

Innovation Challenge Fund Full Proposal Application Form

For scaling out natural resource research outputs in Asia



Unique reference number (for office use only)

Use this form to tell us about your coalition and the initiative you wish to put forward for a grant from the Challenge Fund. There are separate guidance notes to help you develop your application.

Please use the font Arial set at size 9 to fill in this form.

Section 1: Contact details

1.1 Name of organisation (please use the legal name of your organisation)

1.2 Please state what kind of organisation yours is and its role within the coalition.

The International Centre for Underutilised Crops (ICUC) is a global research, development and training organisation. It provides expertise and acts as a knowledge hub for tropical, sub-tropical and temperate plant development.

Mission: "To promote the use of underutilized crops for the benefit of humankind and the environment".

Goal: "Reduced poverty and suffering through the improvement and promotion of underutilized crops for food, medicines, fodder and industrial needs, and also for environmental protection".

ICUC's role in the proposed coalition will be that of coordinator and facilitator. ICUC will synthesise information created by the partners on site into globally relevant public goods. ICUC will be responsible for overall financial management and will channel funds through our financial system, because this is difficult for national organizations when dealing with partners in other countries. In the past, ICUC has played a similar role in one of the RNRRS-funded Asia regional projects on whose foundation this coalition is built.

ICUC will also act as the data repository for data collected by project partners and communicate these to the RIU and, together with WII will develop the project's communications strategy.

ICUC will merge with the Global Facilitation Unit for Underutilized Species (GFU) later in 2008, to form a new stronger entity "Cops for the Future", whose mission will be "to catalyse, backstop, promote and publicize work on underutilized species for the benefit of the poor and the environment". Ongoing projects will move under the authority of "Crops for the Future" so that there is no expected interruption to activities and partnership arrangements. In the contrary, as "Crops for the Future" will be

more of a knowledge hub and information clearinghouse than ICUC is at present, this project will benefit from stronger capacity in knowledge management and a broadened global stakeholder community. The current director of ICUC is expected to retain an executive function within "Crops for the Future", thus no personnel changes to the proposed RIU project are expected.

1.3 Can the organisation receive funds from RIU directly? If there are local restrictions please explain how funds could be distributed to the coalition (use a separate sheet if necessary)

Yes

1.4 Address of organisation-main address or registered office (to be used in contracts)

c/o IWMI
P.O.Box 2075
Colombo
Sri Lanka

Email

icuc-iwmi@cgiar.org

Fax

+94-11-278 6854

Phone number

+94-11-288 0000 (switchboard);

Web address

www.icuc-iwmi.org

Details of project leader

Title

Dr

Forenames

Hannah

Surname

Jaenicke

Position in organisation

Director

Address (correspondence address for this application)

International Centre for Underutilised Crops
P.O.Box 2075
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+94-11-

288 0193

Fax

+94-11-

278 6854

Mobile phone number

+94-777-418471

1.5 Who are your partners? (Only those partners who have agreed to participate should be entered here.)
Please identify one partner in this section who will act as the data manager for the project. They will be responsible for collating, analysing and managing data sets generated by the project and liaising with the RIU on these issues

Contact name: Dr Dao The Anh, Director

Name of organisation: Centre for Agrarian Systems Research and Development (CASRAD),
Vietnamese Academy of Agricultural Sciences (VAAS)

Type of organisation: NARS

Role of organisation in coalition: link to existing market links project (MALICA); coordination of
Vietnam activities and implementation in Hai Duong and Bac Kan Provinces

Address: An Khanh, Hoai Duc, Ha Tay, Vietnam

Email: daotheanh@fpt.vn; daotheanh@gmail.com

Phone number (including mobile): +84 34 650862, + 84 913 076566

Fax: +84 34 650793

Contact name: Dr Nguyen Quoc Hung, Head, Dept of Science and Intl. Cooperation

Name of organisation: Fruit and Vegetable Research Institute (FAVRI), Vietnamese Academy of
Agricultural Sciences (VAAS)

Type of organisation: NARS

Role of organisation in coalition: link to existing training resource centers and implementation in Ha
Tay and Thua Thien Hue Provinces

Address: Trau Quy, Gia Lam, Hanoi, Vietnam

Email: hungnqrifav@yahoo.com, vrqhnvn@hn.vnn.vn

Phone number (including mobile): +84- 4-8276275 (o); +84-912-265 778 (mob)

Fax: 84-4-8276148

Contact name: Ms Mamta Borgoyary, Coordinator and Senior Program Officer FMG

Name of organisation: Winrock International India

Type of organisation: NGO

Role of organisation in coalition: design and analysis of baseline studies, environmental impact
assessment, data management and gender aspects

Address: 788, Udyog Vihar, Phase V, Gurgaon – 122001, India

Email: mamta@winrockindia.org

Phone number (including mobile): +91-124-430 3836/3896 (direct No)

Fax: +91-124-430 3862 – URL: www.winrockindia.org

Contact name: Dr Joshua N. Daniel, Chief Scientist
Name of organisation: BAIF Development Research Foundation
Type of organisation: NGO
Role of organisation in coalition: has excellent experience in up-scaling of research results; coordination and implementation of India activities
Address: Dr Manibhai Desai Nagar, NH4, Warje, Pune - 411029, India
Email: jndaniel@baif.org.in
Phone number (including mobile): +91-20-2523 1661
Fax: +91-20-2523 1662

1.6 What are the roles of the partners in the coalition? (please continue on supplementary sheet if necessary)

BAIF will implement the project in India. BAIF has ongoing activities through its *Wadi* (orchard) development project to which this new project will contribute. The *Wadi* project to date has established 32,000 ha of orchards and benefited 50,000 families in 5 States of India. As further orchards are being developed by an additional 45,000 families, the proposed Food Processing Parks will help absorb the produce and provide the necessary market links. BAIF already has relevant experience through its engagement in the food processing enterprise “Vrindavan” that produces mango and cashew products¹. The current project will help to establish enterprises with an emphasis on currently underused crops.

CASRAD-MALICA will implement the project in Vietnam. MALICA, a Vietnam-France research consortium focusing on food markets and rural-urban linkages, is aiming to get local production in step with the urban demand for quality products and reduce poverty by strengthening research capacity and providing assistance to government-level decision makers, the farmers themselves and other food industry stakeholders. MALICA has identified as the biggest gaps suitable processing and packaging technology adapted to diverse demands. By linking this RIU project with MALICA, links with supermarkets and the urban consumers will be effected and upscaled. CASRAD is also an active partner of the ADB-supported Making Markets Work for the Poor (M4P) project and is one of the implementing partners in a new ACIAR project on “Marketing Indigenous Vegetables for the Benefit of Women”. One of the main partners in that project is the Vietnamese Women Union. CASRAD will thus provide this important link to the project.

FAVRI's main responsibility will be linking to the three project sites where resource centers were established through RNRSS-R8399 in Hoa Binh, Phu Tho and Thua Thien Hue Provinces. Knowledge from this earlier experience will be used, and the proposed Food Processing Parks built upon the foundation of the existing resource centres. FAVRI has ample experience in fruit production and will support the establishment of a Food Processing Park in Ha Thay. This park will concentrate on helping communities add value specifically to longan. In both Ha Thay and Thua Thien Hue germplasm orchards will be established for longan and pummelo respectively, to help communities select superior germplasm and provide market link opportunities.

WII will assist in designing baseline and impact studies (socio-economic and environmental impacts); facilitate contextualising lessons from other RNRSS projects to strengthen this proposed initiative; assist in designing appropriate participatory mechanisms that would facilitate institutional development and strengthening; develop and implement an effective communication strategy to facilitate horizontal and vertical up-scaling. WII will also coordinate the project's gender and diversity aspects and will act as the project's data manager.

Communities will become the managers of the Food Processing Parks and the Community Germplasm Orchards as the project provides opportunities for skills development. This is an important aspect of the sustainability of this project.

BAIF, WII, CASRAD-MALICA and **FAVRI** will provide respective technical backstopping and training and facilitate learning by the communities, producer groups, public officials and extensionists. They will advocate the

¹ These processing facilities, promoted by BAIF, are managed by cooperatives. They obtain raw material for processing from poor farmers who established orchards under sponsored projects implemented by BAIF. Thus, necessary linkages are created for the benefit of growers as well as processors. Opportunities for processing of produce, especially those that fall under the category of underutilised species, is huge among communities that BAIF works with. Moreover, there is a need to explore different models of processing initiatives.

experience nationally. They will also support the village germplasm fairs and potential on-farm seed multiplication activities for selected germplasm.

