

# CASE STUDIES



This project is funded by the European Union



**Md. Jamal Howlader, Vegetable Producer, Barisal Sadar**

Before ANEP, Mr. Howlader was food secure for only seven months out of the year. After interacting with ANEP he benefited from training and access to improved technologies through traders to support commercial vegetable cultivation. He earned nearly BDT 50,000 last year as a result of his increased vegetable production, and is enjoying twelve food secure months per year.

**ANEP improved food security for farmers and communities through training and commercialization of vegetable production.**



**Jahangir Motain, Vegetable Producer, Barisal Sadar**

Mr. Motain accessed technical support through ANEP on vermi-compost production and commercial vegetable cultivation. He participated in exposure visits to see successful farmers, where he learned pruning techniques that increased his bottle gourd production. This year he transitioned to commercial farming, planting diverse varieties of nutritious vegetables and increasing his vermi-compost yield. He earned more than double his capital investment, and is reinvesting the profit in land preparation for next year.

**ANEP helped farmers become businesspeople by expanding their skill sets and increasing their yields through training and exposure visits to successful farmers around the country.**



**Ali Nur Begum, Aquaculture Producer, Hizla**

ANEP introduced Mrs. Nur to fish farming technologies. She received capacity building training on pre- and post- stocking management and feeding applications, and has been connected to quality input service providers. Since 2012 her farm has grown from one to three ponds and last year she sold BDT 18,540 worth of fish in the local market. She also mobilizes and provides technical support for five other women in the village who have access to ponds.

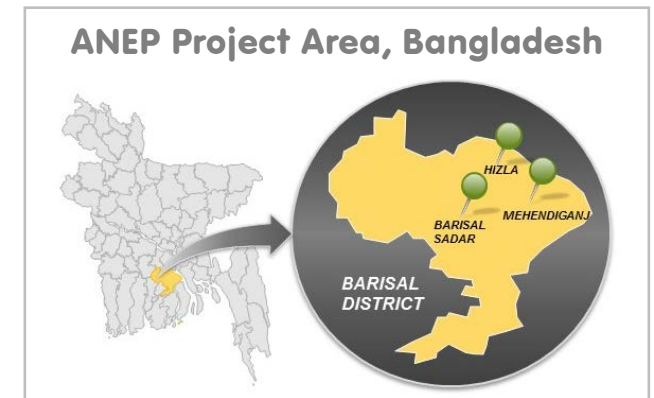
**ANEP reduced poverty and increased income through improved market linkages and expanded aquaculture production.**



## THE AGRICULTURE AND NUTRITION EXTENSION PROJECT

### The Challenge

Smallholder farmers in Nepal and Bangladesh often do not benefit from established input supply and output marketing systems supported by the public and private sector. This results in low farm productivity and an inability for farmers to lift themselves and their families out of poverty. Additionally, food insecurity and lack of a nutritious diet has a disproportionate impact on women and children, denying children the food and nutrition they needed to reach their physical and cognitive potential.



### The Goal

The Agriculture and Nutrition and Extension Project (ANEP) was developed after recognizing that to overcome this challenge, smallholders in Nepal and Bangladesh need access to improved agricultural technologies, markets and to engage in better nutrition behaviors. ANEP's goal was to sustainably raise agricultural productivity and promote effective market linkages to improve the nutrition of poor rural and urban households in the south of Bangladesh and the Nepal plains, especially women and children. The specific objectives of the project were:

1. To improve the food security and nutrition of smallholders by introducing and facilitating the adoption of productive and environmentally sustainable agricultural technologies which improve beneficiaries' livelihoods.
2. To create/ improve market linkages to improve food and nutritional security of both rural producers and urban consumers.

### Consortium Partners

The Agriculture and Nutrition Extension Project (ANEP) is a partnership between International Development Enterprises (iDE), World Fish, CIMMYT, IRRI, Save the Children International, CODEC, CEAPRED and BES and is funded by the European Union (EU). The project seeks to sustainably raise agricultural productivity and promote effective market linkages to improve the nutrition of poor rural and urban households in the south of Bangladesh and the Nepal plains.



ANEP Bangladesh Partners



# OUR SOLUTION

ANEP's solution is rooted in ideas around how we can intervene in markets to support better outcomes for the poor. These ideas have been articulated in the *Making Markets Work for the Poor* (M4P) approach and other methodologies, which assert that development agencies and other external actors should play a facilitation role in the market system that is temporary and catalytic, seeking to leverage the power of the market to benefit poor and vulnerable groups.

