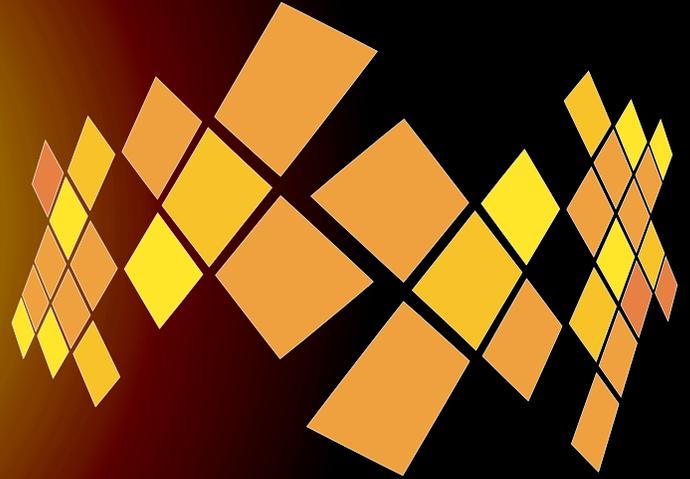




VISION

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MAIN STORY

Value Chain Development in **Conflict Affected Territories**

Innovision supports CARE Sri Lanka to design value chain development program for conflict affected Northern territories

Over the last two decades, development projects around the world have successfully partnered with processing companies, exporters, supermarkets, international buyers and such other private sector entities for inclusion of the poor producers in the supply chain of these companies. This paved a win-win relationship between private businesses and resource constrained poor producers and farms. For the businesses, the relationship meant that they had access to raw materials or products having higher market potential; and for the poor producers, it appeared that they were less dependent on intermediaries and had more direct access to the market. The relationship thus facilitated the poor farms and farmers to market their products at a relatively better price and improve the quality of their produce and production processes.



The process, known as value chain development, has been effective in economies having a strong and growing private sector. But can it be adopted with similar effectiveness in conflict affected territories or

post conflict economies? How can a value chain development project tackle broader challenges like large number of displaced population with little or no economic resources and activities, dependence of the communities on relief support to sustain livelihood, absence of roads, storage and market places and government control on development activities? The experience of Innovision in designing a value chain development program for CARE Sri Lanka for the conflict affected Northern territories provided some key insights with respect to value chain selection, analysis and program design.

Findings suggest that value chain development projects in conflict affected territories should thoroughly analyze the progress of the public and donor funded rebuilding efforts; analyze the risks particularly to private sector engagement; assess the role and influence of government agencies, military and the development partners on the value chain and its relevant market system; evaluate the financial capacity, skills and asset base of the targeted communities before making a decision on its interventions. Furthermore, the findings revealed the need for managing a portfolio of value chains to maintain a steady momentum in implementation. Besides, the project should have a longer term strategic plan so that it can gradually broaden its scope to intervene at meso and macro level and ensure sustained impact before withdrawing its support.

Empowering Women through Market Access

Innovation supports SDC to analyze the prospect of Joyeeta - a MoWCA initiative

Joyeeta is an initiative of the Department of Women's Affairs (DWA), Ministry of Women and Children Affairs (MoWCA) aiming to promote Women's Economic Empowerment in Bangladesh, in line with the sixth target set in the "Vision 2021" of the Government of Bangladesh. Through this programme, women groups are given access to a market space in

Rapa Plaza (Dhanmondi), where they can sell their products directly to the customers. In Bangladesh women producers and entrepreneurs face many struggles, such as direct access to customers (many rely on male intermediaries), low skills and knowledge, limited access to finance, etc. and Joyeeta is an effort of the Government of Bangladesh to overcome these

difficulties and empower women. The objective of the consultancy was to provide SDC with a clear picture of Joyeeta as it is today, thus allowing SDC to make a rational decision on whether to support the DWA in this endeavor and also to inform the design of the next phase of Joyeeta which is expected to start in June 2013.

Training on

Value Chain Analysis, Program Design and Facilitation



Hans Posthumus and Innovation Partner to Deliver the International Course in Bangladesh

In collaboration with Hans Posthumus Consultancy, Netherlands, Innovation conducted a five day long training on value chain analysis, program design and facilitation in January 2013. Innovation has been organizing the training in Bangladesh since 2012. This year, 18 professionals from Katalyst, Helvetas Swiss InterCooperation, Save the Children USA, CSISA and M4C participated in the training.

