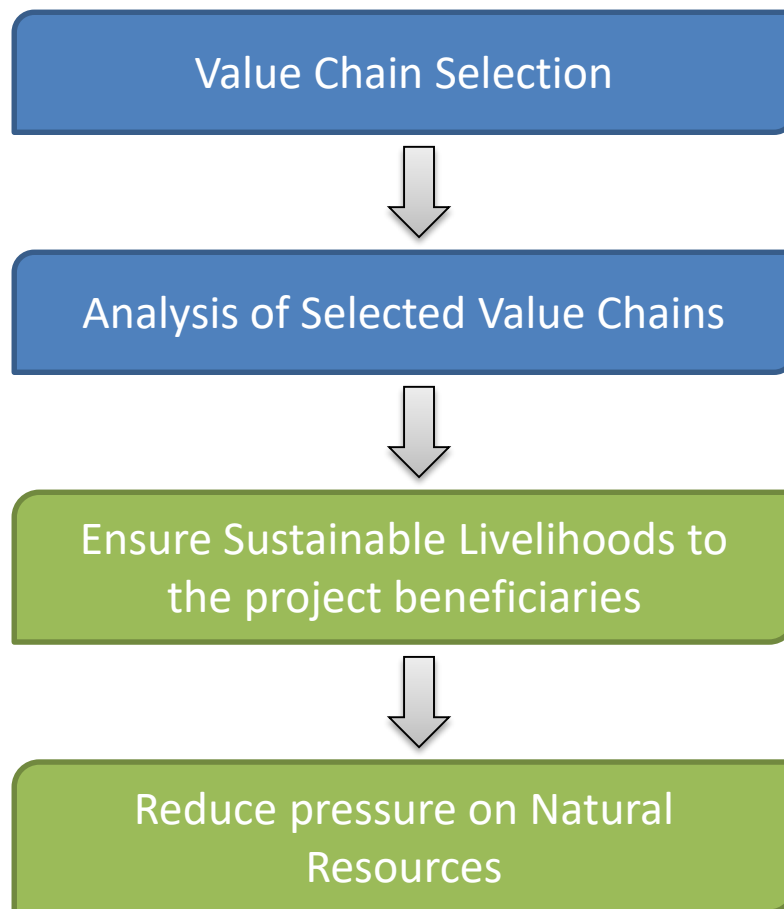


Study to Select Value Chain and Analyze Selected Value Chain

Presentation on Value Chain Assessment



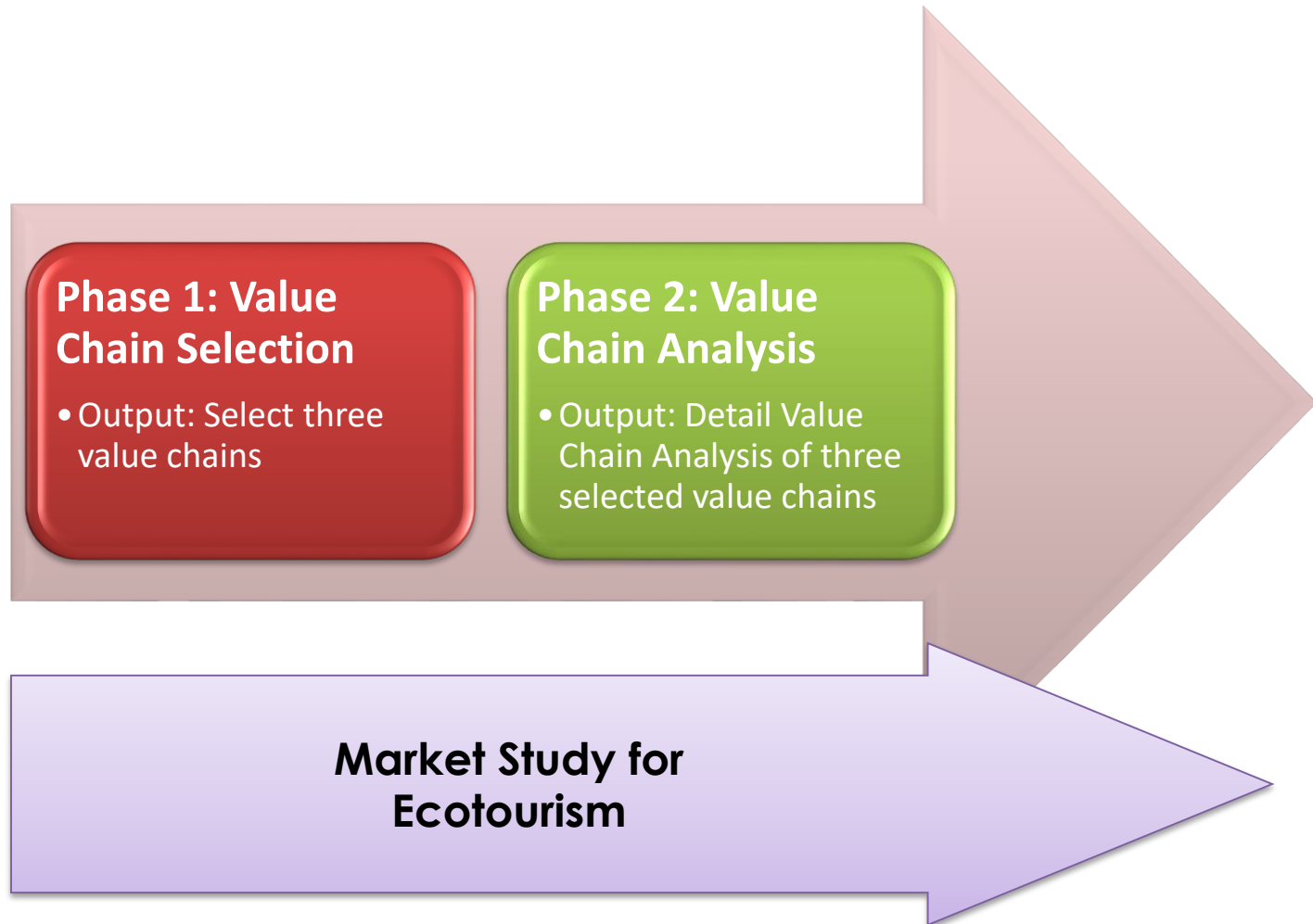
Study Objectives



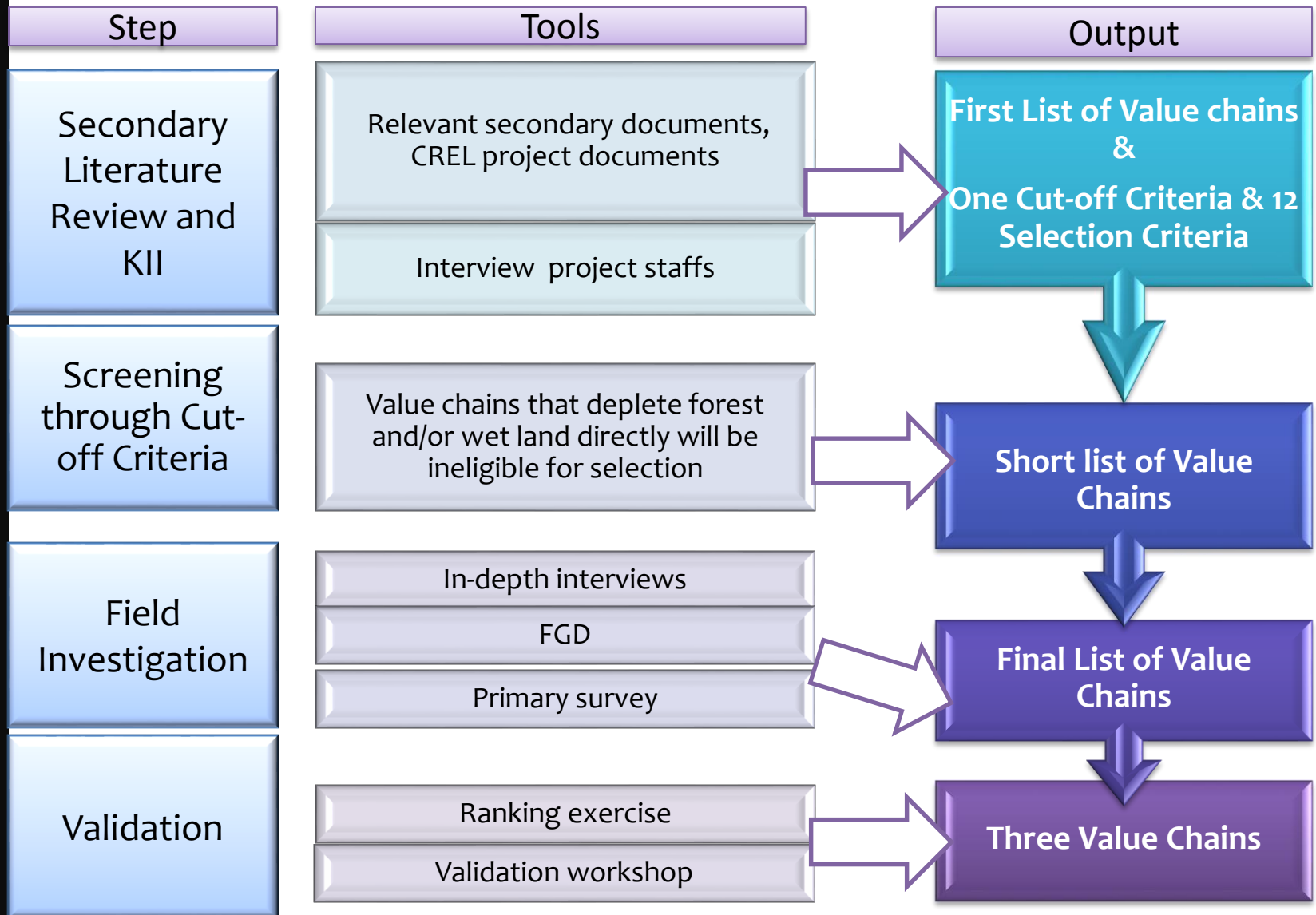


Specific Objectives

- The study was conducted in two phases:



Process of Value Chain Selection



Value Chain Selection Criteria

Criteria	Weight	Criteria	Weight
Climate Tolerance (Low tolerance=1, High tolerance=5)	3	<i>Income</i> (Low income increase=1 High income increase=5)	5
Climate Resiliency (Low resilience=1, High resilience=5)	3	<i>Private sectors participation</i> (Low interest=1, High interest=5)	3