The ANEP consortium adapted the *Participatory Market Chain Approach* (PMCA) developed by DFID to execute these ideas. The project sought to develop the existing social, financial, and human capital of the local community, and strengthen small-holders' position in the local market by helping them build trust-based relationships with wider market actors. In this, the ANEP staff played the role of facilitators, bringing together local private sector actors (PSAs) with the target smallholder farmers, to extend affordable agricultural technologies which increase their productivity, incomes, and linkages with the market.

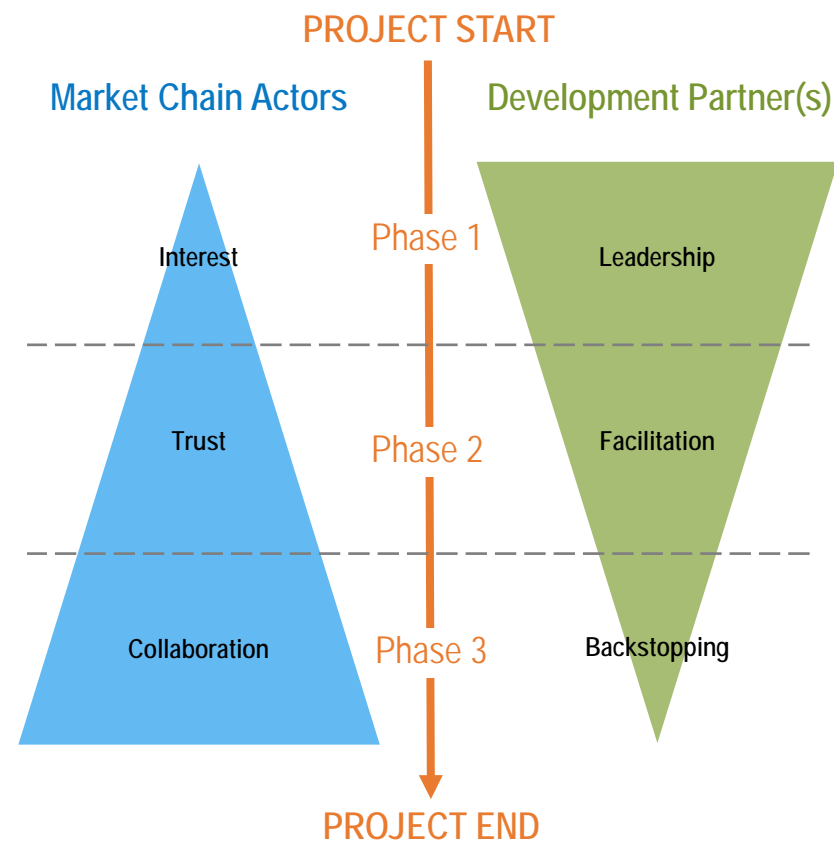
The PMCA encourages PSAs to focus on the project beneficiaries as the main source of benefit (as potential consumers) rather than the project itself. This supports the development of trust based relationships between market actors which can sustain beyond the duration of the action. ANEP selected the PMCA because it:

- Is a flexible rather than prescriptive implementation modality which is open to opportunities presented by the market.
- Supports the development of market systems that are sustainable in the long-term.
- Mobilizes stakeholders in subsector thematic groups that provide coordination and joint management of activities.
- Adapts easily across regions and markets because of its generic three phase process.
- Focuses on market demand and trust building.
- Builds project activities upon market actor preferences and requirements.
- Stimulates innovations among thematic groups based upon shared ideas, trust, and incentives.

## Main ANEP Activities

1. Form and facilitate access to training for farmer groups on new agricultural technologies
2. Conduct agricultural demonstrations with and through the private sector
3. Develop and train private local service providers in new technologies
4. Develop and strengthen public and private institutions to extend new technologies
5. Develop and improve rural and urban market linkages, including agriculture-nutrition linkages
6. Develop exchange and systems for exchange of Bangladesh and Nepal technologies and organizations
7. Conduct nutrition education, monitoring, and counseling for poor rural and urban households to increase their consumption of nutritious foods

