

Pathway Analysis of PROSPER Programme

Innovation was appointed to conduct a pathway analysis of 'Promoting Financial Services for Poverty Reduction (PROSPER)' programme. The Palli Karma Shahayak Foundation (PKSF) of Bangladesh initiated the PROSPER programme in July 2007. PKSF had launched two innovative programmes named 'Programmed Initiatives for Monga Eradication (PRIME)' and 'Learning and Innovation Fund to Test New Ideas (LIFT)' with its own resources aiming at poverty alleviation and employment generation for the seasonally vulnerable poor in 2006 in selected districts in the northern and the southern region of Bangladesh. In July 2007, the PRIME and LIFT programmes were brought together under the umbrella of PROSPER with funding from UK-Aid Department for International Development (DFID).

Innovation analyzed the programme pathway through which it evolved and assessed issues related to sustainability from different aspects. The study was conducted in both North-west and South-west regions of Bangladesh (Satkhira, Patuakhali, Khulna, Barisal, Barguna, Rangpur, Lalmonirhat, Nilphamari, Kurigram, Gaibandha and Jamalpur) in June 2016.

As part of the study, Innovation team conducted field visits to both North-west and South-west regions in June 2016. A detailed pathway analysis report and strategy paper will be developed as deliverable under this assignment. The programme pathway analysis study focused on explaining the evolution of the programme and the different programmatic and non-programmatic variables that led to the evolution over the course of time. Also explaining how the interventions in the programme were addressing the extreme poverty challenges and hence promoting sustainable development and ensuring human dignity in the households. Innovation's findings and recommendations from this study will provide future directions for livelihood, micro finance and enterprise development interventions to be undertaken by PKSF.



Assessment of Nepalese Garments Industry

Innovision was assigned to conduct an assessment of the Nepalese Garments sector on behalf of the Ministry of Industries of Nepal. The UK Aid funded SAMARTH - Nepal Market Development Project (NMDP) embarks on a market intelligence study to identify specific gaps and demands pertaining to the Nepalese Garment Industry, which has been identified as one of the prime exportable commodities

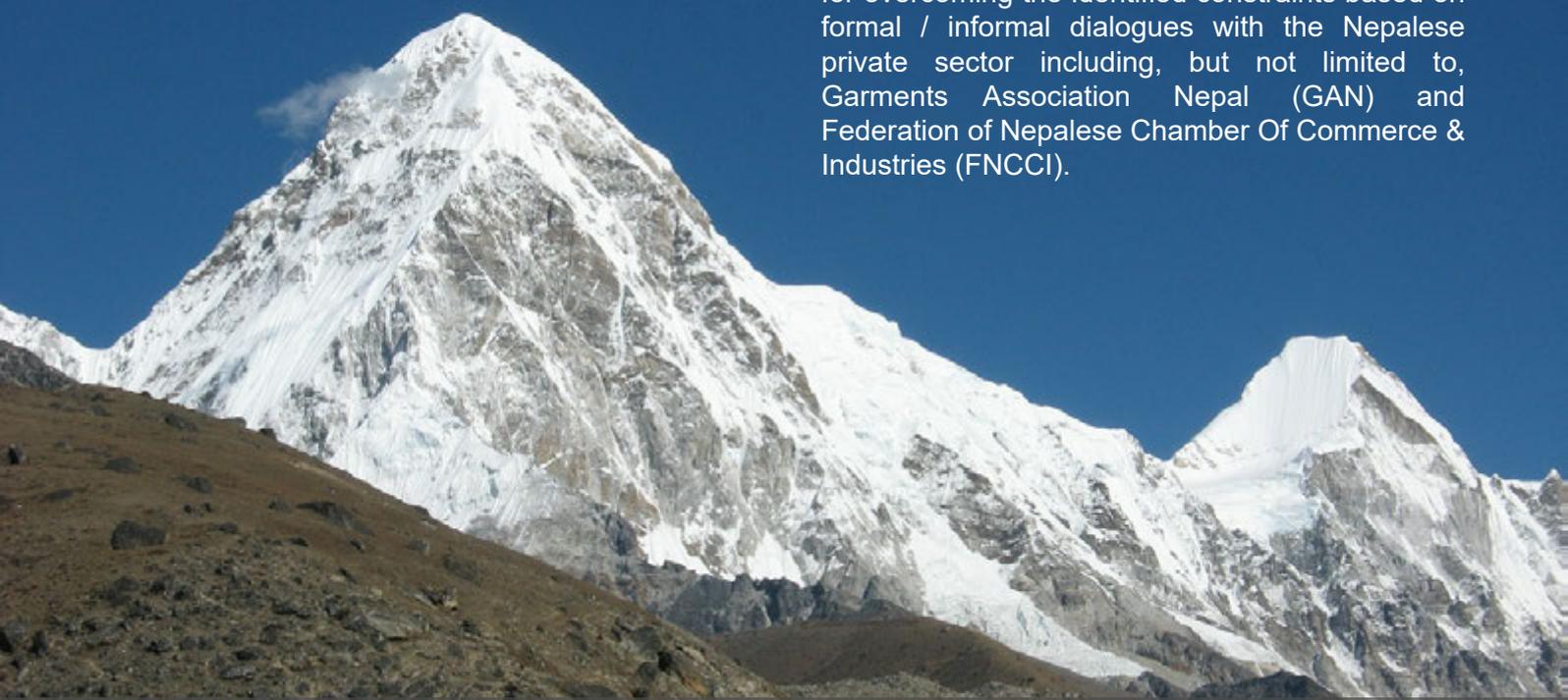
Nepal once had a vibrant garments sector, but post-MFA period, the sector collapsed. The Ministry of Industry lacks the market intelligence to

