAI, as well as for capturing the understanding of what empowerment means in their own words within different contexts. Case studies were directly conducted by AIP staff.

The Gender Assessment WEAI field survey tools were developed first, by following USAID's definition of the five domains of empowerment in agriculture. Information was solicited around the five domains in different ways to test how well respondents (male and female farmers) are correlated with agricultural input sectors as well as with household measures of well-being. The WEAI was later modified to change the first domain from 'production' to 'business', and field work also included the last domain of 'time' (which had been omitted at first). This second WEAI assessment was performed in July. The whole Gender Assessment process collected the socio-economic profile of the targeted male and female farmers, their engagement in the agriculture production, ownership of assets, access to and decisions on credit, control over use of income, current position of group membership, and opportunity to speak in public places. Multi-way discussions were encouraged to get different perspectives of different stakeholders.

Field level data collection processes were conducted under the direct supervision of the PNGO lead facilitator. AIP staff monitored the whole process of data collection at the field level by individual PNGO data collectors. To ensure quality of data at each round, AIP staff randomly selected 10% households of those interviewed to re-interview the same respondents. A draft report has been developed incorporating the results of the HH surveys, FGD, KII, and Case Studies. Following the repetition of the WEAI assessment, and after specific grants' structuring workshops and fieldwork is complete the final draft report will be issued.

6. Matching Grants

A Grants Manual was developed in the first quarter, and drafts were submitted to USAID for review and comment. This will be used to guide the award and management process for matching grants for start-up women-operated agricultural input retailers in target districts of the southwest delta FTF area. In the second quarter it was decided that the Grants Manual will be finalized once the Gender Assessment is complete. Discussions were held, and means to collect more information were devised, in Q3 so that the Gender Assessment provides meaningful information to guide how matching grants can be made.

7. Environment

In the third quarter, an STTA consultant traveled to Bangladesh to conduct the Environmental Due Diligence Review (EDDR) for AIP. A major outcome of the draft EDDR report is that a Pesticide Evaluation Report and Safer Use Action Plan (PERSUAP) will be necessary for AIP. While USAID was in concurrence that a PERSUAP would need to be implemented, there were several questions pertaining to the report that required additional input from the consultant. Following a series of revisions, USAID and AIP agreed that the remaining questions will be answered by the forthcoming PERSUAP consultant in the next quarter.

AIP developed a scope of work (SOW) for the PERSUAP consultancy, and shared it with USAID, along with the selection of Alan Schroeder to complete the consultancy. USAID had requested several additions and clarifications to the SOW as a condition for concurrence with the SOW and consultancy. These amendments were made, and Mr. Schroeder will conduct the PERSUAP in the upcoming quarter.

A full time AIP Environmental Specialist was hired in the quarter. Hiring was preceded by helpful input from USAID into the SOW. Mr Shakil Ahmed will join early in the next quarter just before the PERSUAP consultant's arrival in Bangladesh. It was decided with USAID that Mr Ahmed will undergo supervision for six months to adjudge his aptitude and performance, during which time he will undergo training. Training will largely be through study, and the PERSUAP consultant will issue a list of recommended documents. In addition AIP will confer with the MEO about possible training elements. AIP has also enrolled him in the upcoming USAID Asia Regional Environmental Compliance - ESDM Workshop in Bangkok in late August.

8. Key Issues of Interest

- *Grants*

Grants have not yet been issued in the project, but the development of the Grants Manual will be finalized in Q4 following the completion of the Gender Assessment.

- *Sub-Recipients*

AIP began in Q3 to work with local women's NGOs *Ashroy Foundation, Avas and Bachte Shekha*. They were brought on to assist in the implementation of the surveys and focus group discussions for the initial Gender Assessment for this program, and it is expected that this will begin a collaborative relationship for future work throughout the project. Spatial Systems Associates has completed its second installment of technical input in Q3.

- *Research & Technology*

The visit of Spatial Systems in Q3 made good progress in carrying AIP's GIS development forward. See Intervention 2, this report.

- *Nutrition Integration*

Activities to integrate nutrient-dense demonstrations in demonstrations associated with women retailers will proceed upon completion of the Gender Assessment and implementation of women retailers' first demonstration plots.

- *Global Climate Change Mitigation*

Some input companies have developed rice seed that is saline tolerant, and these varieties will be encouraged to be used in the upcoming Q4 demonstration plots.

VI. Financial and expenditure summary

Cooperative Agreement No.:	AID-388-A-12-00005
Date of Issuance:	September 17, 2012
Total Potential Amount:	\$14,028,602
Amount Obligated to date:	\$3,221,306
Total Project Funds Expended To Date:	\$1,433,147
Project Funds Expended During the Reporting Quarter:	\$ 490,702
Cost Share	N/A

Note: cost sharing in Q3 will be added to that accrued in Q4 and will be reported in Q4.

VII. Key Constraints

Hartals: Out of 61 working days in the quarter, 16 (26%) were marred by general strikes (*hartal*) in and outside of Dhaka. These disrupt travel and work. Cyclone Mahasen did not present significant disruption to project activities. The project partly mitigates disruption of *hartals*, which mostly are staged during the working week, by sometimes performing field work on weekends.

VIII. Summary of next quarter's activities

In July of the coming quarter an MOU will be signed with Lal Teer Seed Ltd. for the BMT and safe use trainings of 1,000 retailers, establishing 150 demos, and organizing 450 field days. As with the other companies, these trained retailers will be invited to join AIRN in their respective *upazilla* chapter.

Stock-taking workshops will continue in July in Barisal and Kulna districts. Upon hiring of the AIRN Coordinator and AIRN Field Agents, the main membership drives will take place, accompanied by local media promotion of AIRN. Ascertainment of a) criteria of retailers to enable them to join AIRN, b) the list of AIRN member services, and c) criteria to qualify for award of the *Astha* seal of quality will be finalized before the main AIRN membership drives.