ICUC will be the overall project coordinator, will ensure advocacy at international level and will be responsible for the coordination of project M&E and impact assessment activities. As international funds transfer is not easy for some of the project partners, ICUC will have overall financial responsibility. It will also be responsible for the management of the project website and hold a duplicate data archive.

Section 2: The initiative

2.1 Name of your initiative

Coalition to Diversify Income through Underused Crops (CoDI)

2.2 Select which of the following RNRRS outputs or clusters of outputs you are planning to up- scale or out-scale. (Add 'Y' to the relevant box/boxes)

Technology Y Process Y Policy Y Other

If 'Other', please specify:

2.3 Where have the outputs been validated to date (provide references if available)

1. Technology: The RNRRS has supported a number of projects on the development of processing technology. Several projects were commissioned by the CPHP in Africa, and the FRP has supported the development of processing guidelines (ICUC 2004) and training courses through R8399 in five South Asian countries, amongst them India and Vietnam. Also on technology, how information is packaged is important especially when upscaling. The RNRRS LPP has developed useful models through its R7425 and ZC026 projects on guides and software packages for the illiterate in Africa and Latin America as well as FRP with R8399 and R6072.

2. Process: Our project seeks to outscale institutional change especially with respect to the empowerment of marginalised communities through the support of cooperatives and resource centres where business development services are available. This approach is increasingly used and studied, for example through the CGIAR CAPRi (Collective Action and Property Rights) programme. A recent series of working papers (Gruere et al., 2007; Narrod et al., 2007; Kruijssen et al., 2007 and others) was dedicated to the role of collective action on the marketing of underused crops. The RNRRS also has validated relevant outputs (eg R8275 on farmer organisations for market access in Malawi).

3. Policy: Policy change is essential to link the rural poor with markets. Many RNRRS projects have worked on policy issues and outputs are validated in India and Nepal (R8101) and Malawi and elsewhere (R6297) on pro-poor natural resource management. This project will be particularly useful as a base for our project, not only because one of the project partners of R8101 is also partnering this project (WII) but also because it had developed a very strong communication strategy which may have helped sensitise some of our key stakeholders to NRM issues and . Another useful project that can show validation of a relevant policy output is R8366 in Nepal, in this case for useful chickpea varieties.

References

ICUC. 2004. Technical Manual for Small Scale Fruit Processors. 24 loose leaf sections. (in English and selected parts available in 7 South Asian languages).

Kruijssen, F., Keizer, M. and Giuliani, A. 2007. Collective Action for Small-Scale Producers of Agricultural Biodiversity Products. CAPRi Working Paper 71. Washington, DC: IFPRI.

Narrod, C., Roy, D., Okello, J., Avendaño, B. and Rich, K. 2007. The Role of Public-Private Partnerships and Collective Action in Ensuring Smallholder Participation in High Value Fruit and Vegetable Supply Chains CAPRi Working Paper 70. Washington, DC: IFPRI.

2.4 Where will the RIU initiative be implemented?

Continent (region)	Asia
Country/countries (location)	India, Vietnam
Agro-ecological zone	Cross-cutting
Production system	Cross-cutting

2.5 When can the RIU initiative start?

As soon as possible. For our implementation plan we estimate a start date of June 2008

Start date (month/year)	End date (month/year)
6/08	5/11

2.6 Please provide a summary of your proposed initiative and explain how RIU investment and RNRRS knowledge will add value to EXISTING INITIATIVES. Please also quote RNRRS reference numbers (known as 'R' numbers). This summary will be used on the RIU website if the application is successful.

Rural communities in India and Vietnam rely on a small number of crops for food security and income generation. The effects of the green revolution in sacrificing species diversity for higher production of the main staple crops (mainly wheat and rice) is felt in both countries. Especially in degraded areas, diversification of farm options is necessary to provide sustainable income. Small farmers have the advantage of crop diversity in their locality, but they have limited opportunity to upgrade this produce as a commodity. For successful uptake, efforts to increase or maintain on-farm diversity must be linked to market options and opportunity for poor rural people to maximize their income from limited resources. However, small farmers are facing a severe challenge in raising and maintaining product quality for more discerning and demanding urban consumers, as well as lacking up-to date processing, packaging and marketing skills.

Our hypothesis is that by promoting community services for production, postharvest and marketing, the rural poor will have better access to the market and will be able to generate sustainable income and more options for better land husbandry.

We plan to develop **food processing parks** which community members will manage and use to access training and information/knowledge services and infrastructure for processing, grading and other post-harvest activities, as well as market opportunities, business support services and links to other value chain actors at local, national and international levels. Combined with **village crop fairs**, during which produce will be evaluated and superior germplasm selected, and assistance in setting up **community germplasm orchards** (nurseries) with this superior germplasm, this project will provide sustainable empowerment—especially of women and tribal communities—and income generation at a significant scale (Figure 1)

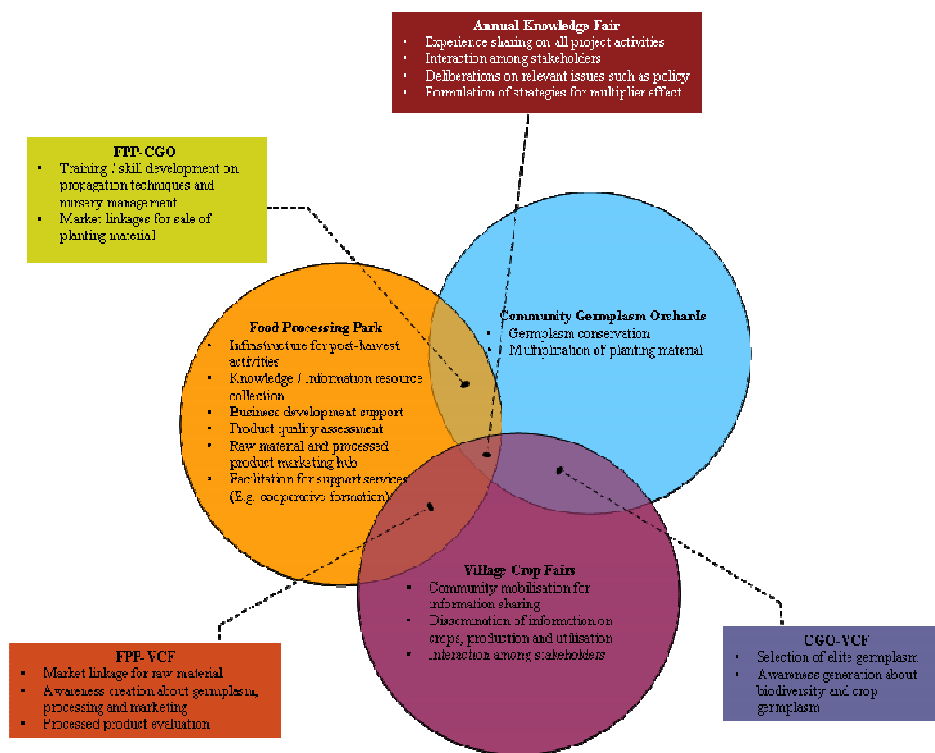


Figure 1: The four key elements: Food processing parks, Village crop fairs, Community germplasm orchards and Annual knowledge fairs and their interrelationships.

This approach will provide vertical and horizontal upscaling and links with BAIF's *Wadi* Development Project (an integrated rural development project for tribals and other disadvantaged communities) in India and the MALICA consortium of CASRAD and partners (which aims to link rural producers with the rapidly growing urban population) in Vietnam, as well as several RNRRS projects.

At present, the horticultural component of *Wadi*'s is mostly mango and cashew. In some states amla is emerging as a promising species. Other such underutilised species can add to species diversity to the production systems. This will also minimise the chances of market glut of any particular fruit or product. The involvement of partners from South and Southeast Asia will enable regional experiences to be shared and replicated.