identify the specific gaps in the industry to meet the international demands, while weak trade linkages and lack of sustainable B2B information systems continue to represent barriers to trade development.

Presently, there is renewed interest among the stakeholders with duty-free, quota-free access from USA for some garment items over the last 10 years. Innovision was awarded to carry out a market study which would focus on developing a strategy for the revival of Nepalese Garment industry.

Innovision carried out the study in three cities in Nepal- Kathmandu, Biratnagar and Birganj. The study comprised of providing the current overview of the Nepalese garment industry- trends in world trade, main products, main producers and markets. Innovision conducted an in-depth value chain and market analysis to identify the systemic constraints for underperformance and potential market based solutions. Furthermore, a validation workshop was conducted in Kathmandu which consisted of participants from different ministries, industrialists, support service actors and donors. This event and some key points of the presentation made by Innovision team were covered by Nepal's No. 1 English Daily 'The Himalayan Times' on June 30, 2016.

Additionally, Innovision recommended strategies for market penetration, niche marketing and attaining competitive advantages in supply of the various products. Also, recommended strategies for overcoming the identified constraints based on formal / informal dialogues with the Nepalese private sector including, but not limited to, Garments Association Nepal (GAN) and Federation of Nepalese Chamber Of Commerce & Industries (FNCCI).





Pulse and Mango: Agriculture Value Chain (AVC) project

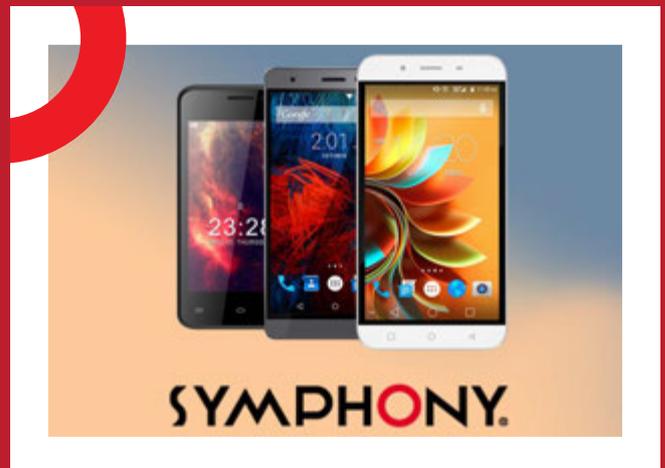
Innovision is working with Agriculture Value Chain (AVC) project in building the capacity of pulse and mango farmers. The USAID-funded Bangladesh Agricultural Value Chains (AVC) project envisages facilitating growth and upgrading the agricultural sector and maximizing value by increasing income for the rural poor who participate in it. The goal of the project is “improved food security through strengthened agricultural value chains” and the project targets a portfolio of both food and non-food agricultural crops and addresses any shared constraints across such value chains. The project targets Mango under fruits category to develop capacity of mango farmers in producing safe fruits by following safe production and post-harvest practices in Meherpur district in South-western Bangladesh. And to develop the capacity of pulse farmers in producing high yield variety in Jhenidah district of Bangladesh.