An expat STTA will be fielded in the third week of July to assess typical business models of representative retailers (small, medium-sized, and distributors cum retailers), and to sharpen the definition of and do initial costing AIRN's member services.

AIRN Field Officers will work closely with the agro dealers and retailers to increase membership by advertising AIRN's purposes, services, and modalities, and maintain monitoring functions. A first task will be to collect point data of attributes of AIRN members for the GIS system.

Roles and responsibility of Gender Lens Committee (GLC) members will be finalized in initial GLC meetings. The GLC will be finally formed in the coming quarter with members of one person from each female headed partner NGO, the AIRN Coordinator, and Gender Specialist.

AIP will work further with the BPRSSP by sharing respective mandates so as to compliment, and not duplicate, investigations into GoB policy weaknesses and constraints. A first joint and introductory workshop is planned with the GoB, BSA, AIP, and BPRSSP.

AIP will issue a tender to contract a Bangladeshi group for Organizational Capacity Assessment, and Organizational Capacity Development, beginning with the BSA.

A PERSUAP study will be completed in the coming quarter. CropLife Asia's Safe Use training curriculum is used for both TOT and for retailers by trained trainers. Its thoroughness and relevance in the Bangladesh context will also be appraised during the PERSUAP study. The PERSUAP consultant will clarify and finalize the EDDR report.

In the next quarter AIP will investigate what technical brochures already exist within the AIS for potential use in retailers' shops, for both agronomic advice to farmers and agro-inputs' correct and safe use. In Q4 discussions will take place with the USAID AECB project together with the AIS to explore their experience with e-books, and how the AIP can make the most creative use of its brief to utilize e-books for information campaigns.

AIP envisions launching awareness campaigns through print and electronic media in Q4 of Year 1 and Q1 of Year 2 to coincide with demonstration plots' launching.

AIP's M&E Unit has initiated the development of tools and data collection protocols for the chosen 13 performance and process indicators in its M&E Plan that was approved in Q3 (FTF # 4, Custom # 7, Cross Cutting # 2). Protocols are to be finalized by the end of July.

A new AIP brochure will be completed early in Q4. This version includes project background with goals and objectives and the ongoing activities of the project. Printed copies will be kept to the minimum because the project quickly evolves. This version will be ready for distribution by mid- July.

Annexes

Annex 1: Performance data table

In subsequent quarterly progress reports, this section will contain a detailed table of the quarter's and cumulative progress against the PME P.

The PME P has been approved on 20th June, 2013. Thus, the progress will be shown from the next quarter (Q4) as per data table of the finalized M&E Plan

Annex 2: Publications produced in the quarter

A project brochure was approved and printed this quarter. In the next quarter AIP expects to refine this publication. Please see attachments.

1.3	Credit Guarantee																SCBA	N/A	MFIs, Commercial Banks, Private Companies
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Task #	Project Task	2012			2013									Leads, Partners, and Collaborators					
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	AIP Staff Lead	Implementing Partner	Collaborating Partner			
Intervention 2: Market Information Systems																			
2.1	Public Awareness Campaign for Proper Use of Inputs																SABA, CS	N/A	BFA, BSA, BCPA
2.2	E-Books' Improvement																SABA, SCBA, CS	N/A	DAE-AIS
2.3	Ag-Inpts Monthly Price Outlook Bulletin																GISS, M&EA	Spatial Systems, AIRN	DAE-DAM, Private Companies
2.4	Agricultural Exhibitions																SABA	BSA, BFA, BCPA, AIRN	IFDC-AAPI, CIP-Horticulture, IRRI-CSISA
2.5	Demonstration Plots																		
2.5.1	Identification of Collaborators and Plots																SABA, AISCA	Input Companies, Retailers	IFDC-AAPI, CIP-Horticulture, IRRI-CSISA, WFC-

Task #	Project Task	2012			2013									Leads, Partners, and Collaborators		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Se p	AIP Staff Lead	Implemen ting Partner	Collaborating Partner
Intervention 3: Quality Control and Regulatory Standards																
3.1	Adherence to Industry Standards													AISCA, AIQCS S	AIRN	DAE, BARC, IFPRI
3.2	Astha Certification													SABA, AIQCS S	Private Companies, Retailers	BFA, BSA, BCPA
3.3.	Business Ethics Committee													SABA	Private Companies, Retailers	BFA, BSA, BCPA
3.4	Monitoring													M&EA, AISCA, GISS	BSA, BFA, BCPA, AIRN	DAE
3.5	Strengthen Agricultural Input Wholesale Ass'ns													SCBA	BSA, BFA, BCPA	TBD
3.6	Collaboration with BPRSSP													PA	BSA, BFA, BCPA	IFPRI
3.7	Policy and Legal Analyses													PA	BSA, BFA, BCPA	IFPRI

Task #	Project Task	2012			2013									Leads, Partners, and Collaborators			
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	AIP Staff Lead	Implementing Partner	Collaborating Partner	
Intervention 4: Strengthening Local Organizations																	
4.1	Value Chain Assessment to Identify Local Organizations														SCBA	TBD	TBD
4.2	Identification of Local Organizations														SCBA	TBD	TBD
4.3	Organizational Capacity Assessment														SCBA	TBD	TBD
4.4	Training Design														TC	TBD	TBD

Annex 4: Numerical output tracker

Outputs, Intervention 1, Year 1 (projected for Years 2 – 5)