CASRAD-MALICA's project on linking rural poor households to supermarket and other quality chains (SUPERCHAINS) aims to support small farmers to connect to high value chains in the urban area (where there is increasing demand for high quality agricultural produce) by developing their indigenous products, such as sticky rice or indigenous vegetables. The value chains can be upgraded through a combination of sharing indigenous production knowledge, better packaging, traceability and advanced marketing.

Whilst BAIF works traditionally with marginalized farm communities, the focus in Vietnam will be women farmers who form the majority of vegetable and traditional crops producers in an increasing urban environment where many men move to the towns for off-farm employment.

In addition to the projects mentioned in section 2.3, there are a host of relevant RNRRS projects that have stimulated the idea behind this project application and will further contribute to its development: the RNRRS-CPHP has carried out an array of studies related to improved market access by poor farmers mainly in Africa (e.g.: R5539, R8432). The NRSP has looked at participatory market appraisal and the strengthening of self-help groups (e.g.: R7959, R8084, R8280), the FRP has developed manuals for ethical trade (R7285), marketing guidelines for sustainable harvesting and assessed winners and losers in the marketing process (R7925, R8305) and, in a precursor to this project, has developed processing guidelines for underutilized fruit crops and prototype food processing 'Resource Centres' (R8399). This last project will form the basis of the proposed initiative. Whilst the Resource Centres were established and basic training tool place, a more sustainable and participatory, community-led approach is necessary for further up- and outscaling. Further training and business support services are necessary.

All of these projects are contributing to the overall knowledge pool for better and fairer access by the poor to market opportunities and will be evaluated further during the inception phase of this project.

Especially with a view on environmental impact, we will be looking at the experience of RNRRS projects with processing and handling processing waste. Potential projects that offer knowledge in this regard are R7168/R7468 which developed environmental audits and the cluster of R6504, R7418, R8268 and R8432 that gained useful experience with cassava processing, in which the effluent waste was reduced by innovative processing methods.

Section 3: The implementation plan

3.1 Describe the outputs of the initiative (The main outputs arising from the initiative should be listed and described with the component activities. The narrative should also explain how the outputs will contribute to the RIU purpose. You will need to add the output headings and indicators of achievement into the logframe (attachment 3)).

Output 1. Project coordinated

Good coordination is paramount for a multi-partner, multi-country project. Coordination will not only include the usual tasks, such as technical and financial reporting, but the responsibility of the project coordinator will also be that of facilitation the communication flow within project partners and between the project and global stakeholders. The coordinator will also have oversight of data management and quality.

Associated activities:

- Project inception workshop: planning, execution and write-up
- Annual Project team meeting coinciding with one of the AKF
- End of project workshop: planning, execution and write-up
- ongoing communication with project team; timely submission of financial, quarterly and annual reports to RIU (highlighted in bold in first yr)
- Data management

Indicators of achievement:

- By September 2008, project inception workshop held;
- Each quarter, quarterly/annual reports submitted in time;
- Within the project time frame workplan achieved;
- During the project, data collected and managed in a consistent format;

Output 2. Monitoring and Evaluation/Learning instituted

Monitoring and evaluation will take place at three levels (see also section 3.5): within the project sites each of the implementing agencies will carry out self-monitoring; across the sites and with stakeholders across the locations; and impact will be assessed post-project as a contribution to RIU level. We plan to carry out extensive baseline studies at the beginning of the project to collect information about: socio-economic parameters of key beneficiaries (disaggregated by gender), current value chains, environmental impact assessment an the current policy environment at the project sites.

Associated activities:

- Data management
- Socio economic; Existing institutional structures (CBOs, WADI project, SHGs, credit systems etc); Capacity need assessment (for FPP)
- Environmental impact assessment study
- Literature/knowledge review (existing BAIF work, RNRRS database, other FPP initiatives in South and South east Asia)
- Market study (including identification of potential market networks)
- Developing M&E indicators based on the baseline reports
- Implement the M&E process
- Undertake impact assessment studies: socio economic and institutional/environmental based on indicators developed

Indicators of achievement:

- 2.1 By December 2008, baseline studies on socio-economics, environmental impact, value-chain analysis carried out and reports available;
- 2.2 By June 2011, impact report available;

Output 3. Communication Strategy implemented

Our aim is to generate global public goods through our project. Thus, learning results will be out- and upscaled using a variety of means (see section 3.8 and Annex 2 for the communications plan). We will synthesize the most general and significant lessons learnt from India and Vietnam and link this information with knowledge available from components outside of RIU funding (e.g. ICUC's activities in Sri Lanka). Annex 3 shows a diagram of responsibilities and communication flow.

Associated activities:

- Detailed Stakeholder database developed for each site (and regularly updated)
- Project inception stakeholder workshop in each project site
- Identify government 'change agents' and maintain regular one to one interaction
- Finalise communication strategy
- Set up a project website
- Design, print and disseminate information materials (local language and in English): pamphlets on: project information/market information/potential roles of different stakeholders and benefits/importance of UC; posters promoting the concept of UC and FPP / update annually
- Design print and disseminate project newsletter annually
- Organise media meetings/prepare press releases to coincide with start of operations at FPP (India) or AKF (Vietnam)
- Film on learnings from project
- Organise exposure visits for farmer groups, students, school children etc. to project site as part of environmental education
- Prepare and disseminate targeted policy briefs
- Participation in existing government/ongoing fairs (dates indicative)
- Identify other initiatives for outscaling

Indicators of achievement:

- By September 2008, stakeholder databases available for each site;
- By October 2008, project website established;
- By December 2008, communication strategy refined and finalized;
- Each year, publication materials for various audiences produced and available
- By March 2010 one exposure visit organized per site
- By June 2011 one targeted policy brief developed and disseminated per country
- By October 2010, one film/video available at each site;

Output 4. 8 Food Processing Parks operational and active (4 in each country)

In India we plan to run this project in four States: Gujarat, Maharashtra, Karnataka and Madhya Pradesh. The project will build upon the experience gained by BAIF through its ongoing *Wadi* development programme and associated food processing facilities (in part supported by RNRSS-R8399). The Food Processing Parks are envisaged to provide the technical facilities to community members to carry out processing, as well as provide training, skills development and information on production, processing and marketing. The Park will also facilitate market linkages and act as a hub for raw and processed materials. Traditionally, BAIF's programme strategy has had a strong emphasis on innovation and participation in earlier DFID-RNRSS projects has helped strengthen this approach. Implementing the proposed project will contribute to the RIU purpose of wider options for technology transfer.

In Vietnam, this project will be realized in three Regions: 1) Red River Delta (Hai Duong and Ha Tay provinces); 2) Northern mountainous region (Bac Kan province) and 3) Central region (Thua Thien Hue province). The Food Processing Parks in this country will be at different levels, depending on the communities' current involvement in similar activities. In general terms, processing into new products (i.e. juices, candy etc.) will have a lower priority in Vietnam, where the priority products (longan, pummelo, leafy vegetables) are mainly consumed fresh, and proper post-harvest handling, storage, grading and packaging will be our highest priority. Thus, training and support in packaging and marketing will be provided through these centers, as well as facilitating market information and access.

Beneficiaries will be encouraged to form cooperatives for better access to the market. By using the facilities provided through the Food Processing Parks, they will have the necessary knowledge to bargain when selling their produce, be able to develop new products and in general have better opportunities to move out of subsistence agriculture and above the poverty line.

