



VISION

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MAIN STORY

Foster the Furniture

Local furniture and interior décor industry earns foreign applause



With a shining promise, Bangladesh is approaching to become a major destination for the foreign buyers seeing that the furniture industry of the country offers a labor-intensive production nature resulting in competitive production cost, diversity in product range with a variety of raw materials and skills to create both conventional and modern designs for furniture production. To put forward the bright potential of this emerging furniture industry, Innovision supported to stage an intriguing exposition presenting a vibrant assortment of local furniture products and various interior decoration items under one roof. This expo, for the first time in Bangladesh of its kind, took place at Ruposhi Bangla Hotel, Dhaka from 26 to 28 April, 2012.

The three-day fair, Bangladesh Furniture & Interior Décor Expo – 2012, was jointly initiated by Export Promotion Bureau, Bangladesh Furniture Exporters Association, Bangladesh Handicrafts Manufacturers and Exporters Association (Banglacraft), Bangladesh Jute Diversified Products Manufactures & Exporters Association and Bangladesh Furniture Industries Owners Association, in collaboration with Jute Diversification Promotion Centre (JDPC), Katalyst and Innovision Consulting Private Limited.

Inaugurated by Finance Minister Abul Maal Abdul Muhith, the exposition revealed brilliant prospects to create a breakthrough in expanding the furniture market to international destinations. About 20 different furniture houses and interior design shops took part in this expo to display their products.

The fair had a wide spectrum of exhibitors that included leading furniture brands, interior design houses, jute diversified product manufacturers, handicraft and boutique shops such as Otobi, Akhter Furnishers, HATIL, Partex, Brothers Furniture, Navana, Furnitec, CORR – The Jute Works, Creation, Prabartana, Prokritee, Décor Idée etc. The most interesting feature about the exposition was that one could choose a variety of quality furniture and décor products available in a single grand arena, with exciting offers and best quality.

Prior to this expo, a trade delegation from Bangladesh visited India, Oman, Qatar and UAE during 24 February to 6 March, 2012. This tour, facilitated by Innovision, created promising opportunities for furniture export from Bangladesh to South Asia and Middle Eastern countries.

NAC moves on with Docudrama

A docudrama on balanced fertilization looks ahead to farmers' increased knowledge

To ensure the adequate supply of balanced fertilizer at farmers' doorstep along with its proper application techniques, Innovision supported National AgriCare Group (NAC) to produce a docudrama that portrays balanced fertilization practices and the resulting benefits as well as optimal health of plants and soil.

NAC, by organizing open-air screenings of the docudrama, is going to cover seven regions of the country reaching 9000 farmers, who are gaining knowledge and information on balanced fertilization including the importance of maintaining appropriate dosage of

micronutrient fertilizers. Besides, NAC is also going to pilot AAS (Agricultural Advisory Services) through their trained marketing officers in five different stations where counseling/advisory sessions will be organized for the general farmers through involving dealers, retailers, SAAO and lead farmers of the respective locality.

Being a co-facilitator of Katalyst, Innovision has been promoting balanced fertilization through implementing the 'National Fertilizer Market Development' project since December 2009.

Innovision completed Final Evaluation of SLIPP



Innovision conducted the evaluation of SLIPP (Sustainable Livelihoods for Poor Producers) project, which was launched in 2007 by Traidcraft Exchange Bangladesh, funded by European Union. The 5-year project aimed to increase income, employment and sustainable livelihood of 1200 poor and marginalized beneficiaries in Mymensingh and Netrokona districts. It intervened in vegetable, duck and fish sectors to enable better market access and business enabling environment for poor MSEs as well as capacity development of the business service providers by creating institutional infrastructure.

The evaluation of the project scaled the performance on basis of relevance, efficiency, effectiveness, impact and sustainability. The findings showed how the project successfully addressed key constraints in the selected sub-sectors, resulting in income growth, improved livelihood, better child nutrition, increased access to health and education.

Assessment for CLP started Innovision analyzes livestock husbandry and veterinary services sector for CLP

Innovision signed a contract with Maxwell Stamp PLC on May 10, 2012 to assess the livestock husbandry and veterinary services sector for Char Livelihoods Programme (CLP), which has been working to support the river island (char) people of Bangladesh since 2005. The first phase of the programme (CLP1) worked in five districts (Bogra, Jamalpur, Sirajganj, Gaibandha, Kurigram) and directly supported 55,000 households through its asset transfer project and a variety of other relevant market based supports in livestock products, services and care. CLP

entered a second phase (CLP2) in April 2010, and seeks to help lift an additional 67,000 extreme poor households out of poverty by the end of the programme, in March 2016. It expands the CLP area coverage to 12 districts with char river islands of the Jamuna, Teesta and Padma rivers.