Outputs by Intervention							
Activity				Projected Targets			
	LOP Target	Q3 Achieved	Year 1 Target	Year 2	Year 3	Year 4	Year 5
Intervention 1: Establish Agro-Input Network							
1.1 AIRN Formation							
Develop new strategic partnerships with multinational companies (no. of companies)	6	2	1	2	2	1	0
Improved capacity of leading input industry associations (BSA, BFA, BCPA, and AIRN) (no. of orgs)	5	0	0	1	2	1	1
1.2 Trainings/Study Tours							
Conduct retailer business and technical training sessions (no. of sessions)	110	8	0	50	40	20	0
Retailers Attend business and technical trainings (no. of retailers)	5,000	288	0	1,000	2,000	2,000	0
Conduct regional and local study tours (5 regional, 5 local) (no. of tours)	7	0	0	0	3	3	1
Retailers and other stakeholders participate in the study tours (no. of participants)	125	0	0	35	40	40	10
New business models introduced and adopted by input retailers (no. of modules)	8	0	0	2	2	2	2

New business models introduced and adopted by input wholesalers (no. of modules)	3	0	0	2	1		0
Conduct cropLife Asia-designed "safe use" training to retailers (no. of participants)	3,000	0	0	1,000	1,000	1,000	0
1.3 Promotion of Astha Seal of Quality							
Create Astha Seal of Quality (logo)	1	0	1	0	0	0	0
1.4 Credit Guarantee							
Loans facilitated through credit guarantee (no. of loans)	2,000	0	0	500	1,000	500	0

Outputs, Intervention 2, Year 1 (projected for Years 2 – 5)

Outputs by Intervention							
Activity	Projected Targets						
	LOP Target	Q3 achieved	Year 1 Target	Year 2	Year 3	Year 4	Year 5
Intervention 2: Market Information Systems							
2.1 Knowledge Sharing on Best Practices							
Enhancement of existing best practices materials and creation of guides for key crops (no. of crops)	14	0	2	4	4	4	0
Distribute print materials on key crops (no. of copies)	10,000	0	0	1,500	3,000	5,500	0
Develop new educational publications (no. of publications)	23	0	0	5	8	5	5
New materials developed by private sector companies (number of materials)	9	0	0	2	3	4	0
2.2 Ag-Inputs Monthly Price Outlook Bulletin							
Publish Ag-Input Monthly Price Outlooks (no. of outlooks)	48	0	0	12	12	12	12

Distribute print version of Ag-Input Monthly Price Outlooks through retailers and others (no. of copies)	200,000	0	0	50,000	50,000	50,000	50,000
Utilize GPS to plot retailers (no. of retailers)	3,000	0	500	2,000	500		
2.3 Agricultural Exhibitions							
Facilitate annual exhibitions (no. of exhibitions)	5	0	0	2	1	2	0
National companies participate in the exhibition (no. of companies)	80	0	0	25	20	35	0
Multinational companies participate in the exhibition (no of companies)	20	0	0	6	4	10	0
Exhibition of new products (no. of products)	100	0	0	25	15	60	0
2.4 Demonstration Plots							
Organize demonstration plots (no. of plots)	550	0	100	150	150	100	50
Farmers participate in demonstration plots (no. of farmers)	16,500	0	3,000	4,500	4,500	3,000	1,500
Results of demonstration trials disseminated through radio and other media outlets (no. of events)	15	0	0	5	5	4	1

Outputs, Intervention 3, Year 1 (projected for Years 2 – 5)

Outputs by Intervention							
Activity				Projected Targets			
	LOP Target	Q3 achieved	Year 1 targets	Year 2	Year 3	Year 4	Year 5
Intervention 3: Quality Control and Regulatory Standards							
3.1 Adherence to Industry Standards							
Develop, adopt, and monitor new input quality standards (no. of standards)	6	0	0	2	2	1	1
3.2 Certification and Business Ethics							
Create Business Ethics Committee	1	0	0	1	0	0	0
Certification of retailers (no. of retailers)	3,000	0	0	500	1,500	500	500
3.3. Monitoring							
Input companies participate in the Business Ethics Committee (no. of companies)	6	0	0	3	3	0	0
Conduct annual audits by independent auditors of the supply chain	13	1	2	2	4	4	1
3.4 Coordination of Policy, Legal, and Regulatory Constraints							
Identify policy constraints and present to policy dialogue group (no. of policy constraints)	8	0	0	2	2	2	2
Form Program Advisory Committee consisting of public and private stakeholders (no.)	1	0	0	1	0	0	0
Organize semi-annual meetings of Advisory Committee (no. of meetings)	8	0	0	2	2	2	2

Outputs, Intervention 4, Year 1 (projected for Years 2 – 5)

Outputs by Intervention							
Activity				Projected Targets			
	LOP Target	Q3 Achieved	Year 1 Target	Year 2	Year 3	Year 4	Year 5
Intervention 4: Strengthening Local Organizations							
Value Chain Assessment to Identify Local Organizations (no. of assessments)	1	0	1	0	0	0	0
Identify potential sub-awardees along the agricultural inputs value chain (no. of companies)	6	0	0	3	3	0	0
Provide TA to develop pre-award survey by local accounting firm (no. of tech assistance)	1	0	0	0	1	0	0
Value of sub-awards provided to local organizations	\$750,000	0	0	TBD	TBD	TBD	TBD
Local organizations qualify to implement USG-funded programming (no. of organizations)	3	0	0	0	0	2	1

Outputs, Cross-Cutting Activities Year 1 (projected for Years 2 – 5)

Outputs by Intervention							
Activity				Projected Targets			
	LOP Target	Q3 achieved	Year 1 Target	Year 2	Year 3	Year 4	Year 5
Cross-Cutting							
Gender Assessment	1	1	1	0	0	0	0
Conduct village sessions on garnering support from families and neighbours for women retailers (no. of sessions)	300	0	20	200	80	0	0
Provide matching grants to women in the agricultural input value chain (no. of women)	300	0	0	20	200	80	0
Environmental Due Diligence Review	1	0	1	0	0	0	0

