



**Training Report**  
**on**  
**Refresher Training Course on Market Orientation for PFs**



November'2015

Bangladesh Water Development Board

Blue Gold Program

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## Day-1 (Tuesday, 24.11.2015)

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### 1. Introduction:

Blue Gold's Producer Group Facilitators (PFs) are passing almost one year in carrying out MFS activities in the field. Currently they are conducting Mung Bean and Tilapia MFS in Patuakhali and Sesame and Backyard Poultry in Khulna. The PFs need to gear up their activities for the next year and also take lessons from MFS sessions conducted this year. To enhance and refresh the knowledge of the PFs on



issues of market orientation and value chain, a two-day Refreshers Training Course was organized at Kuakata, Patuakhali on 24 to 25 November'2015 for all the Producer Group Facilitators under Component 4. The training was also intended to be a guideline for future courses of action for the PFs as well.

### 2. Objectives of training course:

The overall objective of the refresher training was to enhance PFs knowledge on market orientation issues. The specific objectives were to:

- a. To enhance knowledge and understanding on simple calculation related with business promotion: cost calculation, profit and loss, collective action etc;
- b. To share the and identify the solutions of different problems in the field and best practices;
- c. To discuss the way and techniques of business planning and the possible roles of RF in it
- d. To identify the problems and needs of female RFs for their capacity development.

### 3. Participants:

Total 10 Producer Group facilitators, five from Khulna and five from Patuakhali participated in the training and they were:

From Patuakhali:

01. Aung Shay Wen
02. Sandip Mitra
03. Md. Nasir Uddin
04. Md. Kamal Hossain
05. Dino Bondhu Sarker

From Khulna:

06. Md. Sofiqul Islam
07. Md. Abdul Based
08. Md. Mojaffor Hossain
09. Md. Omar Faruq
10. Nur Mohammad

#### **4. Resources Person and Observers:**

Karel T'Jonck (Component Leader, C-4), Tanvir Islam (Value Chain Expert / DCL), A.S.M. Shahidul Haque (Private Sector Development Expert), Ferdous Hasnain Ivan (Investment Specialist), Shusanto Roy (BDC), Md. Shamim Alom (BDC), Md. Rabiul Amin (BDC), Md. Shaifullah (BDC), Jhorna Begum (Gender/IGA Specialist), Md. Atikur Rahman (Training Coordinator) participated as resource persons and observers in this course.

#### **5. Duration of training course:**

The Training was organized from November 24-25, 2015 at Conference Room of Hotel Nilanjana, Kuakata in Patuakhali. The major discussion issues were:

- a. Market oriented issues
- b. Simple calculation related with crop budgeting and collective action
- c. Problem faced in the field and possible Solutions
- d. Good Experience vs bad experiences in the field.
- e. Business planning and RF role in the overall planning scheme. Costs benefit analysis of collective action.
- f. Gender Issues etc.

The detailed agenda are attached herewith as Annex-2.

## 6. Methods were used:

The refresher training course included different methods which made the training course interesting, interactive and it creates the opportunities to identify the questions, concerns know in-depth of the particular issues. The following methods were used in facilitating the training course:

- Question and Answer
- Discussions
- Group/Individual Exercise

And the materials used in this training are:

- White Board
- Flip Charts
- VIPP Cards

## 7. Opening of the Refreshers Course:

The Training was inaugurated by Mr. Karel T'Jonck stating the importance of this course after that Mr. Tanvir Islam explained the objective of the Training. Then the participants are allowed to express their expectation from the training and these are:



### 7.1 Expectation:

- I. Want to know about the Note Book/ Record Keeping procedure. (The Note Book required some modification)
- II. In depth knowledge on Value Chain
- III. How to increase the knowledge and skills of different value chain actors
- IV. Clear understanding on Long Value Chain and Short Value Chain
- V. How to increase the involvement of the traders in exporting of sesame
- VI. Production Technology of Sesame
- VII. Bench Mark Survey
- VIII. Management of Disease and Pest of Mung Bean

After explaining their anticipation, participants were divided in to two groups i.e. Khulna and Patuakhali Team including Business Development Coordinators and assigned specific topics to each team to review on several contents related to market orientation and MFS and take preparation for the next day task for competing with each other.