Innovision is conducting the sector study and market system analysis for livestock husbandry and veterinary services. This includes good husbandry practices as well as access to vaccination, de-worming, treatment and AI services. Innovision will also design interventions for addressing the constraints and realizing the opportunities identified in the analysis for initiating the system change required.

Aqua Feed: Chance and Challenge

Workshop brings out the challenges and prospects of aqua feed in Bangladesh

Innovision hosted a workshop on the challenges and prospects of aqua feed industries in Bangladesh at BRAC Centre Inn, Dhaka on 23 May, 2012. Feed Industry Association of Bangladesh (FIAB) and Winrock International, with the support from Katalyst, jointly organized the day-long workshop titled 'Experience Sharing on Challenges and Prospects of Aqua Feed Industries in Bangladesh' for feed nutritionists, production managers and engineers.

Dr. Phillipe Serene, a veteran consultant of Qualiservice and also a former general manager at Proconco Feed Mill of Vietnam, was the keynote speaker in the workshop. In his speech, Dr. Serene briefed on global aqua feed market situation, trends in Bangladesh, raw material supplies, energy and related issues, better machineries, management and main-

tenance cost and production cycle. Along the keynote speech, another presentation was imparted by Dr. Kurt A. Rosentrater of the Dept. of Agricultural and Biosystems Engineering, Iowa State University. He discussed on the construction and operation of feed mills as well as process engineering considerations in feed manufacturing industry.

In this interactive workshop, the participants questioned, discussed and opined on overall constraints and prospects of feed production, state of key market players, raw material usage and supplies, machinery and technology, foreign economic relations, potential commercial opportunities as well as the existing threats of the industry.



Mid-term evaluation of Samriddhi project

Md. Rubaiyath Sarwar, Managing Director of Innovision, teamed up with Mr. Andreas Tarnutzer to review the project's activities and produce information for important steering decisions for the remainder of the phase and beyond. Samriddhi applies a combination of a market and value chain development approach, under the label Making Markets Work for the Poor (M4P) with Human and Institutional Development (HID) and aspires to reach around 1 million households through its interventions by July 2013. The Samriddhi project is part of the Employment and Income (E&I) Domain portfolio of the Bangladesh programme of the Swiss Agency for Development and Cooperation (SDC) and is implemented by Helvetas Swiss Intercooperation.



For Small For Smile

Small-scale fish farmers obtain better practices and better profits

While the inland water bodies and freshwater ponds across the rural landscape of Bangladesh add vast opportunities for successful aquaculture; traditional patterns of usage and poor management of these ponds keep the local farmers far away from the adequate bounties of fish farming. In many areas of the country, fish farmers are still ignorant of most basic and vital issues of aquaculture such as efficient culture techniques, feeding methods, pond management, species selection, water quality control etc.

Targeting the small-scale and marginalized fish farmers and patilwalas (small-scale fish fry seller) Innovision facilitated a number of training sessions across the country to provide cost-effective farming techniques and appropriate practices for greater yield. Total 15 fish hatcheries came forth in collaboration with Innovision to organize these sessions, where women participants made a remarkable segment of

the overall audience. Each participant in the trainings received a colorful and 'easy-to-understand' training booklet, which would be an effective guide for small farmers to follow the recommended aquaculture practices in future.

Among different culture methods, emphasized in the training, the green water aquaculture was highly appreciated by the participants. It is a process of growing algae or phytoplankton by fertilization in pond water, which ultimately triggers the abundance of zooplankton, too. So, green water aquaculture offers a variety of ecological niches and necessary nutrients for fishes in the culture pond, where very little or no supplemental feeding is required.

Farmers in the training gained a clear insight on the benefits of small-scale fish farming such as sustainable food security, efficient use of water and other resources, diversified livelihoods and empowerment of women. Furthermore, this series of trainings reinforced the trade linkage between small farmers and input sellers.

Innovision has been managing the intervention under the M4P project titled 'Stimulating Growth in Culture of Tilapia, Pangus & Koi and Promoting their Forward Market Access', commissioned by Katalyst.