Annex 5: Training Log

Name of the Training : Training of Trainers on Agri-Business Management						
Venue of the Training : Briddhi's Training Centre, Dhanmondi, Dhaka						
Date : 16-17 June 2013						
Participants of the Training : Bayer Crop Science's Trainers						
Number of participants : 03 (Three)						
Name of the Facilitator : Md. Akbar Hassan CEO & Managing Director Briddhi Tel: +88-02-9133167, 8120484 Cell: 01713-457021, 01199-861070, 01819-218044 E-mail: akbar@briddhi.org ; info@briddhi.org						
Participants List :						
Sl.No.	Name of the Participants	Designation	Organization	Mobile Number	e-mail address	Remarks
01.	Bidhan Chandra Paul	Zonal Manager, Jessore	Bayer Crop Science	01713-444167	bidhanchandra.paul@bayer.com	
02.	Shyamal Bormon	Area Manager, Khulna, Jessore Region	Bayer Crop Science	01713-444163	Shyamal.bormon@bayer.com	
03.	Md. Samshul Alam	Area Manager, Barisal, Jessore Region	Bayer Crop Science	01713-444160	Samshul.alam@bayer.com	

Name of the Training : Training of Trainers on Agri-Business Management						
Venue of the Training : Learning & Development Centre, Boyradighi, Natore Road, Bogra						
Date : 23-24 June 2013						
Participants of the Training : Syngenta Bangladesh Limited's Trainers						
Number of participants : 06 (Six)						
Name of the Facilitator : Md. Akbar Hassan CEO & Managing Director Briddhi Tel: +88-02-9133167, 8120484 Cell: 01713-457021, 01199-861070, 01819-218044 E-mail: akbar@briddhi.org ; info@briddhi.org						
Participants List :						
Sl.No.	Name of the Participants	Designation	Organization	Mobile Number	e-mail address	Remarks
01.	A K M Morshed	Training Manager-Channel	Syngenta Bangladesh Limited	01714-103450	akm.morshed@syngenta.com	
02.	Ferdouse Sherin	L&D Manager	Syngenta Bangladesh Limited, Bogra	01714-097253	ferdouse.sherin@syngenta.com	
03.	Purabi Sarker	Assistant Manager, Training	Syngenta Bangladesh Limited, Bogra	01714-097339	purabi.sarker@syngenta.com	
04.	Syed Shamsuzzaman	Channel Manager	Syngenta Bangladesh Limited, Dhaka	01714-103454	Syed.shamsuzzaman@syngenta.com	
05.	Khandaker Saifur Rahman	Assistant Manager, Campaign	Syngenta Bangladesh Limited, Dhaka	01730-016499	Saifur.rahman@syngenta.com	
06.	Abdul Malak	Regional Sales Manager	Syngenta Bangladesh Limited, Bogra	01714-103118	Abdul.malak@syngenta.com	

Name of the Training : Training of Trainers on Agri-Business Management						
Venue of the Training : Briddhi's Training Centre, Dhanmondi, Dhaka						
Date : 16-17 July 2013						
Participants of the Training : Global Agrovet Limited & Lal Teer Seed Limited's Trainers						
Participants: Agro-Inputs Project (AIP), CNFA (observer participants)						
Number of participants : 13 (Thirteen) & 2 (Two) from AIP						
Name of the Facilitator : Md. Akbar Hassan CEO & Managing Director Briddhi Tel: +88-02-9133167, 8120484 Cell: 01713-457021, 01199-861070, 01819-218044 E-mail: akbar@briddhi.org ; info@briddhi.org						
Participants List :						
Sl.No.	Name of the Participants	Designation	Organization	Mobile Number	e-mail address	Remarks
01.	S. M. Abdul Mukit	Head of Marketing	Lal Teer Seed Lilited	01710-013969	abdul.mukit@multimodebd.com	
02.	Md. Nasim Akber	AGM & Head of IMED	Lal Teer Seed Lilited	0173-0004972		
03.	Shymol Shen	Head of PPQC	Lal Teer Seed Lilited	01711-315359		
04.	Mohammad Khaled Mostafa	Manager, Marketing	Lal Teer Seed Lilited	0173-0004810		
05.	Md. Waliur Islam	Assistant Manager, Marketing	Lal Teer Seed Lilited	01730-004813		
06.	Md. Zahurul Islam	Executive Officer, Marketing	Lal Teer Seed Lilited	01730-004812		
07.	Md. Ruhul Amin	Executive Officer	Lal Teer Seed Lilited	01730-004814		
08.	Golam Azam Khan	Manager Regulatory Affairs, Dhaka	Global Agrovet Limited	01711-023599	globalag2000@gmail.com	

09.	Ashoke Kumar Das	Sales Manager, Khulna	Global Agrovet Limited	01743-937819	akd.gal@gmail.com	
10.	Md. Abdur Saad	Area Manager, Jhenaidah	Global Agrovet Limited	01743928246	abdus.saad@gmail.com	
11.	Md. Kamruzzaman	Regional Sales Manager, Rajshahi	Global Agrovet Limited	01733-133634	gal.rajshahidepot@gmail.com	
12.	Md. Mokarrom Hossain	Area Sales Manager, Rangpur	Global Agrovet Limited	01713-199337	gal.rangpurdepot@gmail.com	
13.	Avejit Datta	Area Manager, Chittagong	Global Agrovet Limited	01743=936797	gal.comilladepot@gmail.com	
14.	Arifa Choudhury,	Grants Specialist	AIP, CNFA	01716-003028	achoudhury@cnfabangladesh.org	
15.	Jannatul Ferdous,	Communications & Public Relations Specialist	AIP, CNFA	0 1680-465447	jferdous@cnfabangladesh.org	