## Day-2 (Wednesday, 25.11.2015)

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### 8. Market Orientation Issues:

This session was mainly conducted to assess the knowledge of PFs on various topics of MFS activities and in this connection Patuakhali and Khulna Team prepared a questionnaire to compete with each other consisted total 10 question. For each question 5 point was allocated and first one group asked question to other group and if they answered properly then they would get maximum 5 point. In that way Khulna team beat Patuakhali team by 35 to 31 points. The questions asked by both team are given below:



#### Questions developed by Patuakhali Team for Khulna

1. What are the main elements of a Crop Budget?
2. Why do we do crop budgets?
3. Who are the core actors of a value chain?
4. What do you understand by enabling environment of a value chain?
5. What factors do need to look into for RF selection? What are the functions of a RF
6. If the RF is a poor performer, then what problems might hamper MFS conduction?
7. What is the difference between MFS and FFS?
8. What is the importance of MFS register and farmer's notebook?
9. If the farmer writes down information in his/her notebook regularly, what benefits is he likely to get?
10. How does water resource management influence cropping pattern.
11. What is the role of PF to ensure women participation in MFS
12. How will the families of the women MFS farmers benefit, due to their participation in MFS activities?
13. What do you understand by information? Where do we store MFS information
14. What do you understand by long value chain and short value chain
15. Who is the most important actor of the value chain?

#### Questions developed by Khulna team for Patuakhali

1. What are the steps required to conduct collective action?

2. What are the reasons for which collective action may fail
3. What are the things to consider to formulate a production plan
4. How do we consider the various risks associated with production planning?
5. How will the RF do the networking?
6. At which stage and with whom do we do networking?
7. With whom can we conduct backward and forward linkages?
8. From where and how do we collect trial information
9. What is the role of the RF in preserving and using trial information
10. What are the steps of AYSA
11. How can we disseminate positive results from trials to the farmers?
12. How can the WMG help in conduction of MFS?
13. How can the WMG help to take important decisions regarding water resources of the area?
14. What are the objectives of Blue Gold?
15. What is difference between the activities of Component 3 and Component 4?

The question answer session was friendly in nature but also quite competitive. No team was ready to give any quarter to the other team. However it was seen that PFs were still not fully adept at answering all questions and there might still be some knowledge gap among them. The knowledge gaps identified may be filled up in future meetings with them such as weekly meetings with BDCs and during time to time field visits by Dhaka office staff.

## **9. Simple Calculation related to crop budget and collective action:**

In this session Large Group Discussion and Individual Exercise methods were used to prepare a crop budget by the participants and compare between individual and group business. Here participants had the chance to review their confusion in simple calculation regarding Crop Budget preparation.



## 10. Problems vs. Solutions:

In this session participants (PFs) got the opportunities to share their experience and problems faced in performing their job during last one year and how they solved these problems. Then these problems discussed in large group to aware each participant so that they can proceed in the coming year smoothly. This session came up with the following major problems and solutions:

- I. Powerful people try to influence in the following activities
  - Farmers selection
  - RF selection
  - input distribution
- II. The PFs sometimes face threats from vested quarters in the field especially if they are not benefitted from MFS activities.
- III. Women involvement is sometimes a problem in MFS activities due to religious conservativeness.
- IV. Fix up the tax of sesame collection point.
- V. Ways to involve WMGs more to solve some of the problems.

## 11. Business Planning:

Large Group Discussion and Question and Answer methods were used to conduct this session to re-orient the participants about various aspects of Business Planning. Some practical calculations were also done by the facilitator to drive home the advantages of collective action and group business. Furthermore, it was also discussed whether the RF alone should be promoted as an entrepreneur in the group or should the group resort to employing 3 or 4 people to conduct the collective action for the benefit of the group. Lively discussion took place in this issue.

## 12. Gender Issues:



This was an exercise given to the participants to identify the problems to promote Female RF and the Solution of this problem for one group and the criteria for selecting Female RF and the approaches of Capacity Building of Female RF for other group. For that reason again



the participants were divided in to two groups. After group discussion one representative from each group presented the output of their group exercise. The outcomes of this session are:

Identify the problem to promote Female RF

- Family restriction
- Restriction to go outside (Market)
- Inability to take decision
- Lack of security
- Religious constraint
- Female are demotivated to go outside because of exploitation fear.