Resource Extraction Minimization (Not minimized=1, Highly minimized=5)	5	Development priorities and favorable policy of government (Low priority & favorability=1 High priority & favorability=5)	3
Women and Youth Inclusion (Low inclusion=1, High inclusion=5)	5	Synergy and potential collaboration (Low synergy=1, High synergy=5)	3
Outreach (Low outreach=1, High outreach=5)	2	Risk (High risk=1, Low risk=5)	4
Growth potential (Low growth=1, High growth=5)	5	Scope for value addition (Low scope=1, High scope=5)	3

Tools for Data Collection & Respondents in Phase 1

CREL Livelihood Officer & MDO directly participated in most of the interviews with Innovision Team

In-depth Interview

- Government officials (Forest Department, Department of Agriculture, Department of Fishery, Department of Livestock, Jobo Unnayan)
- CMC Members, Local Chairman
- Forward Market Actors: Collector (Faria), Trader (Bepari), Wholesaler (Arotdar)
- Backward Market Actors: Input seller (Seed Seller, Fertilizer seller, Chemical & Medicine seller etc.)
- Research Institute
- NGOs Staffs
- CREL Regional staffs

CREL Livelihood Officer & MDO directly participated in most of the FGD with Innovision Team

FGD

- Community People (VCF Members, CMC Members, CPG members, NS)