The objective of the assignment is to build the capacity of mango farmers through introduction and promotion of improved and safe cultivation (IPM technologies) and post-harvest practices. Development Alternative Incorporated (DAI), Bangladesh wants to target and facilitate training for 15,000 mango farmers in selected southern districts. The training will be conducted for 2 days following training modules on modern cultivation practices, post-harvest management, access to finance, gender and nutrition issues and environmental issues.

Innovision is providing complete management support that includes recruitment and training of human resources, financial management, monitoring and evaluation. Innovision has organized and provided training to the farmers on cultivation and

post-harvest related activities by forming groups of pulse and mango farmers, preparing their database and follow-up to create market linkages between the farmers and other market actors. Up till now, Innovision has successfully provided training to 12000 mango and pulse farmers in 7 Upazilas on improved cultivation techniques and post-harvest management.

Innovision’s achievement in the agricultural sector and the success of the trainings has been featured in three online news portals: Ajkerpatrika, Boishakhi News and pacificnews24.



POSM Visibility and Handset availability study in Symphony Outlets

Innovision recently conducted a research for Symphony Mobile on Point of Sales Material (POSM) visibility and availability of selected handset models across the country. The objective of the survey was to collect information on the availability of POSM, placements of the POSM (Wobblers, Shelf-talkers, Stoppers, Price tags, Dummies, Promotional stands, Roll-stands, Banners, Hard posters, Kiosks) in terms of clear and obstructed view, availability of 6 models of handsets, showcasing of handsets – at / below eye level (difficult / not visible at eye level), along with reasons of such placement.

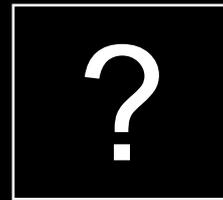


Innovision to develop Branding and Marketing Plan for Sandbar Pumpkin

Innovision will work for Practical Action Bangladesh to develop a branding and marketing plan for sandbar pumpkins. This is the second award that Innovision has received under the USAID funded global initiative called Securing Water for Food (SWFF). The core objective of the proposed marketing campaign is to determine and establish features of the Sandbar pumpkin that could make it attractive to the institutional and the retail market. In this regard, Innovision will conduct an assessment of the sandbar pumpkin to understand the unique selling proposition, develop a marketing campaign and conduct trials of the marketing material.

Innovision will also help Practical Action to establish trade deals with potential forward market actors i.e. food processors, exporters and other institutional buyers to sustain the market for sandbar pumpkin. The sandbar pumpkins, named after the production technique called sandbar cropping, are being cultivated by extreme poor households in sandbars owned by the government as unsettled land. While the production technique has been proven to be effective and inclusive to the poor, the market for sandbar pumpkins is yet to reach a scale that could induce and sustain production by the extreme poor. The branding and marketing exercise to be undertaken by Innovision is expected to mitigate this challenge by stimulating the market demand for sandbar pumpkins."

DID YOU KNOW?



A new report from the United Nations Food and Agriculture Organization shows that while growth in aquaculture has helped drive global per capita fish consumption above 20 kilograms a year for the first time, almost a third of commercial fish stocks are now over harvested at biologically unsustainable levels.

The report also reveals that about 31.4 percent of the commercial wild fish stocks were over fished in 2013, a level that had been stable since 2007. It is important to note that in terms of food security and environmental sustainability, about half of the world's aquaculture production of animals such as shellfish and carp, and plants, including seaweeds and microalgae, came from non-fed species.

Aquaculture's strengths and challenges are also influencing the types of fish consumed. The report showed that, measured as a share of world trade in value terms, salmon and trout are now the largest single commodity, replacing shrimp that held the position for decades.

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