Associated activities:In India:

- Stakeholder workshops to identify FPP sites and determine raw material availability
- Staff orientation and capacity building
- Workshops for potential FPP users to apprise and mobilise them
- Establishment of FPPs, purchase of equipments, arrangement for inputs
- Training of FPP users on processing and marketing
- Production scheduling for FPP users
- Development of market linkages and product distribution system
- Commencement of production for market
- Continuous processing and marketing
- Brand development, certification, publicity, information support service

- Training on enterprise development
- Development of post-project business plans for FPP

In Vietnam:

1. Hai Duong and Bac Kan

- Base line survey for knowledge on cultivation, post-harvest handling, processing and market demand
- Project inception workshop with a wide range of stakeholders
- Local policy dialogue initiated on the promotion of FPPs
- Identifying interest farmer and establishing farmer association (group, coop, asso..) for FPP conducting
- Training modules and documenting on technical and management, marketing
- Input and credit negotiating with Bank and VWU
- Business plans for FPPs and park regulation developed
- Building the packaging or processing infrastructure
- Quality certification and licensing
- Designing, developing and promoting brand name, trademark
- Strengthening market network, distribution systems, advertising

2. Ha Tay and Thua Thien Hue

- Establishing farmer group participated in project; organizer stakeholder meeting
- Establishing credit activities for farmers
- Procurement specific tools, materials
- Organize the training courses
- Implement post-harvest handling of product
- Making the certification for production
- Brand name development for the products.
- Strengthen market network, commercial development of production
- Link to market for pomelo production

Indicators of achievement:

- By September 2008, stakeholder workshops held at each of the 8 sites and broad consensus formed amongst stakeholders;
- By June 2011, at least 18,000 people were trained, participated in processing or used the business development facilities provided in the 8 FPP in the two countries;
- By June 2011, at least 2 new products on the local market at each site

Output 5. At least 16 Village Crop Fairs held (8 in each country)

The Village Crop Fairs will be events during which community participants can showcase their produce. By comparing diversity and size/shape/taste of fruits, vegetables or grains, locally preferred cultivars can be selected and awareness will be raised about the benefits of the particular crops. Preferred germplasm will then be kept and multiplied in Community Germplasm Orchards. The project will use the VCFs to raise awareness about processing and marketing options and thus broaden the beneficiary base. We plan to hold two of these Fairs in each project location over the duration of the project.

Associated activities:

In India:

- Formation of committee for event organisation
- Identification of locations, participants and special invitees
- Preparation of publications
- Making arrangements and sending invitations
- Development of schedule of events
- Holding of fair as planned

In Vietnam:

1. Hai Duong and Bac Kan

- Village seed/head-line plan fairs
- Village product quality competition (fairs)

2. Ha Tay and Thua Thien Hue

- Prepare documents, publishing documents
- Organize the crop fair in the village for longan
- Organize the crop fair in the village for pomelo

Indicators of achievement:

- By June 2011, at least 6,200 people participated in the events at 16 fairs;

- By June 2011, at least two preferred germplasm lines identified per site and grown in community nurseries;

Output 6. At least 8 community germplasm orchards established (4 in each country)

Preferred germplasm selected during the above mentioned VCFs will be grown in Community Germplasm Orchards. These will be set up and managed by the communities with minimal input by the project. On a case-by-case basis, skills development (e.g. for grafting) may be provided.

Associated activities:

In India:

- Identification of locations, formation of Orchard Management Groups
- Training on nursery management practices, germplasm collection
- Sourcing of elite germplasm
- Orchard establishment and aftercare
- Multiplication and sale of planting material

In Vietnam:

1. Hai Duong and Bac Kan

- Training on technical and management skills
- Building germplasm/nurseries
- Management of germplasm

2. Ha Tay and Thua Thien Hue

- Maintain the germplasm orchards of longan and pomelo
- Establish and manage the nursery of longan and pomelo
- Organize the training courses on cultivation propagation techniques of longan and pomelo

Indicators of achievement:

- By June 2011, at least 11,500 people got exposed to the 8 germplasm orchards and/or trained in propagation techniques;
- By June 2011, preferred germplasm lines from output 5 maintained and propagated in the CGO;

Output 7. At least 8 Annual Knowledge Fairs held

The Annual Knowledge Fairs form the centre piece of this project's communication strategy with local/national stakeholders. During the AKF, project partners and beneficiaries will showcase the progress made during the year and exchange with colleagues from other States/Provinces. This exchange will enable people to experience new approaches, highlight information that is worth while to be brought to the attention of higher level decision makers nationally and internationally, and experiment with new technology. The Knowledge Fairs will also provide opportunity for project beneficiaries to experience the dynamics of a Trade Fair in a 'safe' environment, thus providing encouragement to move on to the next step. The Fairs will be modelled on other agricultural product fairs (or take place as part of them) and will thus also provide a sales outlet to the FPP. Contrary to our earlier plans we are now proposing to hold AKF in each State (India) or Province (Vietnam), rather than one country-wide fair per year. This will allow better participation from local participants and locally relevant State/Provincial officials and intermediaries. Cross-State/Province learning will be facilitated by inviting members of the other FPP in each country. Key beneficiaries from the other country will be invited.

Associated activities:

In India:

- Formation of Fair Organising Committee; decisions on contents, programme, date, venue
- Identification of participants, invitees and despatch of invitations
- Preparation of publications, exhibits
- Arrangements, logistics for conducting fair
- Successful conduct of AKF
- Internal deliberations on learnings and documentation

In Vietnam:

- Prepare the annual knowledge fairs
- Annual Knowledge Fairs held in each Province

Indicators of achievement:

- By June 2011, at least 3,000 participants exposed to the project activities during 8 AKF;
- By June 2011, concept of FPP promoted and copied in at least one other project in each country.

3.2 How was the demand for the proposed RIU outputs voiced? (please provide any materials which validate the claim)

Farmers in India and Vietnam have realized that traditional agricultural knowledge has been neglected. They are now requesting ways to combine modern practices with traditional knowledge. On the other hand, urban consumers demand better quality and more diverse produce.

Feedback from the grassroots in India has been received through the BAIF extension network over the past 10-15 years and from urban consumers in Vietnam through the MALICA project. One of BAIF's flagship projects, the Adivasi Development Programme was recently externally evaluated and the report (IRMA, 2007) provides important information about the demand for integrated development programmes including a strong marketing component. Similarly, a recently completed PhD study in one of BAIF's *Wadi* projects can demonstrate clearly the economic benefit through this approach (Hegde, 2008).

In both countries, as well as in Sri Lanka, beneficiary feedback events have taken place following R8399 (Abeyrathne, 2006, Naranjan 2006, Vu Manh Hai and Nguyen Quoc Hung, 2007), identifying the need for more intensive training and mentoring, especially in knowledge and information as they relate to market activities. Companion studies in Sri Lanka have assessed the value of producer and marketing alliances, and a pilot is ongoing in this country to develop a model revolving funds mechanism which provides beneficiaries with start-up finance. This need for a 'one-stop-shop' is reflected in our Food Processing Parks. The Village Crop Fairs and Community Germplasm Orchards are logical support functions to improve the available raw material. BAIF has good experience with Host Farmers in Karnataka who take the responsibility for specific crop germplasm for the benefit of the whole community.

The beneficiaries of R8399 will be included in this new initiative, and a link with the Sri Lankan beneficiaries and partners (outside of RIU funding) will be provided through ICUC.

References:

Abeyrathne, A.H.M.S.W.B. 2006. Improved Livelihood through the Development of Small Scale Fruit Processing Enterprise in Sri Lanka (R8399). Experience Sharing Workshop of R8399 Project Beneficiaries and Four Resource Centers in Sri Lanka. Internal Report.

Hegde, R.N. 2008. Studies on BAIF's Orchard Development Programme in relation to Socio-Economic Transformation of Tribal Areas in Maharashtra. PhD Thesis, Yashwantrao Chavan Maharashtra Open University India.

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3.3 Who are the user groups in your coalition and how will they benefit from the RIU activities (directly/indirectly)? How many people will benefit through the RIU investment and by when?

(Please note the RIU purpose level indicators in the logframe (attachment 3) when completing this section-you should also refer to your rapid social exclusion assessment and summary table in attachment 4).

A table summarising the stakeholder analyses carried out by our team is attached as Annex 1. The key user groups are producers (marginal/women farmers), processing input providers and consumers. Given the integration of our project into existing initiatives, and our approach of targeting high-priority underused crops, we expect to connect with a total of 90,000 farm families in India, and with 100,000 households in Vietnam within the 3-year time frame of this project.

The table below provides a household profile of the typical beneficiary of this project in India and Vietnam. 99% of BAIF beneficiaries are tribals. The Vietnam component of this project will focus on women farmers who are the primary producers of vegetables and traditional crops. In this component, some of the beneficiaries initially will also be 'better off' farmers, who will have a model function and act as a motor in development. They will also provide skills training to other beneficiaries in the FPP. Some beneficiaries will also benefit directly as laborers in the processing/packaging activities.