CREL Livelihood Facilitators conduct the survey

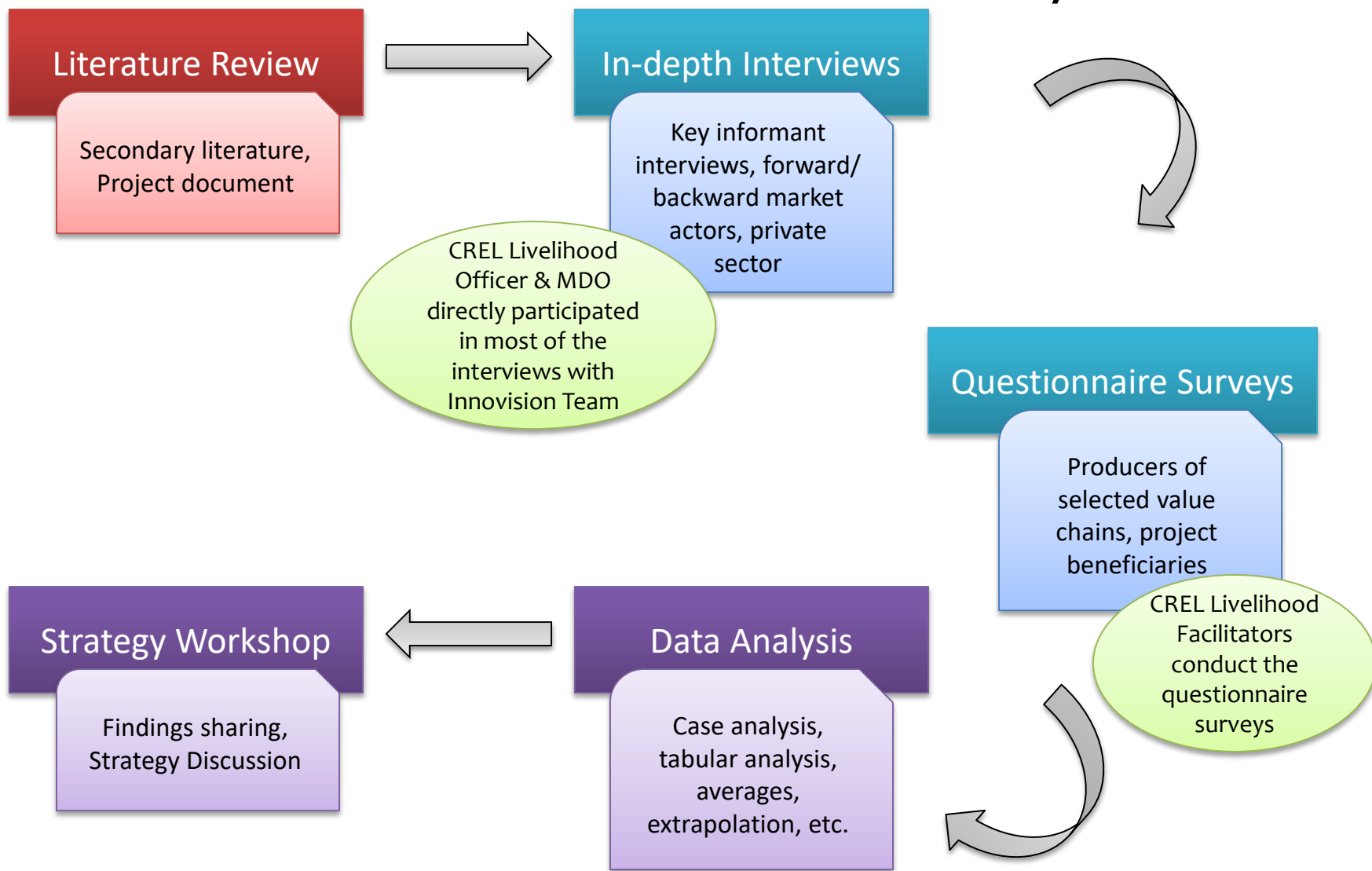
Primary Survey

- Beneficiary Profiling (VCF Members)