Name of the Training : Training of Trainers on Safe & Judicious Use of Pesticide
Venue of the Training : Director General's Conference Room, 2 nd Floor, Middle Building, Khamarbari, Dhaka-1215
Date : 09 July 2013
Participants of the Training : Syngenta Bangladesh Limited & Bayer Crop Science's Trainers
Participant: AIP, CNFA (Observer Participant)
Number of participants : 11 (Eleven) & 1 (One) from AIP
Name of the Facilitator : Nazmul Ahsan Pesticide Regulation Officer (PRO) Plant Protection Wing, Department of Agricultural Extension Khamarbari, Dhaka-1215 Tel: Office. +88-02-8130338, Res. 9140845, 9122979 Cell: 01715-040041,01552-475640 E-mail: akbar@briddhi.org ; info@briddhi.org

Participants List :						
Sl.No.	Name of the Participants	Designation	Organization	Mobile Number	e-mail address	Remarks
01.	Md. Samshul Alam	Area Manager	Bayer Crop Science, Barisal, Jessore Region	01713-444160	Samshul.alam@bayer.com	
02.	Shyamal Bormon	Area Manager, Khulna, Jessore Region	Bayer Crop Science, Dhaka HQ	01713-444163	Shyamal.bormon@bayer.com	
03.	Md. Shahan Selim Khan	Regional Manager,	Bayer Crop Science, Kushtia			
04.	Saifur Rahman	Area Manager	Syngenta Bangladesh Limited, Dhaka HQ			
05.	Belal Hossain	SDE	Syngenta Bangladesh Limited, Bogra			
06.	Md. Ashaduzzaman	PEA Manager	Syngenta Bangladesh Limited, Bogra			
07.	Md. Abbas Ali	Campaign Manager	Syngenta Bangladesh Limited, Dhaka			
08.	Md. Atiqure Rahman	AM, Product Development	Syngenta Bangladesh Limited, Dhaka			
09.	Md. Ahsan Kabir	AM, Regulatory Affairs	Syngenta Bangladesh Limited, Dhaka			
10.	Ferdouse Sherin	L&D Manager	Syngenta Bangladesh Limited, Bogra	01714-097253	ferdouse.sherin@syngenta.com	
11.	Purabi Sarker	Assistant Manager, Training	Syngenta Bangladesh Limited, Bogra	01714-097339	purabi.sarker@syngenta.com	
12.	Jannatul Ferdous,	Communications & Public Relations Specialist	AIP, CNFA	0 168 046 5447	jferdous@cnfabangladesh.org	

Name of the Training : Agro Inputs Retailers' Training Program						
Venue of the Training : Syngenta Learning and Development Centre, Bogra						
Name of the Trainers':						
AKM Morshed, Training Manager Channel, Syngenta Bangladesh Limited, Bogra, Cell Phone: 01714-103450						
Purabi Sarkar, Assistant Manager, Syngenta Bangladesh Limited, Bogra, Cell Phone : 01714-097339						
Ferdouse Sherin, L & D Manager, Syngenta Bangladesh Limited, Bogra, Cell Phone: 01714-097253						
Over all coordinated by: Md. Adam Ali, Head of Customer Marketing, Syngenta Bangladesh Limited, Cell Phone: 01711-419239						
Participants Status :						
Batch No	Date	Venue	Number of Retailer participated in the training	Name of the Upazilas'	Name of the Districts'	Remarks
1 st batch.	16-18 April 2013	Syngenta Learning and Development Center, Bogra	36	Goalondo, Faridpur, Rajbari	Rajbari, Faridpur, Goalondo	
2 nd batch	22-25 April 2013	Do	36	Kaligonj, Kotchandpur, Niamotpur, Mohadevpur, Jhikorgacha, Satkira Sador, Tala, Salika, Magura Sador, Sripur,	Jhenaidah, Jessore, Satkira, Magura	
3 rd batch	03-05 May 2013	Do	36	Boalimari, Nagarkanda, Sadarpur, Venga, Mohammadpur, Faridpur Sadar, Alphadanga, Salta	Faridpur, Magura, Rajbari,	
4 ^t batch	10-13 May 2013	Do	36	Bagerhat, Paikgacha, Monirampur, Dacup, Dumuria, Fakirhat, Rampal, Abhaynagar, Keshabpur, Tala, Jessore Sadar, Koyra,	Bagerhat, Khulna, Jessore, Satkira,	
5 th batch	14-17 May 2013	DO	36	Boalmari, Nogarkanda, Alfadanga,	Faridpur, Gopalganj,	

				Saltha, Faridpur Sador, Mohammadpur, Kasiani, Motbaria, Kachua, Soronkhola, Morolgonj, Sodorpur, Charvodrasam	Magura, Pirojpur, Bagerhat,	
6 th batch	25-27 May 2013	Do	36	Wazirpur, Soronkhola, Bamna, Nagirpur, Pothorghata, Bakergonj, Morolgonj, Kabpara, Barguna, Jhalukhati, Bauphal, Dashmina, Amtoli, Kolapara, Patharghata, Taltola, Golachipa, Patuakhali, Pirojpur,	Barisal, Bagerhat, Borguna, Pirojpur, Patuakhali, Jhalukhati,	
7 th batch	18-21 June 2013	DO	36	Barisal Sador, Bhola Sador, Doulatkhan, Borhanuddin, Lolmohon, Amtoli, Taltoli, Hsla, Babugonj, Patuakhali, Muladi, Charfession, Kotalipara, Jalokhati, Tosomuddin	Barisal, Bhola, Borguna, Patuakhali, Gopalganj, Jalukhati,	
8 th batch	26-29 June 2013	Do	36	Mohespur, Jhenaidah, Kaligonj, Chowgacha, Kotchandpur, Soilkupa, Kumarkhali, Horinakundo, Alomdanga	Jhenahdah, Jessore, Kustia, Chuadanga	
		Total Participants	280			