Typical beneficiary in India:

Average land holding	1 ha
Average net annual income	6100 Rs (poverty line: 16,000)
employment	90-100 days/seasonal
External inputs used	Almost nil
Ethnicity	Mainly tribals

Literacy rate	Very low
Food insecurity	widespread
Livelihood portfolio	Majority migrant labourer/subsistence agriculture

We are aware that in a project linking producers to markets stronger competitors might 'muscle in' and thus discriminate against our primary beneficiary group. However, based on BAIF's strong and long-standing commitment in India in working with tribal communities and of CASRAD and FAVRI in Vietnam to target their work to women farmers, as well as their established connection to the powerful Vietnamese Women Union, we are confident that the beneficiaries of this project will largely be the anticipated target groups of marginalised producers.

The table below provides an indication of direct and indirect beneficiaries of this project.

number of new beneficiaries*						
Activity	# of pax/event	year 1	year 2	year 3	Total	
A. FPP (total of 8: 2 operating in yr 1, 6 in yr 2 and 8 in yr 3)						
1. Received training, but may or may not be processing at FPP	500 per FPP/yr	3,000	2,800	2,800	8,600	direct
2. Invited visits of community groups		2,000	2,800	2,800	7,600	direct
3. Other visitors		1,000	1,400	2,100	4,500	direct
B. Germplasm Orchards (total of 8: attempted to establish all in yr 1)						
1. Participating communities	125 per community	1,000			1,000	direct
2. Field days	500 per site/yr	4,000	2,800	2,800	9,600	direct
3. Other visitors	50 per site/yr	400	280	280	960	direct
C. Village Crop Fairs (total of 16: 4 in yr 1, 6 each in yrs 2 + 3)						
	500 per event	2,500	1,750	2,100	6,350	direct
D. Annual Knowledge Fairs (total of 8: 3 in yr 1, 4 in yr 2 and 1 in yr 3)						
	500 per event	1,000	1,400	350	2,750	direct
Total direct beneficiaries A-D		14,900	13,230	13,230	41,360	
E. corrected value as 25% overlap*		11,175	9,923	9,923	31,020	
F. Community reached out through distribution of literature, media, sample of products etc.						
		20,000	60,000	60,000	140,000	indirect
Total number of Beneficiaries E+F		31,175	69,923	69,923	171,020	

*we assume a 30% overlap of participants in consecutive years, ie same person participates in several training events etc; and about 25% overlap amongst direct beneficiaries for different activities; for ease of calculation we assume equal numbers in India and Vietnam

3.4 Please prepare an activity plan to cover the three year period? Please provide detailed plans for Financial year 1 (April 2008-March 2009) and indicative plans for years 2 and 3 Add rows where necessary. Examples provided in table-please delete these when completing your plan..

Please refer to the separate workplan

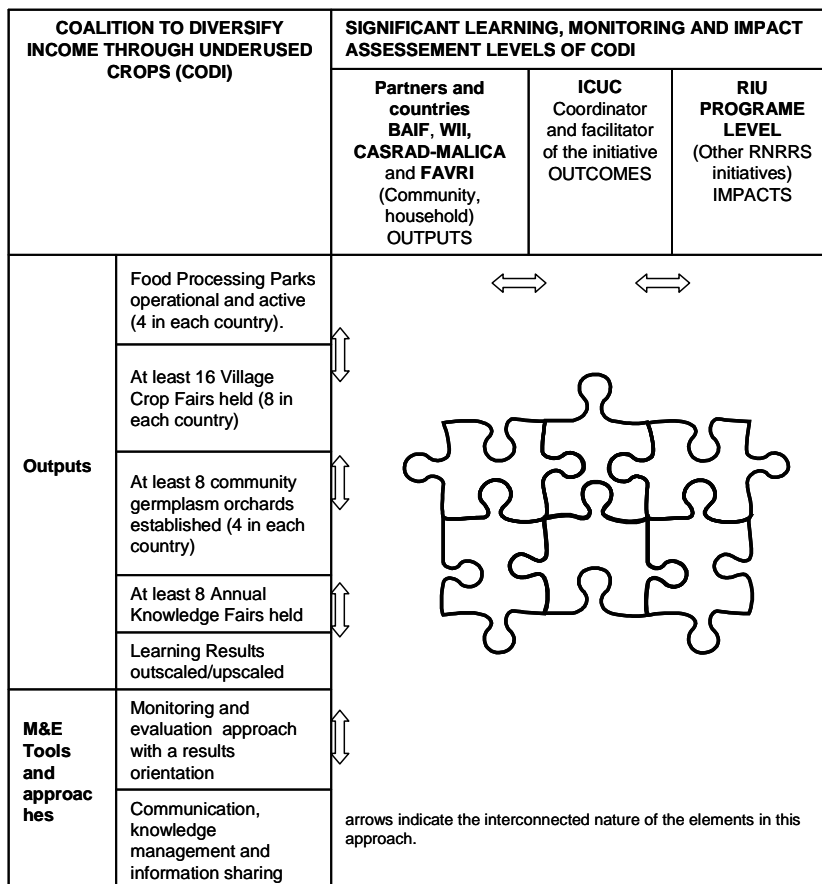
3.5 How will monitoring and learning be carried out by the coalition? (explain what lessons on getting research into use may be generated by the initiative, which partner will lead this task and give details of their experience in this area to date. Also provide any analysis of impact and baseline data collection from existing or previous work).

The monitoring and learning system proposed for this study will have the following three key features:

1. The M and L system will be results (outputs, outcomes, impacts) based and will therefore not focus only on outputs and process. The M&L will not only be a reporting mechanism, but will be oriented to adapt and reflect learnings to achieve the project outcomes and RIU impacts.
2. The M and L system will be an adaptive and flexible system to facilitate timely feedback for 'adjustments' to achieve the outcomes.
3. The M and L system will adopt a transparent and systematic reporting mechanisms linked to the outcomes and will be oriented to understand project impact specifically on marginalised social groups.

Learning in this project will be documented at three levels and in close connection with the communications strategy. :
 (1) contextualizing lessons from other RNRRS projects (impact) for the benefit of this proposed initiative;
 (2) frequent knowledge sharing between stakeholders across locations and countries and in close connection with the communication activities,
 (3) a self-monitoring system of activities (outputs) will be carried out by BAIF, FAVRI and CASRAD, as well as overall monitoring and impact assessment (outcomes) of the initiative at critical points coordinated by WII and ICUC. This will necessitate the need for an external consultant in constant dialogue with the project team.

The diagram below shows this initiative according to the main outputs to be achieved, the menu of M&E tools, and approaches to be used at the three levels.



The M and L system will be implemented through systematic and, when possible, participatory planning. Since, the project is linked to existing initiatives (BAIF-*Wadi* in India, and CASRAD-Malica/FAVRI in Vietnam) the implementation plans developed by each partner is already contextualised to reflect local needs. The results of the baseline studies will be used to arrive at indicators for monitoring progress on the outputs. Systematic data collection on these indicators, processing and analysis will be done to facilitate overall project management and to ensure timely 'feedback'. The communication strategy will incorporate

mechanisms to ensure flow of information (and learnings) across coalition partners. Systematic internal communication systems will be developed to ensure monitoring at regular intervals (see communication plan- internal communication).

Wherever possible participatory monitoring will be carried out with the user groups, keeping in mind markers such as gender, ethnicity or caste, while monitoring. WII will lead in the development of a common monitoring framework that allows for some alignment of results in relation to outcomes and early impact. WII has relevant experience in impact assessment and M&E as detailed in the CVs. WII's experience on monitoring and learnings on similar projects on enterprise development (e.g. project on NTFP enterprise development in Orissa and the western Himalayas) will be useful to develop the system in general.

BAIF, CASRAD and FAVRI will self-monitor the activities related to FPP, VCP and CGO closely on an annual basis with input from WII. Although some of the data collected from previous initiatives (mainly baseline data on livelihood parameters to identify project beneficiaries) can be used for this initiative, the partners agree that additional data collection is necessary to update existing data and establish a database of relevance to this project.

ICUC will be in charge of the overall and external monitoring and impact assessments following an agreed menu of tools and approaches. The tools will vary in form depending on the nature of the data, the level of learning and the audiences, and will be defined according to both their specific contexts and requirements across the initiative. The communication strategy will address this accordingly by developing mechanisms to translate output-outcome level learnings to impact level for wider application. The table below illustrates a menu of possibilities according the levels of M&L, although they can be combined and adapted in different ways.