## Participatory Market Chain Approach\*

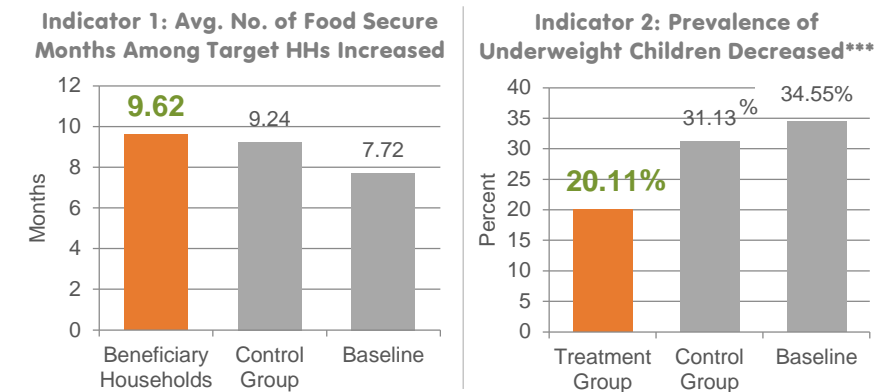


\*Adapted from: Bernet T., Thiele G. and Zschocke T., 2006. *Participatory Market Chain Approach (PMCA) – User Guide*. International Potato Center (CIP) - Papa Andina, Lima, Peru.

# KEY RESULTS

## Impact of the Project\*\*

The overall objective of the project was to improve the food security and nutrition of the target poor and vulnerable communities. ANEP achieved this: increasing food secure months by more than the target *baseline plus one month* and decreased the prevalence of underweight children by an average of 14.44% against the baseline.



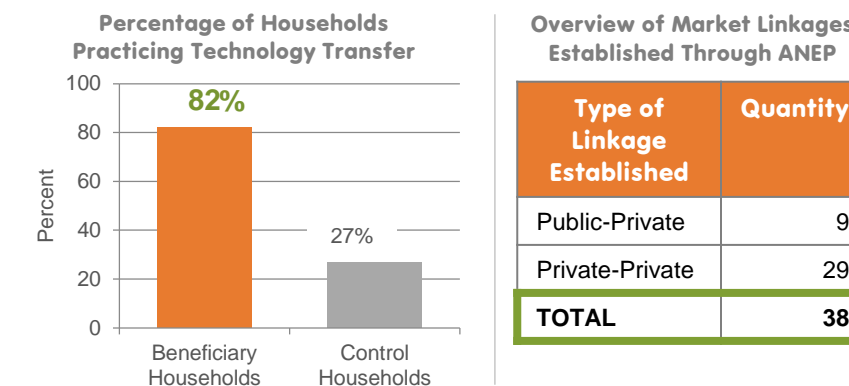
## Return on Investment of the Project\*\*

Results indicate that there was a significant amount of value created for the funds invested in the ANEP project.

Metric	Value
Total Beneficiaries Reached in Bangladesh	44,425
Project Budget for Bangladesh	€2,992,780
Project Cost per Beneficiary	€67
Per Beneficiary Household Income Increase	€531
<b>Value for Money Ratio (Cost : Beneficiary Benefit)</b>	<b>1:8</b>

## Sustainability of Project Results\*\*

A key indicator of ANEP's success, per the PMCA, is the long-term sustainability of project results after withdrawal of the development partner. ANEP was found to have established significant sustainable technology transfer and market linkage infrastructure.



\*\* Data collected by an independent consultant and current as of December 2, 2014. Study can be provided upon request.

\*\*\* Chart averages the findings for children under 2 and children between the ages of 2 and 5.



## Lessons Learned



**Consortiums can bring significant value and advantage to a program.**

The ANEP harnessed the partners' core competencies by focusing on achieving a shared set of results and measuring progress together. Partners synergised in developing new solutions, rather than deploying existing modalities independently. Regular meaningful interactions by the partner institutions ensured that all aspects of the project built upon the partners' collective expertise and field implementation was fully coordinated.

**There are key success factors to consider when building a consortium.**

The ANEP consortium was built around the following successful considerations:

- Build the team into a **single implementation vehicle** with shared project spaces
- Develop **systems to harmonise activities**, ensuring strong management at the field and institutional project management levels
- Develop **bespoke guidance and policies** to ensure clarity between partners
- Inform results with a **single Monitoring and Results Measurement** system
- Create a **strong visual brand** for the project that represents all partners