

**Program on Agricultural and Rural Transformation for Nutrition,
Entrepreneurship, and Resilience in Bangladesh
(PARTNER-DAM Part)**

Department of Agricultural Marketing (DAM)

Program Cost Volume

In BDT Lac

Particulars	Total	Capital	Revenue
RPA Part	59750	13750	46000
GoB Part	16250	1250	15000
Cost	76000	15000	61000

IPF – Investment Project Fund

PforR – Program for Result

Result Area	Disbursement Linked Indicators (DLI)	Lead agency	Contributing agencies
Result Area I. Promoting Sustainable and Nutritious Food Production	1. Development, roll-out and adoption of GAP standards in fruits and vegetables production	DAE	BADC, BARC, BARI, DAM
	2. Development and adoption of high-yielding rice varieties	BRRI	DAE, BARC, BADC
	3. Crop diversification towards non-rice cereals, pulses, oilseeds and horticulture crops	BARI	DAE, BARC, BADC
	4. Adoption of efficient irrigation technologies by farmers	BADC	DAE, BMDA, BARI, BRRI
Result Area II. Increasing Commercialization and Value-Addition	5. Expansion of digital agricultural service provision through KSC	DAE	DAM , BARC, BADC
	6. Promotion of the accreditation of seed certification and food safety testing processes	DAE	DAM , BARC, BADC, BARI, BRRI
	7. Promotion of agri-food entrepreneurship for youth and women	DAM	DAE, BARC, BADC
Result Area III. Modernizing Institutions and Policies for Agriculture Transformation	8. Increase of R&D activities for new technologies and innovations along with development of an operational evaluation system for NARS institutes and extension services	BARC	BADC, BARI, BRRI, DAE, DAM
	9. Establishment and operationalization of VC promotional bodies for select commodities	DAM	DAE, BARC
	10. Improvement of quality information system (agricultural statistics and market research services incl. foreign markets)	DAE	DAM , BADC, BARC

Objectives and Targets of PARTNER-DAM

- (i) To increase **Entrepreneurship Capacity on Agribusiness** and newly develop **20,000 agribusiness entrepreneurship (including 12000 women & 8000 youth)** through start up, follow up, mentoring support and access to Services along the value-chains; **(DLI-7)**
- (ii) To establish and operationalize **value chain promotional bodies** for **5 (Mango, Jackfruit, Potato, Tomato and Fine rice)** commodities through adoption of policy framework, involving private sector, regular dialogue process with relevant stakeholders; **(DLI-9)**
- (iii) To enhance **market information and market linkage** support for **Krishak Smart Card holders** and the market actors through developing and upgrading **ICT based marketing infrastructure. (DLI-5 and 10)**
- (iv) To enable **500 stakeholder organizations** to access **international market** through **GAP protocol** and **standard testing facilities (DLI-1 and 6)**
- (v) To reduce **post-harvest losses by 10%** percent for fruits and vegetables through improvements in **logistics and marketing infrastructure** and **increase farmer income by 30%. (DLI-8)**

DLI-7 Major Activities

- 1) Draft MoU Development for Private Sector Engagement through Consultancy Service
- 2) Discussion with Private Organizations, modifications and finalization
- 3) MoU Signature with at least **30 Private Organizations** for On-the-Job Training
- 4) Hunting Young and Female Entrepreneur through Roadshows, Promotional Campaigns, etc.
- 5) Screening Applications and Selection of **20,000 Youth and Women**

DLI-7 Major Activities (contd)

- 6) Execution of on-the-job training (3-6 months long attachment in agro-processing industries)
- 7) Providing legal and logistical support (licensing support, testing fee, freight charge) to the entrepreneurs by linking them with incubation centers;
- 8) Distribution of equipment and machinery support to entrepreneurs as project grant like truck, cool van, homestead level silo, packing and washing tools, grading and sorting machines, processing machineries, solar dryers, food van/cart, etc.
- 9) Development of Award Mechanism for best performers as well as awarding in several categories and help them in branding, exporting, integrating with corporates

DLI-9 Major Activities

- 1) Draft policy and strategic action plan development for Value Chain Operationalization through consultancy services, consultation workshops, inter-ministerial and stakeholder meetings.
- 2) Dissemination and awareness of developed policy through multistakeholder platform formation meetings and workshop/seminars
- 3) Hiring ICT based consultancy services for market actor's/VC stakeholders database preparation, online marketing platform development, data collection & dissemination through diary management
- 4) Conducting research and study on market demand assessment, consumer behavior, price sensitivity, price forecasting, Value Chain analysis, and postharvest management
- 5) Establishment of district level PARTNER Marketing Office for product-specific value-chain promotional bodies

DLI-9 Major Activities (Contd.)