Annex 6: International travel plan

International Travel To-Date

By the end of Quarter 3, a total of nine international trips have been billed to AIP. Although this is more than had been planned for this point in the program, the reasons for the high number are the unforeseen challenges of keeping the project moving forward while managing the departure and deployment of multiple key personnel. However, this does not reflect a trend for the remainder of the program. To maintain and increase the momentum that has been building in program implementation, AIP has planned several other international trips for Quarter 4, as detailed below:

International Travel Plan for Quarter 4

Name	Type of Travel	Purpose of Trip	Approximate Timing	Travel No.
Russell Williams	STTA Travel	AIRN Features/ Business Plan	July 12- August 3	10
Alan Schroeder	STTA Travel	PERSUAP	July 13- August 2	11
Ashley Sekyra	HQ	Year 2 Implementation Plan, Gender	August 25- September 19	12
Babu Ramasamy	HQ	Operations and Compliance	July 11-July 16	13
TBD	Relocation	Key Personnel Replacement Deployment	TBD	14

Annex 7: Details of AARN formation in 25 pilot upazillas

Focus of initial AARN formation in 25 upazillas over 5 Districts

Sl No	upazilla	District	Division	Importance of horticulture and cereal crops	Accessibility of staff	Cropping intensity	Not Flood Prone	Salinity Levels	Net cultivated area (acre)	Other Key FtF project area
1.	Alfadanga	Faridpur	Dhaka	Main crops Paddy, jute, peanut, wheat, potato and kalai. Source: http://www.banglapedia.org/HT/A_0169.HTM	EA	173%	NF	NS	268707	IFDC-AAPI
2.	Boalmari			Main crops Paddy, jute, potato, sugarcane, wheat, onion, brinjal, chilli and betel leaf. Source: http://en.wikipedia.org/wiki/Boalmari_Upazila	EA	Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Images/ArgYearBook11/Chapter-7.pdf	NF	NS	Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Images/ArgYearBook11/Chapter-7.pdf	IFDC-AAPI, USAID Hort
3.	Faridpur Sadar			Main crops: Paddy, jute, peanut, wheat, oilseed, pulse, turmeric, onion, garlic and coriander. Source: http://bangladeshtalks.com/2011/05/faridpur-district-information/	EA		NF	NS		IFDC-AAPI, USAID Hort
4.	Nagarkanda			Main crops Paddy, jute, wheat, mustard seed, onion, garlic and pulse. Source: http://nagarkanda.bangladeshtraveltour.com	EA		NF	NS		IFDC-AAPI
5.	Sadarpur			Main crops Paddy, jute, brinjal, oilseed, pulses, onion and garlic. Source: http://sadarpur.bangladeshtraveltour.com/	EA		NF	NS		IFDC-AAPI
6.	Saltha			Main Crops: Paddy, jute, peanut,	EA		NF	NS		IFDC-

Sl No	upazilla	District	Division	Importance of horticulture and cereal crops	Accessibility of staff	Cropping intensity	Not Flood Prone	Salinity Levels	Net cultivated area (acre)	Other Key FtF project area
				wheat, oilseed, pulse, turmeric, onion, garlic and coriander. Source: www.bbs.gov.bd/.../Faridpur%20at%20a%20glance%20General.pdf						AAPI
7.	Babujanj	Barisal	Barisal	<i>Main crops</i> paddy, sugarcane, pulse, kachu, betel nut. Source: www.banglapedia.org/HT/B_0010.HTM	EA	171% Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook11/Chapter-7.pdf	NF	LS	296837 Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook11/Chapter-7.pdf	IFDC-AAPI, USAID Hort
8.	Barisal Sadar			<i>Main crops</i> Paddy, wheat, oil seed, betel leaf. Source: www.banglapedia.org/HT/B_0314.HTM	EA		NF	LS		IFDC-AAPI
9.	Wazirpur			<i>Main crops</i> Paddy, potato, brinjal, betel leaf, sugarcane, cauliflower, radish and turnip. Source: http://wazirpur.bangladeshtravelto.com/	EA		NF	LS		IFDC-AAPI, USAID Hort
10.	Avoy Nagar	Jessore	Khulna	<i>Main crops</i> paddy, wheat, jute, potato, garlic, onion, mustard, betel nut, brinjal, vegetable. Source: www.banglapedia.org/HT/A_0009.HTM	EA	182% Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook11/Chapter-7.pdf	NF	NS	431466 Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook11/Chapter-7.pdf	IFDC-AAPI
11.	Bagherpara			<i>Main crops</i> Paddy, wheat, jute, potato, chilli, mustard, brinjal, patal. Source: www.banglapedia.org/HT/B_003	EA		NF	NS		IFDC-AAPI