MENU OF POSSIBLE M&L TOOLS TO BE USED BY CODI		
Impact level: RIU	WII provides support to all partners in the development of the tools	
	Outcome level ICUC Overall M&L	Output level:BAIF, CASRAD and FAVRI (M&L at community/household levels)
Logical framework? Impact Pathways? Outcome mapping?	Logical framework Impact pathways Use of tools (MIS, database) Outcomes journals	<i>Participatory tools such as:</i> Participatory workshops (using card techniques/metaplan) Nominal group techniques to rank issues/impacts by different stakeholder Network Diagrams (trees, Venn diagram, histogram, pie charts) Diaries/Journals Mapping techniques Surveys Participatory MIS, and geographical systems

Below is a list of possible base-line studies and indicators which will allow us to monitor progress within the project. These will be refined during project inception.

- Socio-economic profiling of targeted households (Quantitative – HH survey)
- Agricultural income – production costs Vs returns for the targeted crops (Quantitative – HH survey)
- Scope for value addition to the targeted crops – capacity need assessment (Qualitative – FGD, Key Informant Interviews (KII), Collating of secondary information, Semi-structured interviews, PRA Ranking method)
 - Existing technology for value addition
 - Existing information / knowledge base
 - Willingness of communities to participate (demand)
- Existing marketing opportunities and constraints (Quantitative & Qualitative – Value Chain Analysis)
 - Institutional
 - Financial
 - Market demand
 - Identification of key stakeholders
- Policy support (Qualitative - Desk based review and KII)
 - Programs and policies
- Resource assessment to help define the potential and scale of the enterprise (Quantitative & Qualitative – a 'Raw Material Feasibility' exercise will be undertaken. This exercise will help in identifying candidate commodities based on the following criteria of existing availability of the resource within the Range and the proportion of the market it can absorb)

3.6 Have any environmental impacts (positive or negative) been identified as being associated with the scaling up of the technologies, processes or policies?

Yes No

If you answered 'Yes', what will its/their effects (positive or negative) be when out-scaled widely?

Please attach any relevant documentation on environmental impact assessments which may exist as this section will be studied by the RIU environmental specialists. The guidance notes (attachment 5) will explain the importance of this aspect of RIU and the scoring sheet which will be used by the environmental specialists may guide you in identifying potential positive or negative impacts resulting from scaling up activities (see attachment 6)

The intensification of use of hitherto underutilized crops may lead to over-harvesting and decrease in biodiversity. To understand and address this, ICUC has recently produced a Position Paper (Dawson, et al., 2007) which recommends the following key actions:

- Describe scenarios of promotion for agricultural and natural biodiversity, in order to assess potential livelihood and conservation risks and carry out environmental impact assessment when promoting new crops.
- When promotion of a species carries significant risks for biodiversity, specific incentives that support diversification should be included, e.g., improving the access to germplasm and supporting 'intelligent markets' for products.

The initiative proposed here thus contains the following elements: improved access to (indigenous) germplasm, integrated marketing strategies, awareness raising. Thus it will create a beneficial effect on the environment. Such an effect has indeed been demonstrated by BAIF in their projects with degraded lands (IRMA, 2007) where an element of (fruit) tree cropping has helped in erosion control and maintaining soil fertility.

In Vietnam, the experience of the green revolution in both Delta and mountainous areas showed a strong degradation of genetic resources and land in agriculture. As farmers are in need of income, *in situ* conservation efforts are neglected. The promotion of diversified use of these species will be a solution for joining economic activities and environmental conservation.

We are also aware that increased processing may lead to environmental impact, especially in increased water use for processing, increased use of both vegetal and chemical waste (e.g. fruit shells, kernels and cleaning agents). Whilst the training components will emphasise environmentally benign processing methods (for example by composting or further extraction of plant waste (seed kernel oils) or conversion into animal fodder; sterilisation using steam instead of chlorine), it cannot be ruled out that a negative environmental effect may occur during upscaling. To counteract this we propose to add a component into this project to study appropriate alternative uses of waste and packaging materials. The baseline studies to be carried out in Year 1 of this project will also provide valuable information about existing production/processing techniques and possible improvements vis-à-vis the environment.

Unsustainable harvesting practices may occur in some species (eg amla) especially if demand for fruit increases. This needs to be countered by appropriate awareness raising and training. Also, a good environmental practice label may be introduced to indicate sustainable harvesting practices adhered by all collectors.

In this project, rapid expansion in productivity through the Food Processing Parks is envisaged. The consortium is aware that without proper design and *ex ante* development of marketing strategies, this could lead to oversupply and glut of processed produce. Whilst not necessarily an environmental issue, this is an important issue that will be taken into consideration during the initial market assessment included in the baseline studies.

References:

Dawson I.K., Guarino L. and Jaenicke H. 2007. Underutilised Plant Species: Impact of Promotion on Biodiversity. ICUC Position Paper No. 2. International Centre for Underutilised Crops, Colombo, Sri Lanka. 28 pp.

IRMA. 2007. Adivasi Development Programme Valsad and Dang District, Gujarat. Evaluation III. Report submitted to National Bank for Agriculture and Rural Development, (NABARD).

3.7 What, if any, activities in your proposal will specifically strengthen poor people's ability to cope with climatic stresses?

This may involve developing coping strategies relating to current climatic variability in the selected locations and/or those stresses that are likely to occur in the next 0-20 years due to global climate change

Underutilized crops are often traditional species, that are adapted to harsh conditions. They have often become neglected when higher-yielding species and varieties have been improved. However, underutilized crops are often the remaining

crops left during hungry periods. ICUC promotes several underutilized species for increased resilience to natural or man-made disasters (drought, flood, civil strife etc.). Many underutilized crops (for example amla, 'minor' millets) can withstand prolonged drought periods, tolerate saline soils and flooding, and thus have great potential in times of climate change, changed cropping cycles, degraded soils and changed plant species suitability for certain areas.

Our project will empower people to withstand the effects of climate change because they will be offered a choice of appropriate crops, including late/early varieties and a diversity of products for marketing. Should one fail due to flood or drought, alternatives will be available. In addition, the project will empower producers by supporting them to work collectively in cooperatives or other form of collective action.

3.8 Describe the Communication strategy (this will entail addressing 4 major questions; What is to be communicated? Who is to be communicated with? How the information is to be communicated? and when will this be done? Please recall this can include communication with project management partners, with the global community and with field practitioners).

Communication is at the core of this initiative. Our strategy is built upon clear identification of the change agents involved in the communication process and an ex-ante impact pathway development. We will set up a flexible process to allow us to adapt to changing circumstances during the initiative's lifetime. We will identify what feedback or input is required from the target audience; whose expertise is needed to help understand their needs; whose input is required to pull information together and when and how this input can be gathered. Further, the communication strategy will be linked to the monitoring activities (particularly the data documentation and dissemination, including lessons learnt for scaling out and up).

Our strategy has identified the following elements to interact with key stakeholders (for more details refer to Annex 2):

All: Project related awareness generation- Blogs, websites (dedicated page for media), knowledge transfer, workshops, village fairs, knowledge fairs, information materials (pamphlets in local language).

Producers: Village street plays, wall paintings, newsletters, skill development/trainings, village fairs, wall painting, host farmers, exchange visits (in and cross country).

Media: press release, citizen journalists (India), invite them to village fairs/knowledge fairs, provide project related information through CDs.

Input providers: one to one interaction, provide design briefs for specific packaging needs.

Agriculture research institutes/Education institutes: exposure visits, invite resource persons for information exchange.

Urban/Rural consumers: free samples of products, advertising, promote direct interaction between consumer associations and producers/FPP (Vietnam).

Policy makers: targeted policy briefs, link to existing annual agriculture fairs/demonstration visits, regularly engaging with policy makers to facilitate mainstreaming project learning in current development programs, identifying and targeting key individuals in Government agencies as 'change agents'. Key change agents may be invited to support the project through a project advisory board.

Internal communications: Our strategy to ensure good communication within the project team includes the use of email and skype (not all partners are allowed by their employers to install skype) and an intranet page on the planned project website. Quarterly reports will be prepared as per the requirements of RIU and screened for newsworthy information which will be developed annually into success stories (similar to the "Prunings" series RNRSS-FRP prepared each year). We will meet at least once a year face to face (coinciding with one of the AKF) and then revisit the project workplan and agree on necessary amendments.