- 6) Capacity Building for private sector engagement through Product category specific Market Actors Business School
- 7) Capacity building of value chain stakeholders (including government agencies, private actors operating in the value chain, logistics operators, etc.)
- 8) Developing PARTNER Marketing Hub (One-stop farmers centers with Agri Input services, Aggregation, pack house & washing facilities Transportation support for value-chains
- 9) Renovating and modernizing existing crop grain storage and wholesale/retail markets
- 10) Promotional activities to promote Farmer Organizations, value chain stakeholders, and value chain promotional bodies for effective coordination and market expansion
- 11) Linking value chain actors with export markets through market integration support and providing distribution, storage, and packing materials

DAM Major Activities in other DLIs

DLI No	DAM Activities
1	TOT on GAP
	Market Actor Business School (cereal crops, fruits, vegetables) on GAP
	Study on Market Demand of Fruits, Vegetables, Rice, Onion, and Potato in domestic and export market
5	Training on e-Voucher Commercial Usage of Krishak Smart Card
	Web Based Market Actors Database Management Tools Preparation
6	Training of Exporters and stakeholders on required testing issues
	Training of DAM and Lab Professionals on lab testing
	Study on required testing method for exporting fruits, vegetables, and agro processed products

DAM Major Activities in other DLIs (Contd.)

DLI No	DAM Activities
8	Training on Financial Management, Procurement, M&E
	Higher studies (PhD and Masters) in country and abroad
	Research on climate sensitivity and supply chain; improved packaging technology, transportation, storage)
10	Training of DAM Official on market price collection, farmer and actor's diary management, research methodology and data analysis
	Call Center development and operationalization
	Market and price data collection, integration and dissemination tools development
	Online marketing platform development and upgradation

Project Location

Sl..	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
1	Dhaka	Dhaka	1) Savar, 2) Dhamrai, 3) Dhaka South City Corporation, 4) Dhaka North City Corporation
2	Dhaka	Narsingdi	1) Belabo, 2) Shibpur, 3) Sadar , 4) Raipura
3	Dhaka	Gazipur	1) Gazipur Sadar, 2) Shreepur, 3) Kapashia
4	Dhaka	Manikganj	1) Manikganj Sadar, 2) Singair, 3) Saturia
5	Dhaka	Munshiganj	1) Munshiganj Sadar 2) Tongibari, 3) Louhojong
6	Dhaka	Rajbari	1) Sadar 2) Pangsha
7	Dhaka	Gopalganj	1) Tungipara, 2) Muksudpur, 3) Kasiyani, 4) Sadar
8	Dhaka	Narayanganj	1) Sonargaon , 2) Sadar
9	Dhaka	Madaripur	1) Madaripur Sadar, 2) Kalkini, 3) Shibchar,
10	Dhaka	Shariatpur	1) Zazira, 2) Sadar
11	Dhaka	Faridpur	1) Faridpur Sadar, 2) Modhukhali, 3) Boalmari,
12	Dhaka	Kishoreganj	1) Bajitpur, 2) Hosenpur, 3) Pakundia
13	Dhaka	Tangail	1) Modhupur, 2) Tangail Sadar, 3) Bhuyapur, 4) Dhonbari, 5) Sakhipur

Project Location

Sl..	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
14	Rajshahi	Chapainawabganj	1) Shibganj, 2) Nachol
15	Rajshahi	Rajshahi	1) Bagha, 2) Puthia, 3) Baghmara, 4) Godagari, 5) Charghat
16	Rajshahi	Bogura	1) Bogura Sadar, 2) Shibganj, 3) Sherpur, 4) Dhunat
17	Rajshahi	Pabna	1) Pabna Sadar, 2) Ishwardi, 3) Atgharia, 4) Sathia
18	Rajshahi	Natore	1) Natore Sadar, 2) Singra, 3) Gurudashpur,
19	Rajshahi	Naogaon	1) Shapahar, 2) Mohadevpur, 3) Sadar 4) Porsha
20	Rajshahi	Sirajganj	1) Ullapara, 2) Tarash, 3) Sirajganj Sadar
21	Rajshahi	Joypurhat	1) Sadar, 2) Panchbibi, 3) Akkelpur, 4) Kalai

