

# Promoting Integrated Pest Management in Bangladesh

*Intervention Brief: Vegetable*



## Background

The Vegetable sector as a whole is plagued by inadequate access to quality inputs and their proper usage. Farmers usually practice chemical application against pest attack and in many cases they are not applying in appropriate dosages. As much as 20% of potential of the agriculture produce is loss to pest attack.

IPM (Integrated Pest Management) is a broad ecological approach to pest control using various pest control tactics (use of resistant & tolerant variety seed, cultural control, mechanical control, biological control and chemical control) in a compatible manner and it is environment friendly and less costly compare to only chemical control.



Katalyst with the assistance from its co-facilitator GMark Consulting Limited conducted a study in October 2009 for the prospect of IPM practice in Bangladesh and found that demand for the technology existed among farmer level but the products and services were not available. Government research and extension wing have tried to promote IPM among the farmers through arranging demonstration plots and organizing IPM farmer clubs but were unable to achieve a significant impact as they did not address the availability of IPM products once the project was over. There were only three private sector actors operating in the country who did not have permission to market products commercially. They only catered to government projects. Katalyst prepared a policy recommendation paper and presented it to the related government representative in February 2010, which is believed to have played a significant role in the amendment of “The Pesticides Rule 1985” in September 2010.

Since, IPM industry is in infant stage, only few private sector partners, namely Ispahani Biotech, Protegra Crop Care and Eco Agro Tech have products to promote IPM. Considering the growth stage and organizational capacity of the partners, Katalyst formed partnership with Ispahani Biotech to carry out the intervention in promoting IPM.

## Target Beneficiaries

300 Small and marginal vegetable farmers as demonstration farmer in cluster group. Through these demo farmers and field days, Ispahani expects to reach around 10,000 farmers.

## Locations

The intervention takes place in Bogra, Rangpur, Joypurhat, Jessore, Magura, Chuadanga, Chandpur, Comilla and Mymensingh region.

## Major activities

**Creating awareness among the farmers:** Till now, IPM is not very well known to farmers except some areas where government has promoted it. Katalyst intends to facilitate its partner in creating awareness among the farmers. The activities include cluster based demonstration of IPM products with technical assistance provided to the farmers and capacity building of farmers through training program. In this process a total of 20 cluster demonstration reaching 300 demo farmers (out of 8 has been established so far with 100 demo farmer) will be set, where 15-50 farmers will form one cluster.

**Creating Human Resource Professional:** Since the IPM is relatively new in Bangladesh, there are few resource person in IPM technology in the private sector as well as in the public sector. After the policy amendment, companies will expand their operation to cater to the emerging demand which will require more skilled professionals. In this scenario, Katalyst supports Ispahani in developing experts in the field of research (product development, testing and production), sales and marketing of IPM products.

**Promotional activities:** To receive wider response from the farmers, Ispahani needs to disseminate the benefit of IPM to more number of farmers apart from demo farmers. To realize this objective in national scale, some activities have been planned like farmers' field day, promotion in media and farmers meeting and awareness campaign through folk song. Katalyst will support Ispahani in these promotional activities. Katalyst also facilitates in capacity building of Ispahani in developing effective promotional materials and campaign.

## Key achievements

Ispahani have trained 100 farmers and 10 retailers on IPM technology who have been benefitted from the demonstration. One demonstration farmer named Mr. Sultan in Mithapukur *upazila* used IPM in 40 decimal land in Bitter Gourd and the result was impressive. Previously, on the same piece of land, he spent BDT 5000 for pesticide, whereas this year he spent only BDT 2000 for IPM products. That means, he can save up to BDT 3000/40 decimal land in Bitter Gourd. Similar result can be found in other areas also, where farmers are demanding products of IPM to control pest as it is less costly and more environment friendly.

## Way forward

In this program, Katalyst intends to increase the capacity of a leading IPM company, Ispahani Biotech, so that Ispahani can aware the farmers about benefits of IPM practice and supply enough IPM products to meet the growing demand from the farmers. It is expected that collaboration with Ispahani will help the company in reaching more farmers which will influence other companies to enter the growing industry.

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