Solution of these Problems

- Discuss with Male members of the house to aware about the benefit of Female participation
- Aware them to go out side
- Develop their capacity to take decision
- Make sure of social security
- Motivated women to participates in different activities

The criteria for selecting Female RF

- Should be involved in Agriculture
- Interested female farmer
- Chief of the household preferable
- Have the ability to interact with different people
- Have basic education
- Have interested in business and basic knowledge on business
- Have experience to go to the market

The approaches of capacity building of Female RF:

- Organize training for female RF
- Organize exposure visit to the market and linkage with different actors of markets
- Motivate male members of the house
- Aware the local people about gender development

### **13. Evaluation of the course**

A simple method was used to evaluate the course where participants listed their comments about the training on VIPP cards mainly on three questions (such as new learning/good things

about the Training on green colored VIPP cards, similarly Least liking/ any doubt and suggestion on Red Card and Yellow Card respectively).

**a. New Learning/Good Things**

The PFs enjoyed the training program and that was reflected by their expression. Maximum number of participants (3 out of 10) expressed that they most like about the learning process through fun debate. They also stated that in this refreshers course they got opportunity to understand clearly about the selection criteria of female RF, Crop Budget and Business Plan.

**b. Least Liking/Doubt**

The most of the participants didn't have any doubt or any disliking except only two, among of them one mentioned that time of the Course was too short to cover all the topics and another one argued that more discussion on value chain topic could be included.

**c. Suggestion/Recommendation**

The suggestion and general recommendation of the participants on this refreshers course were as follows:

01. Duration of the Course could be increased for better understanding.
02. Next time the course may be organized in new place like Coxs Bazar.
03. Keep the interaction level high to keep the group concentrated on the Topic.
04. Alternate between theoretical and more practical during facilitating the session.

## 12. Conclusion:

The Refresher course on Market Orientation for PFs ended with a Football match where participants divided into two teams, which was really fun and enjoyable for the participants. At the end it can be concluded that this training would motivate the participants and boost up their knowledge which surely would help them to perform their job in better way.



## Blue Gold Program

### Refresher Training for PFs on Market Orientation

Date: 24-25 November, 2015

Venue: Hotal Neelanjana, Kuakata, Patuakhali

**Objective of the Trainings:** Enhance PFs knowledge on market orientation issues.

#### DAY – 01 (Tuesday, 24.11.2015)

Time	Topic/Session	Contents	Methods
6.00-7.00	Welcome address Ice breaking Objective of the refresher training Training needs assessment	-Welcome address -Objective will be explained -What are the information participants want to receive/refresh? -Group formation (two groups), involving BDCs with PFs and topics will be given to prepare for next days session.	-Discussion -Q & A (using VIIP card) -Task distribution

#### DAY – 02 (Wednesday, 25.11.2015)

Time	Topic/Session	Contents	Methods
8.30-9.30	Market orientation issues	-Market orientation related issues (Collective actions, linkages, market information, value chain actors and VC functions, business development of RF, record keeping, production planning, crop budgeting, trial result analysis etc)	-Discussion (will be asked by one group and answered by other group) -Competitive scoring for Q & A
9.30-10.00	Open discussion	-Discuss any issue as requested by PFs	Q & A
10.00-10.15	Tea Break		
10.15-11.30	Simple calculation related with business promotion	-Cost calculation -Simple profit and loss -Calculation for collective actions -Individual vs group benefit by calculation	-Paper & Pen -Board and marker
11.30-12.15	Problems vs solutions Good experience vs bad experience	-Share problems they faced and how they overcame those -Experience sharing about the	-Participatory discussion

		best and worst example.	
12.15-1.30	Break		
1.30-2.30	Lunch		
2.30-3.30	Business Planning	-What is business planning? -Content for bp -Simple bp for RFs	-Presentation & discussion -Group work
3.30-4.30	Gender issues	-Identify problems in promoting female RF -Ways to overcome obstacles -Criteria for female RF -How to build capacity of female RF	-Discussion -Group work
4.30-5.00	Team building game		