Project Location

Sl..	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
22	Rangpur	Gaibandha	1) Gobindaganj, 2) Polashbari, 3) Sadar
23	Rangpur	Kurigram	1) Kurigram Sadar, 2) Rajarhat, 3) Ulipur
24	Rangpur	Nilphamari	1) Nilphamari Sadar, 2) Domar, 3) Kishoreganj
25	Rangpur	Lalmonirhat	1) Lalmonirhat Sadar, 2) Aditmari, 3) Hatibandha
26	Rangpur	Thakurgaon	1) Thakurgaon Sadar, 2) Pirganj, 3) Baliadangi,
27	Rangpur	Dinajpur	1) Dinajpur Sadar, 2) Birganj, 3) Chiribandar,
28	Rangpur	Rangpur	1) Mithapukur, 2) Taraganj, 3) Sadar 4) Pirganj
29	Rangpur	Panchagarh	1) Panchagarh Sadar, 2) Debiganj, 3) Boda

Project Location

Sl..	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
30	Khulna	Bagerhat	1) Sadar, 2) Fakirhat, 3) Mollarhat,
31	Khulna	Khulna	1) Dumuria, 2) Fultola, 3) Sadar 4) Batighata 5) Digolia
32	Khulna	Meherpur	1) Gangni, 2) Meherpur Sadar, 3) Mujibnagar
33	Khulna	Kushtia	1) Kushtia Sadar, 2) Kumarkhali, 3) Mirpur
34	Khulna	Magura	1) Magura Sadar, 2) Mohammadpur, 3) Shreepur
35	Khulna	Chuadanga	1) Chuadanga Sadar, 2) Damurhuda, 3) Alamdanga
36	Khulna	Jhinaidah	1) Jhinaidah Sadar, 2) Kaliganj, 3) Kotchadpur,
37	Khulna	Narail	1) Narail Sadar, 2) Lohagora
38	Khulna	Satkhira	1) Satkhira Sadar, 2) Kolaroa, 3) Tala
39	Khulna	Jashore	1) Jashore Sadar, 2) Jhikargacha, 3) Chougacha, 4) Keshabpur,

Project Location

Sl..	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
40	Chattogram	Chandpur	1) Chadpur Sadar, 2) Motlob, 3) Faridganj
41	Chattogram	Khagrachhari	1)Khagrachhari Sadar, 2) Lakshnichhari 3) Mohalchari, 4) Manikchhari
42	Chattogram	Cox's Bazaar	1) Cox's Bazaar Sadar, 2) Chokoria, 3) Ramu
43	Chattogram	Bandarban	1) Bandarban Sadar, 2) Rowangchari, 3) Lama
44	Chattogram	Lakshmipur	1) Lakshmipur Sadar, 2) Raypur
45	Chattogram	Rangamati	1) Sadar, 2) Langadu, 3) Kaukhali
46	Chattogram	Cumilla	1) Chandina, 2) Burichong, 3) Cumilla Sadar, 4) Debiddar,
47	Chattogram	Brahmanbaria	1) Brahmanbaria Sadar, 2) Bijoynagar, 3) Nobinagar,
48	Chattogram	Feni	1) Sadar 2) Dagonbhuiyan
49	Chattogram	Noakhali	1) Noakhali Sadar, 2) Chatkhil. 3) Kabirhat
50	Chattogram	Chattogram	1) Sitakunda, 2) Sadar 3) Bashkhali, 4) Chandanaish, 5) Potiya

Project Location

SI	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
51	Barisal	Pirojpur	1) Pirojpur Sadar, 2) Najirpur, 3) Nedarabad, 4) Vandaria, 5) Kawkhali
52	Barisal	Barisal	1) Babuganj, 2) Ujirpur, 3) Barisal Sadar, 4) Gourandi
53	Barisal	Bhola	1) Bhola Sadar, 2) Lalmohan, 3) Borhanuddin
54	Barisal	Barguna	1) Amtoli, 2) Taltoli, 3) Sadar
55	Barisal	Patuakhali	1) Kolapara, 2) Mirzaganj, 3) Sadar
56	Barisal	Jhalokathi	1) Jhalokathi Sadar, 2) Nalchity, 3) Kathalia

Project Location

Sl.	Division	District	Upazila/Thana/City Corporation/Pouroshava
(1)	(2)	(3)	(4)
57	Sylhet	Sunamganj	1) Sunamganj Sadar, 2) Tahirpur, 3) Dakshin Sunamganj,
58	Sylhet	Moulvibazaar	1) Shreemangal, 2) Kamalganj, 3) Sadar
59	Sylhet	Sylhet	1) Sylhet Sadar, 2) Biswanath, 3) Golapganj,
60	Sylhet	Habiganj	1) Habiganj Sadar, 2) Madhabpur, 3) Chunarughat,
61	Mymensingh	Sherpur	1) Sherpur Sadar, 2) Nalitabari, 3) Shribardi, 4) Nakla
62	Mymensingh	Mymensingh	1) Ishwarganj, 2) Mymensingh Sadar, 3) Fulbaria,
63	Mymensingh	Jamalpur	1) Jamalpur Sadar, 2) Shorishabari, 3) Melandah
64	Mymensingh	Netrokona	1) Netrokona Sadar, 2) Kendua, 3) Purbadhala