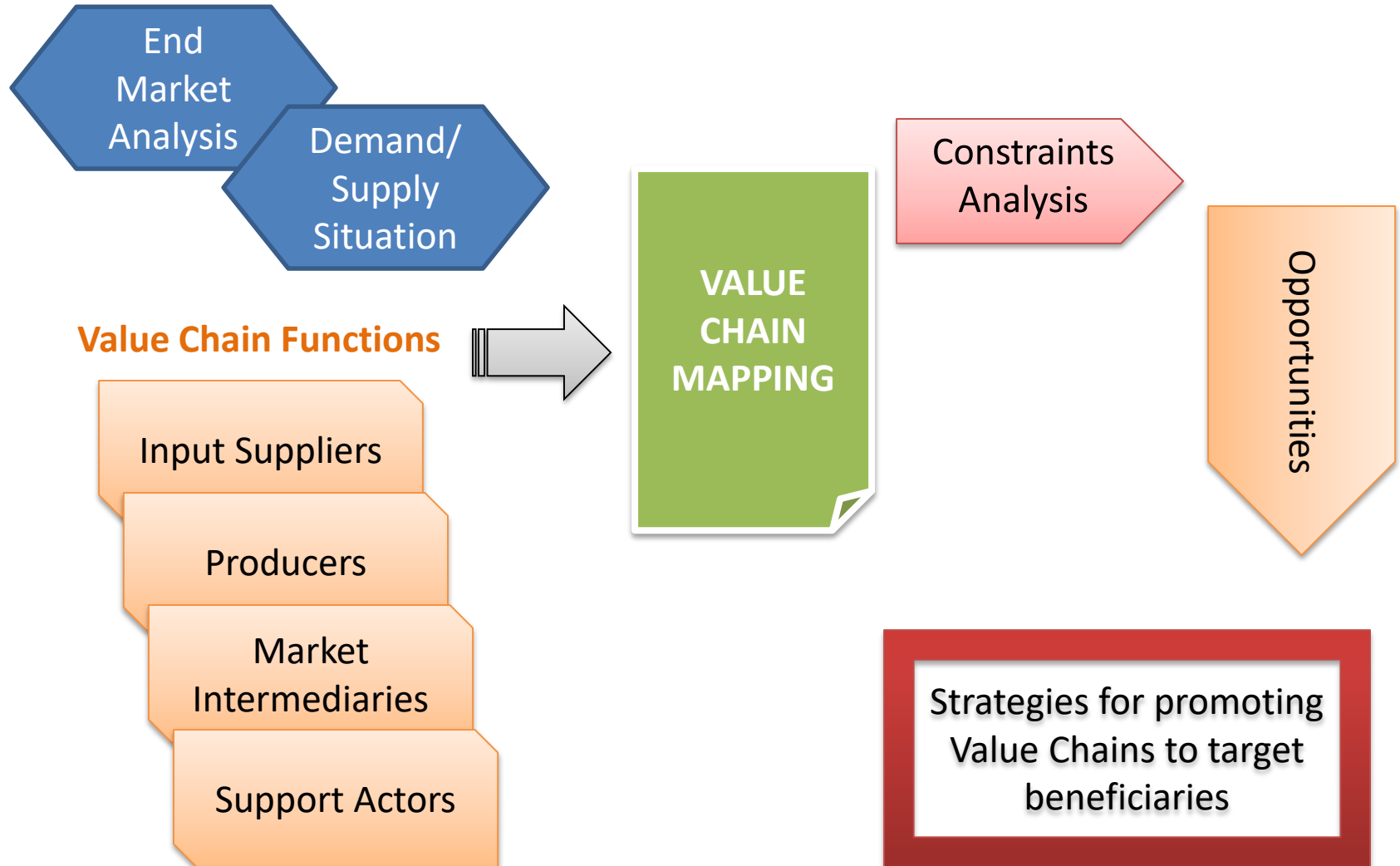
Ranking Exercise for Southeast Zone2

Criteria	Weight	Tailoring	Embroidery	Mushroom	Strawberry	Capsicum	Floriculture	Apiculture	Medicinal plants
Climate Tolerance	3	5	5	5	3	3	3	3	5
Climate Resiliency	3	1	1	1	2	2	2	2	3
Resource Extraction	5	5	5	5	2	2	2	4	4
Minimization									
Women and Youth Inclusion	5	3	3	5	4	4	4	3	5
Outreach	2	3	2	5	3	3	3	1	5
Growth potential	5	3	3	3	3	3	3	3	3
Income	5	3	4	3	2	2	2	2	3
Private sectors participation	3	2	4	3	3	2	3	2	4
Development priorities and favorable policy of government	3	4	4	4	3	3	3	3	4
Synergy and potential collaboration	3	4	4	4	2	2	2	2	4
Risk	4	5	5	4	2	2	2	2	4
Scope for value addition	3	5	5	2	2	2	3	3	4
Total Weighted Score		157	141	151	101	98	101	96	135

