



# VISION

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## MAIN STORY

### Protecting Soil Fertility in Bangladesh

The farmers in Bangladesh usually follow a common practice of applying mostly macro nutrients for high yield, thus leaving a massive deterioration of soil fertility and an adverse long term impact on national food security. The problem is largely attributed to the lack of awareness among farmers on the benefits of balanced fertilizer use and thus, lack of demand for and use of micro-nutrients and compost. This is attributed to weak private and public extension systems which fail to reach the farmers with the knowledge and information on balanced fertilizer application. To tackle this, Innovision partnered with the leading private sector companies in the fertilizer sector in Bangladesh to improve their distribution systems so that it also works as an extension systems and reaches the farmers with the knowledge and information on balanced fertilizer application. The partner companies include- Square Pharma, Intefa, National AgriCare (NAC), Seed Bangla Agro Industries (SBAI) and RK group.

In the pilot phase, Innovision facilitated the partner companies to introduce formal trainings on balanced fertilizer issues among dealers and retailers. Impact assessment suggests that the trained dealers and retailers have reached around 69,700 farmers with the knowledge on balanced fertilizer application. Early signs of impact show that the demand for and use of micronutrient and compost have started to increase because of this. Annapurna, a leading compost manufacturing and marketing company and one of the partners of Innovision reported 61% increase in

use of compost in the northern part of Bangladesh which faces severe seasonal food insecurity and is one of the poorest regions in Bangladesh.

To increase production and supply of Trichoderma enhanced compost, Innovision partnered with the Rural Development Academy (RDA), a specialized institution for training and action research affiliated with the Ministry of Local Government, Rural Development and Cooperatives (LGRDC). Through this partnership Innovision is supporting RDA to develop its technical capacity to produce Trichoderma (an organic agent used for de-composting) and develop a distribution system to market Trichoderma among the poor farmers in the northern region in Bangladesh.

Innovision has also intervened to strengthen the human resource capacity of the partners through staff ToT and training on marketing. Besides, the partners were supported to organize backyard meetings to involve women farmers within the extension network. To further strengthen the extension services, Innovision piloted the concept of Fertilizer Advisory Service (FAS) Centers which brings fertilizer companies, lead farmers, input traders and resource persons from the public extension and research agencies (DAE, BARI, SRDI). The FAS will benefit the farmers by increasing their access to information on fertilizer application and other crop cultivation issues. It is expected that the interventions will reach as many as 2,35,000 farmers across the country and help improve the public and private sector capacity for extension. The interventions are implemented by Innovision under the 'National Fertilizer Market Development Project' as a co-facilitator of Katalyst, a DfID, SDC, CIDA and The Royal Netherlands Embassy funded market development project in Bangladesh.

# Innovision Facilitates Hatcheries to Import Improved Tilapia Brood Strains from Philippines

Selected hatcheries from Bangladesh (Chanchal, Mono-sex Tilapia Hatchery, Agro-3, Reliance Aqua Farm, Miracle Hatchery & Aquaculture, Bismillah Agro Production, Rupali Fish & Prawn Limited) participated in a training program on Hatchery Management of YY male Tilapia Brood, Swansea Male & Female and FaST Tilapia in the Central Luzon State University (CLSU) Campus in the Philippines. The training was conducted by the Fresh Water Aquaculture Center (FAC). Apart from theories the training included practical classes and exposure visits to the hatchery facilities of the Bureau of Fisheries and Aquatic Resources (BFAR), GIFT Foundation, Phil Fishgen, TGA Firm etc.



**Lead hatchery owners are now very delighted as the strains of YY male Tilapia Brood, Swansea Male & Female and FaST Tilapia are being imported for the first time in Bangladesh.**

Following up to the training, the hatcheries were supported to import more than 3000 in total of YY male Tilapia Brood, Swansea Male & Female and FaST Tilapia strains through Phil Fishgen. Furthermore, to strengthen the local technical capacity for maintaining the improved brood strains, Innovision engaged Dr. Rafiqul Islam Sarder, a researcher from Bangladesh Agriculture University (BAU) and a development specialist Mr. Nazrul Islam who are expected to provide technical support to the hatcheries in Bangladesh. The intervention will benefit the Tilapia producers in Bangladesh by increasing the supply of quality fries which will enhance the growth rate and increase productivity and profitability.

The intervention is conducted under the project on 'Stimulating Growth in Culture of Selected Fresh Water Fish Species and Strengthening Market Access for those Species.' The project is managed by Innovision as a co-facilitator of Katalyst, a DfID, SDC, CIDA and The Royal Netherlands Embassy funded market development project in Bangladesh.

## Workshop held on Feed Quality for Better Aquaculture

Innovision Consulting Private Limited organized a workshop on 'Feed Quality Improvement for Better Aquaculture Practices' in collaboration with American Soybean Association-International Marketing (ASA-IM) and Feed Industries Association of Bangladesh (FIAB) on 27 September, 2011 at the BRAC Inn Centre, Dhaka. Supported by Winrock International, the workshop was conducted by Kurt August Rosentrater, Bioprocess Engineer & Lead scientist of Agriculture

Research Service of United States Department of Agriculture and Assistant Professor, Iowa State University of Science & Technology, USA.