Manpower for DAM-APCU

SL.	Post Name	Modality	Number of Posts
I	Agency Program Director	Deputation	01
II	Deputy Program Director	Deputation	01
III	Senior Monitoring Officer	Deputation	04
IV	Monitoring Officer	Additional Charge	14
V	Accountant	Deputation	01
Vi	Office Assistant cum Computer Operator	Outsourcing	16
vii	Office Shahayak	Outsourcing	2

Vehicle Procurement and Hiring

➤ Finance Division has agreed on providing only **15 vehicles** on rental basis

I. 9 cross country SUV

II. 5 Double Cabin Pick Up

III. 1 Minibus

➤ **150 motorcycles** that will be used by DAM field level officials engaged in project activities.

Office Space Rental

- DAM has office in each district of Bangladesh, mostly in rented building.
- **Multi-stakeholder platforms** will be established in each district to form value chain promotional bodies for crops like **Mango, Jackfruit, Tomato, Potato, Fine Rice**, etc.
- Before these platforms are formed separately, stakeholders will be invited to discuss various issues on DAM premises.
- **Many entrepreneurs, agri-preneurs, exporters, processors**, etc. are likely to visit DAM offices throughout the country for coordination among private and public sector.
- PARTNER Marketing Office will be formed in each district

Computers, Equipment, Furniture and Other Accessories

Sl.	Goods	Unit	Shall be used in
I	Desktop computer with printer, scanner, UPS and speaker	50 set	Project Office and field offices
II	Telecommunication Accessories	10 set	Call centre optimization
III	Laptops	10 no	Key Project Officials
IV	Photocopier machines	5 no	Project office and divisional offices
V	Furniture	200 set	Project office as well as field level offices including PARTNER Farmer's Hub
VI	Digital interactive smart screen	5 no	Project office and divisional offices
VII	Air conditioners	10 no	Project office and divisional offices

Workshop/Seminar and Meetings

Description	Unit	Quantity
Regional Marketing Workshop, Seminars, Symposium etc.	Nos.	100
Consultation workshop with stakeholders for potential agri entrepreneurship sector	Nos.	200
Multi Stakeholder Platform Regular Meeting (GAP protocol, export support, entrepreneurship, value chain, processing, branding, technology, etc.)	Nos.	9000
Seminar on Multistakeholder Platform Formation and Operationalization	Nos.	72

Market Actors Business School

Description	Unit	Quantity
Market Actors Business School for Cereal Crops	Batch	400
Market Actors Business School for Fruits	Batch	200
Market Actors Business School for Vegetables & Leafy crops	Batch	400
Market Actors Business School for Non-conventional crops	Batch	100
Market Actors Business School for Agro Processors and Exporters (bakery, spices, frozen, canned, etc.)	Batch	100
Market Actors Business School for Women Entrepreneurs	Batch	200

On The Job Training Program

Description	Unit	Quantity
Training on Post Harvest Management Practices	Batch	800
Training of entrepreneur, exporter and processor on GAP Handling Practices	Batch	800
Training on Accounts and Book Keeping	Batch	800
Training on Business Plan Development	Batch	800
Training on Sales and marketing	Batch	800
Training on Financial management	Batch	800
Training on Legal Compliance and Documentation	Batch	800
Training on HRM	Batch	800

Stakeholder Training Program

Description	Unit	Quantity
Training of Exporters for fresh fruits, Vegetables, and agro processed items on required testing issues	Batch	100
Training on Partnership Building between Producers & agri-business Traders, Entrepreneurs, Processors, Storer, transporter, policy maker, financial institute, etc	Batch	250
Training on Coordination between private and Public Support providers	Batch	80
Training for Stakeholders (Entrepreneur and Market Actors) based on Need Assessment Study and consultation workshop	Batch	1000