Through highly interactive sessions, the participants discussed the theories and emerging concepts related to value chain development and exchanged their experiences on challenges and successes in value chain development. The training is designed to help professionals improve their programmatic capacity for value chain development as a tool for poverty alleviation.

Enhanced Learning for Greater Tomorrow

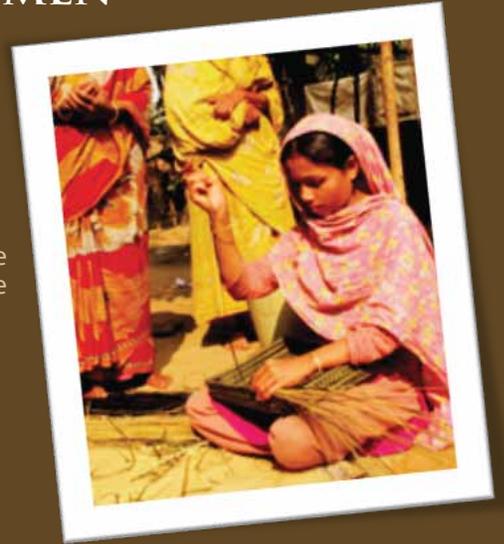
Innovision conducted a training on M4P for Save the Children, UK

A number of advisors of Save the Children from different regions of the world participated in a training workshop on Making Markets Work for the Poor (M4P) approach and its implications on the current and future programs of Save the Children, UK. Sadruddin Imran, Chief Executive Officer of Innovision - a practitioner and implementer of M4P programs, facilitated this training from 14 January to 25 January 2013 in London complying current and future

programs of Save the Children, UK. During this training, overall rationale of M4P, tools, frameworks and practical cases around the world were discussed. At the end of the course, participants and the facilitator conferred current scope of programs and possibility of adopting M4P principles in their present programs in countries like Pakistan, Kenya, Bangladesh and Niger.

CRAFTING AN IMPROVED LIFE FOR WOMEN

The arena of Bangladeshi handicrafts is blessed with some exclusive qualities like diversity, art, skill, tradition, culture, and heritage. In rural landscape, the handicrafts possess a long history of expertise and aesthetics. With a diverse range of products from clothes to interior furniture, handicrafts have enriched our lives in many ways. However, the talented craftsmen, especially the women artisans, are still struggling with poor income generation. Innovision recently conducted a scoping study on three craft sub-sectors: bamboo products, basketry and embroidery along with jute diversified products (JDP) to identify the underlying constraints limiting the industry growth and consequently the income growth of the artisans – the poor marginalized rural women. The study revealed that the handicraft industry, despite being large and influential in generating women employment, suffers from lack of clear policies at national level. It was seen that major underlying constraints of the industry lie more with business and market linkage aptitude than with artisans' skills. The enterprises also fall short of adequate management and training skills required to keep the artisans up-to-date with latest trends in design and product innovation. The study recommended possible value chain development strategies as well as efficient linkages among potential public institutions, private companies and NGOs.



High Value Fish!

Innovision studied on recent culture and market status of Tilapia, Pangus and Koi

More than three million farmers in the country are involved in inland aquaculture practices, which add nearly a half portion to the total annual fish production in Bangladesh. Traditionally, Indian major carps and exotic carps are being cultured; however, an increasing number of farmers are recently getting involved in small-scale aquaculture of Tilapia, Pangus and Koi in rural Bangladesh.

The culture practices and production of these three species have been contributing a lot to the required food supplies, nutritional benefits, livelihood opportunities and increas-

ing income of farmers and the associated groups. That is why; these three species are now commonly regarded as high value fish in Bangladesh. Realizing the potential growth both in culture practices and the respective market of Tilapia, Pangus and Koi, Katalyst assigned Innovision to assess the current culture practices and overall market status of these high value fishes.

The study was conducted in some major fish producing areas of the country - Mymensingh, Barisal, Bogra, Chittagong, Comilla and Sylhet. A combination of the participatory, qualitative and

quantitative methods was used for gathering information querying more than 300 people - including farmers, hatchery operators, feed producers, traders, intermediaries and key informants such as government fisheries officers, researchers, policymakers and development workers. Innovision also conducted a validation workshop to come up with a pragmatic conclusion. The study ultimately produced an overall scenario of production, consumption and distribution of Tilapia, Pangus and Koi in Bangladesh. In addition, this study further estimated the respective growth of these three species in next five years.