The workshop, for the first time, brought together 40 feed companies such as Saudi Bangla Fish Feed Ltd., Paragon

Group and ACI Godrej Agrovet Ltd. with 53 participants, mainly engineers & nutritionist. The session went on with purposeful discussion on different vital issues like construction and operation of feed mills, feed pellet, feed extrusion, ingredients for aqua-feeds, and feed formulation along with critical concerns regarding feed quality improvement in Bangladesh. Through this workshop the American Soybean Association-International Marketing (ASA-IM) is determined to organize similar workshops with feed companies to help them cultivate feed in a more cost effective manner, which will improve the overall aquaculture practices.

## Innovation at the M4P Conference in Brighton, UK

Innovation took part in the global conference on 'Developing Market Systems: Seizing the Opportunity for the Poor'. The delegation was comprised of Sadruddin Imran, Chairman and Md. Rubaiyath Sarwar, Managing Director of Innovation. It was the first conference, organized by the M4P Hub, on market systems approaches in international development, bringing together senior personnel from leading donors, practitioners and researchers who are currently taking – or seeking to take – a market systems perspective.



The conference was held in Brighton UK from November 7 – 9, 2011 bringing together 173 market systems development professionals from about 50 development organizations. Lessons and experiences shared in the conference highlighted the increasing interest on M4P as an approach for sustainable development and scalable impacts for poverty alleviation.

Participants in the conference got opportunities to improve their perception of recent issues and ideas in market systems development, acquiring networks and contacts of concurring practitioners. Challenges related to market assessment, intervention design and implementation, monitoring and impact assessment were also discussed while the practitioners took note of what worked and what did not. The conference placed Innovation on the global forum of practitioners, organizations and the donors working closely to develop the M4P approach.

A series of sessions on theoretical perspectives and experiences from M4P projects allowed the participants getting engaged in the conference's key thematic areas and sharing ideas on the challenges ahead for developing market systems.

## MARKET OF SEED POTATO STUDIED

Bangladesh is the fourth largest potato producer in Asia and is among the top 15 of the potato producing countries of the world. It ranks third in area after rice and wheat, and is cultivated in almost all agro ecological regions of Bangladesh. In addition, potato ranks second after rice in production in the country. In 2010-11 demand of seed potato was around 1 million MT. The demand is now growing, especially in the processed potato market segment, as there is a serious shortage of processing facilities. Under this circumstance, Giant Agro Process Limited and Danespo A/S showed interest to establish a joint venture in Bangladesh for production of seed potato.

Innovation conducted a market study for a feasibility assessment of the potato seed market, financial viability of the business partnership intended by Giant Agro Processing Ltd and Danespo A/S, location and site for the joint venture, marketing, environmental certification and other CSR aspects. The co-operation would be established under the framework of B2B program in Bangladesh.

Through the study three major segments of customers were found in the potato sector- table potato consumers, potato processors and potato exporters. After reviewing all three segments, Innovation recommended that the joint venture should enter into all three of these markets, but with different approach. In the table potato market, the JV should act as conventional seed supplier, where Danespo should produce LB resistant high yielding potato seed, while GAPL would multiply it and market it in Bangladesh.



## Assessment on Conservation and Sustainability of the Sundarbans

Innovation conducted a rapid assessment of the market in the selected upazilas of Sundarbans Reserve Forest (SRF) to measure the viable opportunities to upgrade the local economy by creating alternative livelihood opportunities for the impoverished resource extractors, and improve terms of trade of selected value chains.

Assigned by World Vision Bangladesh, the assessment was a part of the proposal preparation for 'Our Forest, Our Life': A Community-based Action towards the sustainability of the Sundarbans Reserve Forest (CBAS – SRF), an application for the European Commission Sundarbans Environmental and Livelihoods Security (SEALS) project. World Vision Bangladesh (WVB) anticipated in playing role to the upliftment of communities within the Sundarbans forest reserve through an environment and livelihoods security program. The study also evaluated the market context and the environmental context as well in the selected areas of the program.

Innovation greatly assisted in the development of a full proposal designed in accordance with community vulnerabilities and needs. Results of the assessment were served as the baseline data for specific indicators of the program under intermediate findings and observations, which was narrated in line with the objectives and expected results of the SEALS project.

## Value Chain Selection and Assessment for World Vision Mymensingh and Phulpur ADPs

Innovation completed the study on 'Value Chain Selection and Assessment for World Vision Mymensingh and Phulpur ADP' in the month of October 2011. Key tasks for the investigation were to select potential value chains for the Mymensingh and Phulpur Area Development Programs (ADPs) and recommend market based solutions to address the key constraints in the selected value chains. As a part of the assessment, Innovation also conducted training for 50 staffs of the two ADPs on Value Chain Selection, Analysis and Program Design.



For Mymensingh ADP Dairy, beef fattening and Handicrafts were identified as the most potential value chains while for the Phulpur ADP cucumber and dairy were found to be the most promising. Innovation analyzed the findings from the field surveys and provided detailed strategy for market based interventions in the value chains through which the ADPs could ensure sustainable impact to the beneficiaries.