

Reaching farmers with inputs, capital and information through alternative distribution

Intervention Brief: Prawn



Background

To increase productivity of prawn farms it is important to address issues like access to information and technical services, access and availability of quality inputs as well as financial support for prawn farmers. This intervention is designed to leverage on commercial enterprises or depot owners to address those issues. This will help the SMEs in prawn sector run their business better earning a higher profit.



Target Beneficiaries

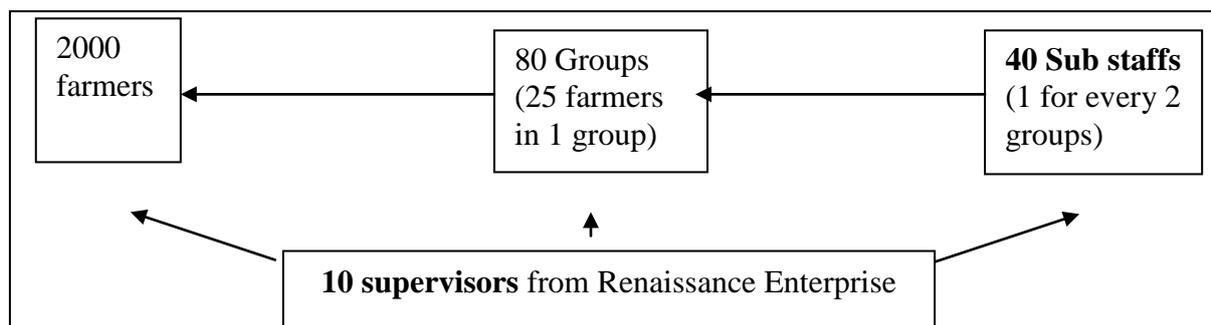
The prawn farmers of Bagerhat are the target beneficiaries. An estimated number of 150 female farmers are benefited from this intervention.

Locations

The team will be visiting Monirampur Upazilla of Jessore district

Major activities

Renaissance Enterprise, a commercial chapter of a local NGO in Khulna district, has been working in the prawn sector since 2007. They supply the seed of prawn- the Post Larvae (PL) and prawn feed to the farmers. After the harvesting is done, they collect matured prawn from the farmers to supply those to the processing plants. Building on this experience Renaissance Enterprise worked with Katalyst and Winrock International (WI) to develop an effective system whereby they had set a target of bringing 2000 farmers under their network. The model for reaching those farmers is as appended:



In order to make the above model successful, Renaissance provided 5 day long Training of Trainers (ToT) to 50 people (40 sub staffs and 10 supervisors) in 2 (two) batches back in early 2009. Katalyst-WI assisted Renaissance to prepare the training module and conduct the trainings by providing a consultant. Katalyst-WI also shared cost of the trainings besides sharing ideas to develop the model. The training module included lessons on contract-farming, pond preparation, nursing, liming, PL stocking, fertilization, feeding, harvesting,

disease control and training delivery techniques. These trained staff provides technical support to their group members to ensure better production.

In this model, Renaissance Enterprise as a business entity can earn profit by selling bulk amount of PL and feed to the farmers and at the end of farming get large amount of quality prawn from the assisted farmers. A team from Renaissance also visited Monirampur of Jessore to observe an informal contract farming system by a depot owner with the help of Katalyst-Winrock. As a follow up activity, refresher training was held in November, 2009.

Key achievements

Early achievements from the intervention are –

- Renaissance became the official dealer of Mega-Hexa Feed Ltd. and Sunderban Golda Hatchery and got direct access to processing plants.
- Farmers are getting better working capital from the enterprise, quality PL and feed, (cash, in kind, partial credit)
- 50 trained personnel to provide continuous technical support to male and female prawn farmers, which coupled with quality inputs, ensure better production.
- Till the end of 2010, the intervention has reached around 2000 farmers and another 1000 farmers have enlisted under the program.

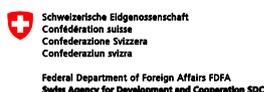
Way forward

The definition of a small farmer is one with a land holding between 0.50 and 2.49 acres. There are approximately 120,000 prawn farmers in Bangladesh, about 50% of who are classified as small. Currently Renaissance has reached 3000 farmers directly and intends to reach another 1000 farmers by end of 2011. Worth mentioning is that, of the beneficiaries 5% are female owned farms. If the market scenario seems feasible Renaissance intends to expand this project further. Katalyst- Winrock is working on a proposed idea to collaborate with processing plants such as Gemini Sea Food and provide technical guidance to depot/NGO enterprise in order to improve productivity of the prawn farmers.

Implemented by



Funded by



Federal Department of Foreign Affairs FDFA
Swiss Agency for Development and Cooperation SDC



Canadian International
Development Agency

Agence canadienne de
développement international