3.9 What is the exit strategy for the initiative?

We are aware that if starting from scratch, Food Processing Parks may not be self-sufficient within a period of 2-3 years, and may need further support. However, since this project is much larger than the RIU component, co-financing for the post-RIU period is extremely likely. On the other hand, the training, knowledge sharing and skills building that will have been provided within the time frame of this project will already have gone a long way in empowering the beneficiaries to take up further processing and marketing activities, and as one of our strategies is to work closely with local government agencies, we expect that large elements of our model will have been taken up and mainstreamed by local government agencies.

If feasible, the FPP may be run as joint ventures with farmers and market outlets and/or some business development services may be offered against a fee after the end of the project to provide a source of income to the parks.

The orchards will be community run, thus the project's input will be minimal from the outset and the likelihood of them continuing is high. Duplicate collections of germplasm will be placed in national collections.

In Vietnam, emphasis will be placed on forming farmers' cooperatives and by engaging with the Vietnamese Women's Union community ownership will be built early on, also encouraging us that the activities will continue after the RIU funding period.

In the case of India, BAIF as the overall manager of the Parks will retain its responsibility for their maintenance after the end of RIU funding. All partners have committed to continue to disseminate information to various stakeholders post-project.

3.10 How does this initiative give value for money? (Please explain how costs have been derived to produce optimum impact within three years and beyond, where resources have been used to achieve efficient co-ordination and communication between the team and the value of combining RIU resources with existing pro-poor initiatives).

Emphasis will be on stakeholder meetings, learning and monitoring activities, thereby ensuring that the project is built upon a sound foundation and will achieve the expected impact—as well as that knowledge gained by individuals from this project will be used in the future. The total estimated costs for knowledge management, training and capacity building and monitoring and learning activities is GBP400k, of which GBP275k will be requested from RIU. The remainder will be contributed from funds provided by KfW and Gol to BAIF, DFID to ICUC and IFAD to MALICA/CASRAD in Vietnam (2007/2008). Efforts are underway to source additional funding for the initiative from local sources, including some Corporate Social Responsibility schemes.

We have ensured that staff and travel costs will be calculated at a minimum, with staff-time contributions by all partners, so that the bulk of the requested funds will flow directly to the beneficiaries through the establishment of the Food Processing Parks and the organisation of Village Crop Fairs and related exchange visits.

We expect to reach a total of 170,000 individuals in the two countries within the project lifetime. Whilst many of these will be indirect beneficiaries, reached through targeted and mass communication, at least 30,000 individuals will be reached directly as either users or visitors to the project infrastructure and activities. A majority of these will increase their household income by 20-30% (experience from previous RNRRS project in India and Sri Lanka show individuals with >50% increase in household income after simple training events). The Food Processing Parks and the facilities they provide will provide beneficiaries with capacity for life and its changing circumstances thus empowering them beyond the actual project focus.

But the benefits will be wider, in that the whole community will benefit from better agricultural production, more diversity in the market, and safer produce to consume.

ANNEX 1

Stakeholder analysis in India and Vietnam

Stakeholder analysis India

Stakeholder	Relevance of project to the stakeholder (High/Medium/Low)	Potential Role in the project	Expected benefits from the project	Assumptions
Producers				
Marginal Farmers * (I,V)	High	Supplier of raw materials, Facilitate Knowledge sharing Maintenance of germplasm	Increased income Skill development livelihood enhancement food security empowerment	Substantial income benefits encourage farmer participation Sustainability of income/Markets exists Over harvesting Market glut
Forest dependent communities (forest produce collectors) (I)	High	Supplier of raw materials, Facilitate Knowledge sharing (Maintenance of germplasm)	Increased income Skill development livelihood enhancement food security empowerment	Substantial income benefits encourage participation Sustainability of income/Markets exists Over harvesting Market glut
Intermediaries				
Processing input providers (including post harvest handling)	High	Transfer/provision of technology/ancillary services	Product up gradation Increased income	Substantial income benefits encourage participation Sustainability of income/Markets exists
Farm Input providers (including germplasm) - Private	low	Transfer/provision of technology/ancillary services	Increased income	Substantial income benefits encourage participation Sustainability of income/Markets exists
Farm input providers-Community	Medium	To supply necessary inputs	Increased income	Sustainability of income/Markets exists
Agriculture research institutes	Medium	Technical resource inputs, Capacity building, extension, Problem solver	Easy information dissemination, Direct linkage with small farmers , Opportunity for new research areas & new publications	Research output is acceptable & applicable to project beneficiary
Media (TV, newspapers, advertising agents)	Medium	Information dissemination, awareness generation	Income source, Easy source of rural news	High coverage costs, newsworthy information

Credit agencies	high	Financial support	Penetration in rural market	Loan recovery is uncertain
Civil society and private extension agencies	high	Project management & ensure sustainability, Information dissemination & collection, employment opportunities	Quality up gradation of existing project, Diversification of activities, employment opportunities	Linkage to new projects to ensure project continuity
Transport providers	medium	Service provider	Increased income, business opportunity	Fluctuation in fuel prices
Certification/licence agencies	Medium	Norms implementation, monitoring of quality assurance	Business opportunity,	Complicated procedures of certification, difficult to maintain standards, too costly for general adoption, farm associations should exist & are functional
Education institutions	Low	To train future generation	Outlet for extra curricular activities	Needs extra efforts & cooperation from school staff
Retailers and wholesalers	High	Marketing & sales of new products	Extra profit	Possibility of exploitation of down chain, need extra efforts for sale promotion
End Users				
Urban consumers	Medium	Buyer, to give feedback on product quality	Innovative & nutritive product range throughout year	Awareness for underutilised crops
Rural consumers	Medium	Seller, promoter and buyer	Innovative & nutritive product range throughout year	Awareness for underutilised crops
Other Farmers	medium	Buyer	Innovative & nutritive product range throughout year	Awareness for underutilised crops
Food processing industries	Medium	Value addition, branding	Addition in product range	Market awareness
Policy Makers				
Ministry of Agriculture/food processing	Medium	Policy support for programme, additional funding support possibility	Reduction in post harvest losses, community welfare achieved	Political compulsions may over ride project interests
Department of agriculture/horticulture	Medium	Additional support for programme implementation	Simultaneous implementation of their own activities	Conflicting priorities and interests
Others				
Community based organisations (I)	High	Value addition, processing managers,	Income generation activity	Requires strong social development

* Marginal Farmers: small landholding, subsistence income, resource poor, (India), Low income (Vietnam)

Stakeholder analysis Vietnam

Stakeholder	Relevance of project to the stakeholder (High/Medium/Low)	Potential Role in the project	Expected benefits from the project	Assumptions
Producers				
Marginal Farmers* (I,V)	High	Supplier of raw materials, Facilitate Knowledge sharing Maintenance of germplasm	Increased income Skill development livelihood enhancement food security empowerment	Substantial income benefits encourage farmer participation Sustainability of income/Markets exists Over harvesting Market glut
Women farmers (V)	High	Supplier of raw materials, Facilitate Knowledge sharing Maintenance of germplasm	Increased income Skill development livelihood enhancement food security empowerment	Substantial income benefits encourage farmer participation Sustainability of income/Markets exists Over harvesting Market glut
Small rice producers (V)	High	Supplier of raw materials, Facilitate Knowledge sharing Maintenance of germplasm	Increased income Skill development livelihood enhancement food security empowerment	Substantial income benefits encourage farmer participation Sustainability of income/Markets exists Over harvesting Market glut Crop diversification could affect production of staple crops Labour intensive (labour is available)
Better off farmers (V)	Medium	Facilitates entry point Knowledge sharing Market linkages	Increased income	Significant project benefits accrued by better off farmers
Intermediaries				
Processing input providers (including post harvest handling)	High	Transfer/provision of technology/ancillary services	Product up gradation Increased income	Substantial income benefits encourage participation Sustainability of income/Markets exists
Farm Input providers (including germplasm) - Private	low	Transfer/provision of technology/ancillary services	Increased income	Substantial income benefits encourage participation