Officer and Staff Training Program

Description	Unit	Quantity
ToT on GAP & IPM for DAM officials	Batch	20
ToT on Market Actor Business School (MABS)	Batch	20
TOT for DAM Officials (need based) for entrepreneurial and value chain promotion	Batch	50
Training of DAM and Lab Professionals on lab testing	Batch	20
Training on Financial Management for DAM & Project officers	Batch	20
Training on Procurement Procedure for DAM & Project officers	Batch	20
Motivational Tours for DAM personnel at processing units and supply chain plants	Batch	20
Training of DAM officials on Market Price collection, Farmers Diary Management, Actors Diary Management	Batch	150
Training on research methodology and statistical data analysis for DAM personnel	Batch	30
Training on software and hardware for DAM personnel (R, Python, Smartsheet, Stata, SPSS, ODK, SAM, etc.)	Batch	60
Training on eVoucher commercial usage powered by Krishak Smart Card for DAM Personnel	Batch	50
M&E training on reporting for DAM personnel	Batch	50

Higher Education

To strengthen the capacity of DAM officials in the agricultural marketing,

- I. 3 (Three) PhD in foreign (developed) country,
- II. 4 (Four) PhD in home country
- III. 2 (Two) Masters Course (Supply chain Management) in home country will be completed under this project.

Foreign Training and Exposure Visit

- Training of Trainers (TOT) for DAM officials will be conducted abroad on Processing and Value Addition in **10 batches of 08 persons in each batch.**
- Foreign study tour/technology visit shall be held in **05 batch comprising of 07 participants** in each tour (Ministry of Agriculture – 01-person, Planning Commission (Crop Wing) – 01 person, IMED/Activity Division – 01 person. ERD – 01 person, and project officials of DAM – 03).

Consultancy Service

Description	Unit	Quantity
Value Chain Consultant	mm	54
Export & Private Sector Engagement Consultant	mm	54
ICT based consultancy firm (digital marketing, call center, digital platform, sadai, eVoucher, and overall QA)	mm	54
Consultancy service hiring for training manual, content, and handbook development	Nos.	24
Research on Training Need Assessment for market actors and entrepreneurs	Nos.	2
Baseline Survey on Agricultural Marketing Scenario of Bangladesh	Nos.	1
Study on Market Demand of Fruits and Vegetables in domestic and export market	Nos.	8
Study on Market Demand of Cereal, spices and non-conventional crops in domestic and export market	Nos.	5
Study on Consumer Behaviour and Price Forecast	Nos.	2
Study on Climate sensitivity and Agriculture supply chain	Nos.	2
Study on Required testing methods for exporting fruits, vegetables, and agro processed products by countries requirement	Nos.	5
Study on Improved Packaging, Technology, Transportation, Storage, Processing	Nos.	5
Value Chain Promotional, Export Oriented and Entrepreneurial research	Nos.	2

Equipment support for Rural transformation and agro entrepreneur development

Description	Unit	Quantity
a) Refrigerated cool van	Nos.	50
b) Truck	Nos.	200
c) Packhouse and washing machinery/tools	Nos.	200
d) Homestead level storage (Silo) for grain and cereal	Set	12000
e) Solar and other dryer	Set	500
f) Grading and Sorting Machinery	Nos.	200

Machinery Grant

Description	Unit	Quantity
Processing Machinaries for youth and women entrepreneurship	Nos.	500
Food Van for youth and women	Nos.	500
Food Cart for youth and women	Nos.	500
Packaging Items (Modified Atmosphere Packaging, Jacketing, Corrugated fibre box, food graded wrap, cork sheet tray, SS Table, etc)	Set	200
Distribution of Transportation and Storage Items (plastic crates, palate, digital, weight machine, metal bin, etc)	Set	200

Construction and Renovation

Description	Unit	Quantity
Construction and Renovation of existing Grain Crops warehouses	Nos.	81
Renovation works of NCDP and PABA Wholesale Markets	Nos.	60
Development of Farmers Hub - One Stop Service Center with packing and washing facility	Nos.	200
Construction of Office cum processing and training center	Nos.	6

Promotional and Communication Activities:

- Program activities needs to be developed and communicated to right beneficiaries to ensure maximum impact and response.
- For this, budget has kept for
 - (i) content and documentary development followed by promoting those in social media marketing platforms;
 - (ii) advertising and promoting those contents in print and electronic media where deemed necessary;
 - (iii) road shows and awareness activities to attract entrepreneurs;
 - (iv) printing and developing communication materials for training including manuals, handbooks, flip charts, etc.;
 - (v) participation in entrepreneurship development and export oriented events through exhibition, fair, campaigns, etc.;
 - (vi) developing export related materials include product profile, catalogue, protocols, processing technologies, testing options and standards, etc. and
 - (vii) arranging PARTNER award mechanisms to encourage entrepreneurs to sustain and grow more.

Thank you for the most valuable thing:

Time