Process of Value Chain Analysis



Outcome of Value Chain Analysis



Southeast Zone 2

Outline

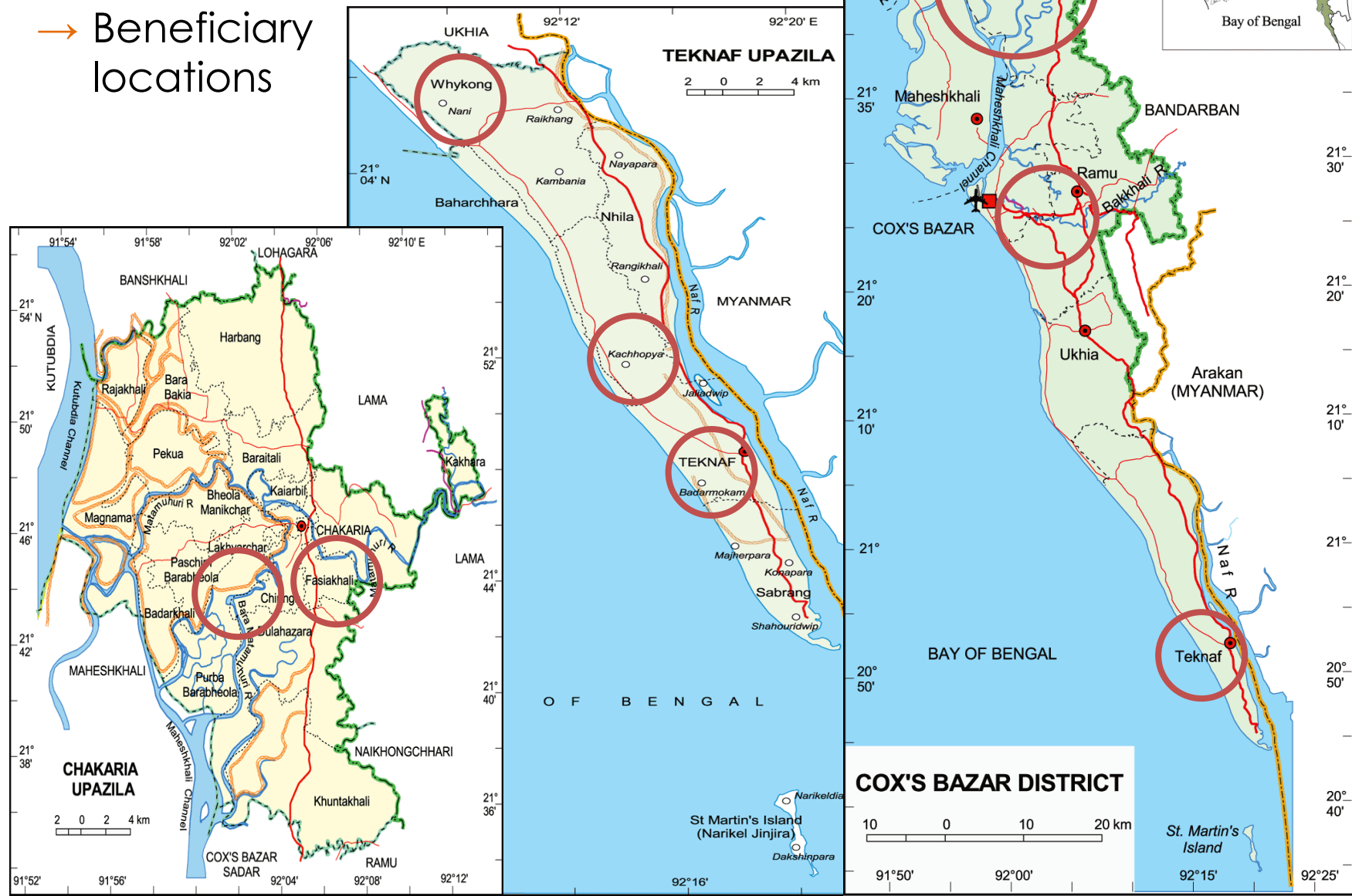
- Geographic scope
- Beneficiary mapping
- Tools for data collection & respondents
- People we have interviewed
- Rational for selecting the value chains
- Value Chain Analysis: Strawberry, Capsicum and Medicinal Plants
- Value Chain Analysis: Dress and Cap making
- Value Chain Analysis: Floriculture and Apiculture
- Value Chain Analysis: Eco-tourism
- Tentative outreach through the selected value chains
- Potential trades for the beneficiary

Geographic Scope

Zone	District	Upazila	Site
Southeast Zone 2	Cox's Bazar	Chakari	Medhakachapia & Fasiakhali National Park
		Teknaf	Teknaf Wild Life Sanctuary
		Himchari	Himchari National Park

Beneficiary Mapping

→ Beneficiary locations



Tools for Data Collection & Respondents

In-depth
Interview

- CMC Members
- Forward Market Actors: Collector (Faria), Trader (Bepari), Wholesaler (Arotdar)
- Backward Market Actors: Input seller (Sewing & Dress Making Materials Seller, Seed Seller, Fertilizer Seller, Pesticide Seller etc.)
- Private Company
- NGOs and Government Staffs
- Service Providers
- CREL Regional staffs

Questionnaire
Survey

- Producers of the selected value chains

KII

- Government officials (Department of Agriculture, Department of Forestry, Jobo Unnayan, Krishi Bank,)

People We have Interviewed

Backward Linkage

- Strawberry, Capsicum
 - 5 seed, fertilizer & retailers
- Dressmaking
 - Dress and Cap making input seller
- Flower
 - Flower cutting sellers
- Eco-tourism
 - Service provider
 - Resort owners
 - Hotel Association

Producers

- Strawberry
 - 3 Strawberry producers
- Capsicum
 - 2 Capsicum farmer
- Dressmaking
 - 24 Dressmaker
- Floriculture
 - 2 Floriculturists
- Eco-tourism
 - 2 Tour operators
 - 4 Resort owners

Forward Linkage

- Strawberry, Capsicum
 - Faria
 - Arotdar
- Dressmaking
 - Paikar
 - Arotdar
- Flower
 - Paikar
 - Company
- Eco-tourism
 - Service provider
 - Resort owners
 - Hotel Association

Support Function

Agriculture officer (3), NGOs 3, Projects 2 etc.