Sl No	upazilla	Distri ct	Divisio n	Importance of horticulture and cereal crops	Accessib ility of staff	Cropping intensity	Not Flood Prone	Salinity Levels	Net cultivated area (acre)	Other Key FtF project area
				9.HTM		e/ArgYe arBook1 1/Chapte r-7.pdf				
12.	Chaugach ha			<i>Main crops</i> Paddy, wheat, jute, potato, sesame, cotton, onion, garlic, betelleaf, brinjal, <i>patal</i> . Source: http://www.banglapedia.org/HT/C_0165.HTM	EA		NF	NS		IFDC-AAPI, USAID Hort
13.	Jhikargach ha			<i>Main crops</i> Paddy, Wheat, Jute, Potato, Flower, Cotton, Betel nut, Tuberose, Papaya. Source: http://en.wikipedia.org/wiki/Jhikargachha_Upazila	EA		NF	NS		IFDC-AAPI, USAID Hort
14.	Keshabpur			<i>Main crops:</i> Paddy, wheat, jute, potato, betel leaf, sugarcane, oil seed, chilli, turmeric, vegetables. Source: http://en.wikipedia.org/wiki/Keshabpur_Upazila	EA		NF	NS		IFDC-AAPI
15.	Jessore Sadar			<i>Main crops</i> Paddy, jute, wheat, potato, cotton, vegetables. Source: www.banglapedia.org/HT/J_0095.HTM	EA		NF	NS		IFDC-AAPI, USAID Hort
16.	Manirampur			Rice, jute, potato, sugar and vegetables are the <i>main crops</i> . Source: http://en.wikipedia.org/wiki/Manirampur_Upazila	EA		NF	NS		IFDC-AAPI

Sl No	upazilla	District	Division	Importance of horticulture and cereal crops	Accessibility of staff	Cropping intensity	Not Flood Prone	Salinity Levels	Net cultivated area (acre)	Other Key FtF project area
17.	Sharsha			<i>Main crops</i> Paddy, wheat, jute, sesame, mustard. Source: www.banglapedia.org/HT/S_0312.HTM	EA		NF	NS		IFDC-AAPI
18.	Kalia	Narail		<i>Main crops</i> Paddy, wheat, potato, sweet potato, betel leaf and sesame. Source: http://www.bpedia.org/K_0035.php	EA	171% Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook1/Chapter-7.pdf	NF	NS	152340 Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook1/Chapter-7.pdf	IFDC-AAPI
19.	Lohagara			<i>Main crops</i> Paddy, jute, wheat, mustard, brinjal, onion, garlic, betel leaf, betel nut and patal. Source: http://lohagara-narail.bangladeshtraveltour.com/photos-map-education-lohagara-bangladesh/	EA		NF	NS		IFDC-AAPI, PROSHAR
20.	Narail Sadar			<i>Main crops</i> Paddy, jute, wheat, oil seed, pulses, betel leaf and vegetables. Source: www.banglapedia.org/HT/N_0053.HTM	EA		NF	NS		IFDC-AAPI
21.	Batiaghata	Khulna		<i>Main crops</i> Paddy, sesame, oil seed, onion, and garlic. Source: www.banglapedia.org/HT/B_0351.HTM	EA	127% Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook1/Chapter-7.pdf	NF	SP	282783 Source: http://www.bbs.gov.bd/WebTestApplication/userfiles/Image/ArgYearBook1/Chapter-7.pdf	FtF Aqua, PROSHAR
22.	Dumuria			<i>Main crops</i> Paddy, jute, vegetables. Source: www.banglapedia.org/HT/D_0303.HTM	EA		NF	SP		IFDC-AAPI, FtF Aqua

Sl No	upazilla	Distri ct	Divisio n	Importance of horticulture and cereal crops	Accessib ility of staff	Cropping intensity	Not Flood Prone	Salinity Levels	Net cultivated area (acre)	Other Key FtF project area
23.	Dighalia			<i>Main crops</i> Paddy, wheat, sesame, mustard, brinjal, betel leaf, vegetables. Source: www.banglapedia.org/HT/D_0222.HTM	EA	on/userfiles/Image/ArgYe arBook11/Chapter-7.pdf	NF	SP	rBook11/Chapter-7.pdf	IFDC-AAPI
24.	Paikgachha			<i>Main crops</i> Paddy, jute, potato, eggplant, wheat, pulses, betel leaf, turmeric and sesame. Source: www.banglapedia.org/HT/P_0024.HTM	EA		NF	SP		IFDC-AAPI, FtF Aqua
25.	Phultala			<i>Main crops</i> Paddy, betel leaf, vegetables, pulse. Source: www.banglapedia.org/HT/P_0165.HTM	EA		NF	SP		IFDC-AAPI, FtF Aqua

EA: Easy Accessible
NF: Not Flood Prone
NS: No Salinity
SP: Saline Prone

Annex 8: Communications strategy

The Communications Strategy for Agro-Inputs Project (AIP) will identify the communication objectives, key messages, target audiences, and approaches to reaching target audiences. It includes communication strategies and tactics accompanied with an initial plan for articulating the strategies in terms of program activities over the next five years.

This Communication Strategy will contribute in building higher synergy and understanding on project's strategies, on-going interventions, accomplishments and impacts among the internal and external stakeholders through effective communications.

AIP's Communication Strategy provides a framework to enable AIP to communicate more effectively with its target audiences through project activities, public relation materials, top-tier media, and social media. To ensure AIP's operations have greater development impact, the Strategy promotes:

- Awareness and understanding of AIP's activities, goals, objectives, and results;
- Sharing and exchange of development knowledge and lessons learned;
- Greater two-way flow of information between AIP, US Government, Government of Bangladesh and all other project audiences and beneficiaries.

OBJECTIVES:

AIP's Communications Strategy is two-fold. It must communicate effectively the Project's purpose, goals and indicators of success to its beneficiaries, Bangladeshi general public and media, while keeping its stakeholders informed of its progress through reports, memos and daily dialogue with USAID.