				Sustainability of income/Markets exists
Farm input providers-Community	high	Transfer/provision of technology/ancillary services	Better service supply for farmer member	Substantial income benefits encourage participation Transparent management
Agriculture research institutes	medium	Transfer/provision of technology/advisory services for market	Knowledge, experience accumulated, Increased staff capacity	Non appropriate technology
Media (TV, newspapers, advertising agents)	medium	Advertising, communication to consumers	Increased income, society orientation	Trust
Credit agencies	medium	Provision of capital	Increased income,	Marginal farmer reaching
Public and private extension agencies	high	Transfer/provision of technology/marketing services	Increased income, Increased staff capacity	Non appropriate method of extension
Transport providers	medium	Provision of transport services	Increased income,	Substantial income benefits encourage participation
Certification/licence agencies	high	Guiding procedures for production certification Provision service of certification	Increased income, Increased staff capacity	Trust
Education institutions	medium	Provision service of education,	Increased income, Increased staff capacity	Methodological adaptation
Retailers and wholesalers	high	Provision service of marketing	Increased income, increased knowledge	Original quality
End Users				
Urban consumers	high	Motor of activity, Quality control participating	Increased utility	Quality stability
Rural consumers	medium	Motor of activity,	Increased utility	Quality stability
Other Farmers	medium	Raw material supply Supply manpower	Increased income	Quality stability
Food processing industries	high	Mass product consumption Technology transfer	Network building	Competition
Policy Makers				
Ministry of Agriculture/Rural Development (V)	medium	Support policy, Administration	Adapted policy for investment in processing	Processing strategy concentrated in big processor
Dept of Agri- provincial (V)/State (I)	high	Local support policy, perception of project experience	Adapted policy for investment in processing	Limited resource
Others				
Vietnamese Women association (V)	high	Extension/communication, local policy debate	Income generation	Management capacity
Gardeners association (V)	high	Extension/communication, local policy debate	Income generation	Management capacity

* Marginal Farmers: small landholding, subsistence income, resource poor, (India), Low income (Vietnam)

Annex 2
Communication Strategies India and Vietnam

Communication Strategy India

Stakeholder (who)	Relevance of project to the stakeholder (High/Medium/Low)	What is to be communicated?	How the information is to be communicated?	When will this be done?
Producers				
Marginal Farmers (I,V)	High	Describe the project; Importance of value addition and market links; income and profit opportunities; role of FPP and how to manage them; technical skill building for selected farmers (safe production, quality management, certification, post-harvest handling, packaging etc.)	Group meetings, meetings of VWU members and other associations, individual discussions; (exchange) visits and demonstrations; village fairs; annual knowledge fairs; participation in exhibitions; pamphlets/leaflets in local languages, TV, radio, newsletters , street shows (whereener possible)	Throughout the project
Forest dependent communities (forest produce collectors) (I)	High			
Intermediaries				
Processing input providers (including post harvest handling)	High	Project information; role of FPP; scale of operation and demand; quality requirements; contractual arrangements	Information material, advertisements, project website; formal meetings; stakeholder meetings (eg Annual Knowledge Fairs and invite to village crop fairs)	Emphasis at the beginning of the project, but continued throughout
Farm Input providers (including germplasm) - Private	low	Project information; scale of operation and demand; quality requirements	Information material, advertisements, project website	Emphasis at the beginning of the project, but continued throughout
Farm input providers-Community	high			
Agriculture research institutes	medium	Project information; scale of operation, exchange of information (problems/ solutions/ data sharing)	Regular formal meetings, telecommunication	Throughout the project as & when needed
Media (TV, newspapers, advertising agents)	medium	Project information, progress, success stories	News releases, Annual Knowledge Fairs and invite to village crop fairs	Throughout the project as & when needed
Credit agencies	medium	Project information, Finance requirements, progress	Formal meetings between farmers/ agency	Throughout the project as & when needed
Public and private extension agencies	high	Project information, progress of activities, implementing strategy, demographic information, extension material	Formal meetings, baseline surveys, access & transfer public data, linkage with current fairs network	Emphasis at the beginning of the project, but continued throughout
Transport providers	medium	Project information, area information, handling precautions, business deals	Telecommunication contact after formal agreement	Throughout the project as & when needed
Certification/licence agencies	high	Product information/ procedures	Meetings with processors, correspondence	As per norms of licensing agency
Education institutions	medium	product information	Leaflets, visit to village crop fairs	As per requirement
Retailers and wholesalers	high	product information, business deals	Meetings & formal agreements,	Mainly at the beginning

			correspondence	of project, & continued
End Users				
Urban consumers	high	product information, nutritional aspects	Advertisements, participation in exhibitions/ village fairs, Novel retail outlets (Ethnic foods through SHG)	To start mid way as required, & continued
Rural consumers	medium			
Other Farmers	medium			
Food processing industries	high	product information, business deals, quality requirements	Meetings & formal agreements, correspondence	Mainly at the beginning of project, & continued
Policy Makers				
Ministry of Agriculture/food processing	Medium	Project information, role of FPP, Progress reports	Laisoning, participation in seminars, arranged field visits, Publications, attend fairs	Throughout
Department of agriculture/horticulture	Medium	Project information, role of FPP, Progress reports.	Laisoning, participation in farmers meetings, arranged field visits, Publications	Throughout
Others				
Community based organisations (I)	high	Describe the project; Importance of value addition ,role of FPP and how to manage them	CBO meetings, village fairs	at the beginning of project, & continued

Communication strategy Vietnam

Stakeholder (who)	Relevance of project to the stakeholder (High/Medium/Low)	What is to be communicated?	How the information is to be communicated?	When will this be done?
Producers				
Marginal Farmers (I,V)	High	Describe the project; Importance of value addition and market links; income and profit opportunities; role of FPP and how to manage them; technical skill building for selected farmers (safe production, quality management, certification, post-harvest handling, packaging etc.)	Group meetings, meetings of VWU members and other associations, individual discussions; (exchange) visits and demonstrations; village fairs; annual knowledge fairs; participation in exhibitions; pamphlets/leaflets in local languages, TV, radio, newsletters	Throughout the project
Women farmers (V)	High			
Small rice producers (V)	High			
Better off farmers (V)	Medium			
Intermediaries				
Processing input providers (including post harvest handling)	High	Project information; role of FPP; scale of operation and demand; quality requirements; contractual arrangements	Information material, advertisements, project website; formal meetings; stakeholder meetings (ete. Annual Knowledge Fairs and invite to village crop fairs)	Emphasis at the beginning of the project, but continued throughout
Farm Input providers (including germplasm) - Private	low	Project activities, input quality, quantity, price supply, supplying time, Scale of operation	Individuals,	Emphasis at the beginning of the project, but continued throughout
Farm input providers-Community	high			
Agriculture research institutes	medium	Project requirements: techniques, organization, markets,	Meeting workshop, training, documents, media,	At the beginning of the project, but continued throughout
Media (TV, newspapers, advertising agents)	medium	Project activities, results, experience transfer	Meeting workshop, training, documents, media.	During and after project
Credit agencies	medium	Capital requirement, financial management ability, financial using plan	Meeting, documents, visits.	At the beginning and during of the project.
Public and private extension agencies	high	Extension methodology, technical organization	Document, workshop, meeting	During and after the project
Transport providers	medium	Technical condition, contract negotiation	One-to-one	During the project
Certification/licence agencies	high	Quality standard, price, packaging, quantity of Product	One-to-one, meeting, field visit.	During the project
Education institutions	-	-	-	-
Retailers and wholesalers	high	Full Contract (price, time, place, quantity, quality), advertisement	One-to-one, meeting, card visit, client workshop.	During the project
End Users				
Urban consumers	high	Quality, price, utility, origin of product, traceability	Advertisement, local media, leaflet, exhibition	During the project
Rural consumers	Medium	Quality, price, utility, origin of product	Advertisement, local media, leaflet,	During the project

			exhibition	
Other Farmers	Medium	Quality, price, utility, origin of product	Advertisement, leaflet, leaflet, exhibition	During the project
Food processing industries	high	Quality, quantity, price of raw materials.	One-to-one	During the project
Policy Makers				
Ministry of Agriculture/Rural Development (V)	medium	Activities, output and impact of the project	Workshop, meeting, document	At the beginning and during the project.
Dept of Agri- provincial (V)/State (I)	high	Ditto		
Others				
Vietnamese Women association (V)	high	Methodology, activities of the project	Meeting, workshop, document, recipes, cooking classes	At the beginning and during the project
Gardeners association (V)				

Annex 3: Diagram showing communication flow and responsibilities by the project partners