KEY MESSAGES:

- As a flagship U.S. Feed the Future (FTF) program, the USD \$15 million Agro-Inputs Project implemented through the collaboration of USAID Bangladesh, CNFA and GOB will help vulnerable Bangladeshi farmers reduce hunger and poverty by increasing smallholder's production and productivity through improved access to quality agricultural inputs.
- With the creation of the Agro-Inputs Retailers Network (AIRN), AIP will provide service to over 1 million smallholders, impact more than 5 million individuals across 20 southern districts and generate more than \$100 million in sales of quality agricultural inputs by 2017.
- By the close of the project, AIP will have improved the food security for Bangladeshis by establishing a network of 3,000 retailers from which 300 will be women-owned retailers for the first time in Bangladesh.

TARGET AUDIENCES

AIP works with and seeks to influence a broad range of audiences (Box 1). Each target audience is important to AIP and will contribute to its success. AIP is funded by USAID and is the most important partner in day-to-day operations. Strong relationships with PNGOs and associations are critical if AIP is to achieve its goals in the field. Trusted relationships with

other audiences including retailers and farmers in southern Bangladesh are integral to enhancing AIP's operations. Strengthening relationships with audiences will remain the responsibility of the AIP Team.

Box 1: Target Audiences

- USAID Bangladesh
- Government of Bangladesh
- Agro-Input Retailers
- Associations
- Other FTF Implementers
- The General Public
- Youth
- Local Media
- Farmers
- Local NGOs
- Academia

APPROACHES TO REACHING AUDIENCES

Building strong and lasting relationships with target audiences will require personal interactions and regular exchange of information, not just through public relations materials.

AIP will deepen its relationships with top-tier media. Appearances by AIP Team on broadcast media such as newspapers, magazines, and perhaps TV news programs and in radios will increase AIP's visibility and operations. To reach out to English speaking target audiences, all mediums will be in English and to reach out to Farmers and local partners in the field, all mediums will be in Bangla.

AIP Team will continue to promote AIP messages and its work at conferences, seminars, and other external events.

The Chief of Party is the first point of contact. He/she will lead efforts to raise AIP's profile among target audiences through personal contacts, speeches at high-level forums, and interviews with the media. The senior staffs will also communicate actively with the audiences.

STRATEGIES AND TACTICS

Strategy 1: All project activities will reflect and promote USAID

Tactic: Proper visibility of USAID

- USAID will be informed during all promotion of AIP activities and milestones.
- USAID logo and landmark will be clearly visible in all electronic and print materials.
- All English communication materials will include the English tagline, "From the American People", and Bangla communications will include the Bangla tagline, "Americar jonogoner pokkho theke."
- Communications materials to be branded include any and all booklets, banners, newsletters, press releases, reports, audio-visual productions, web sites, and any other promotional materials.

Strategy 2: Facilitate a common understanding of the Agro-Inputs Project's purpose and indicators of success

Tactic: Engage in an active media relations program to gain greater visibility of AIP

- Create and frequently update a media distribution list of local media.
- Work with HQ to submit entries to USAID Impact blog and Frontlines.
- Develop a quarterly external newsletter providing Project updates, event schedule and market information system.
- Engage in a local radio campaign to disseminate the Project's successes and progress.
- Participate in electronic media campaigns about AIP and AIRN and its purpose.
- Utilize the AIP website to provide market information, engage retailers, farmers, partners and associations in the project's progress and publicize AIRNs' success and progress.
- AIP website will be developed and will include: AIP overview, Resource Center, Events, GIS, and links to social media networks such as Facebook, Twitter, and LinkedIn.
- M&E will be linked with communications to generate and disseminate knowledge products such as case studies, fact sheets, briefings, etc.)

Tactic: Develop an inclusive AIP video and image library

- Hire a local photographer to create an inclusive image library
- Develop a documentary to showcase the Project's success and how this innovative AIP is providing high quality inputs to farmers and addressing poverty and food security in the southern part of Bangladesh.

Strategy 3: Proactively promote the sustainability of Agro-Inputs Retailer Network (AIRN)

Tactic: Create a customized branding and marking plan for AIRN

- Create a branding and marking plan for Agro-Input Retailers Network (AIRN) that will provide consistency among the entire network of retailers.
- Create an AIRN logo and post the logo in each retailer shop recognizing them as a member of the network.
- Provide each Agro-Input Retailer with kits equipped with AIP-branded administrative items, including proper packaging and labeling.
- Create Astha 'Seal of Quality' logo for retailers to use once they become an established entity of the network
- Visualize AIRN retailers 'locations and other important information, such as, cropping pattern, agro-ecology, demographic pattern etc. through Geographic Information System (GIS).
- Promote AIRN to farmers through demonstration plots, study tours, campaigns and agricultural fair.
- Publish AIRN Retailers Directory, which will provide information of retailer's profiles, contact information, and available products and services.
- Develop mobile monitoring that will utilize fiscal memory machines with mobile capabilities to monitor AIRN retailers' business operations such as inventories and sales.
- Train retailers to become efficient sellers and also in advertising and in-store product display.

- Schedule follow-up visits to all Agro-Input Retailers on a regular basis to monitor progress, identify problems and successes.
- Develop a documentary on AIRN formation

Tactic: Develop training materials to ensure the sustainability of AIRN

- Create training manual that future retailer shop or potential parties interested in starting their own Agro-Input Retailers can reference.
- Produce an informational DVD of “dos and don’ts.” Informational DVD’s should include how to use specific products and also how to sell them.
- Create manuals for trainings/seminars/national and international study tours.
- Ensure public awareness campaign for proper use of seed, fertilizer and pesticides through study tours.
- Publish educational materials aimed at farmer audiences for the use of seed, fertilizer, and crop protection, and will utilize its developing network for distribution of materials.
- Organize demonstration plots and field days that will explain and advocate the proper use of seed, fertilizer and crop protection.
- Create user-friendly e-books’ for wholesalers, retailers, information centers, and farmers.