Rational for Value Chain Selections

- The VCs can withstand common climactic risk and dynamically and effectively respond to shifting climate impact circumstances
- Help minimize forest resource extraction
- Easily integrate women and youth
- Has wider outreach due to low skills and investment requirement
- Extremely high growth potentials
- Quick return on investment and higher income increase for CREL beneficiaries
- Excellent Private Sector Participation opportunity
- In line with development Priorities and Favorable Policies of Government
- Excellent Synergy and Potential Collaboration
- Low risk
- Scopes for Value Addition by Target Beneficiaries



Value Chain Analysis: Strawberry, Capsicum and Medicinal Plants

End Market Analysis

→ Main Market, Buyers

- Strawberry: Local market, local hotels, Chittagong and Dhaka Superstores
- Capsicum: Local hotels, Chittagong and Dhaka Superstores and Markets
- Medicinal Plants: Local *harbal* practitioners, processors in Chittagong and Dhaka

→ Demand/Supply Situation

- Strawberry: high demand with poor supply
- Capsicum: high demand with poor supply
- Medicinal Plants: high demand poor supply

→ Market Opportunity

- Strawberry: extremely high in the local area as well as in national markets
- Capsicum: extremely high in the local area as well as in national markets
- Medicinal Plants: can cater the local market but potential for integration in national markets

→ Competitors

- Strawberry: imported strawberries, a few producers due to lack of knowledge, excellent prospect for import substitution
- Capsicum: imported capsicum, a few producers due to lack of knowledge, excellent prospect for import substitution
- Medicinal Plants: imported plants, a few producers due to lack of knowledge, excellent prospect for import substitution

Value Chain Function

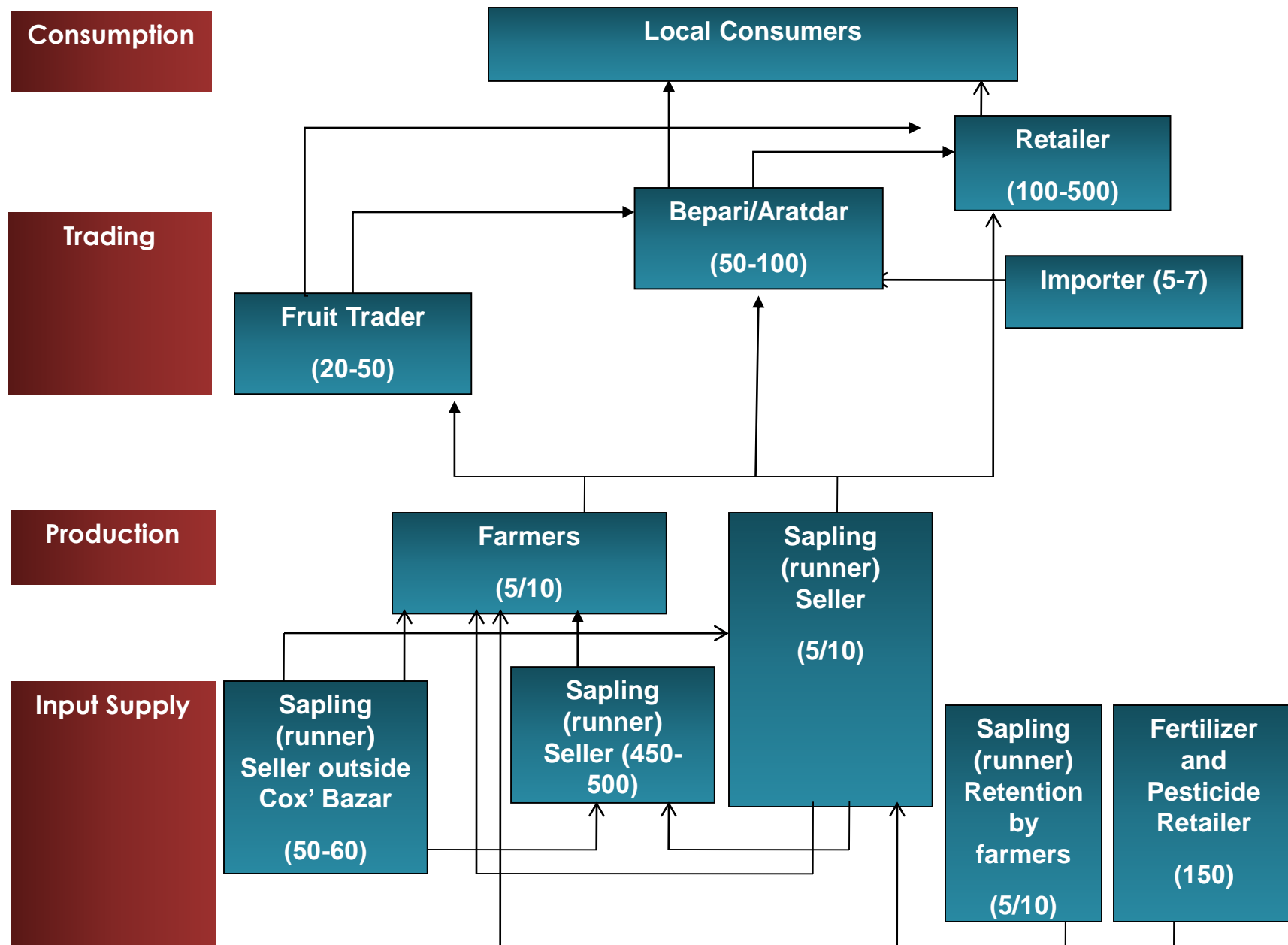
→ Actors include:

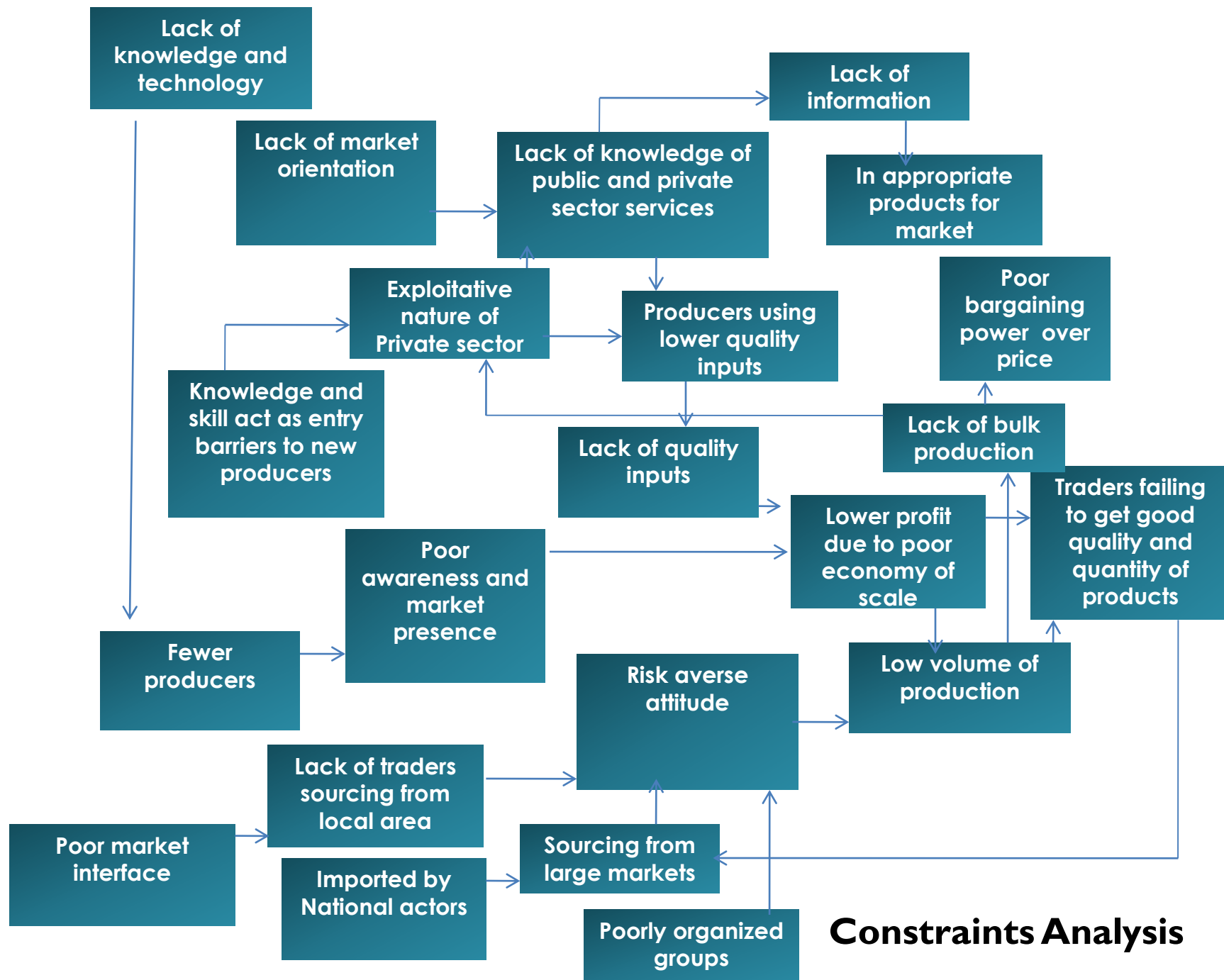
- Input suppliers: Runners for strawberry can be obtained from other farmers in the first year. The subsequent years they can use their own runners as well as become seller. The seed for capsicum is still not matured due to low demand.
- Producers: in the local area there are about 5/10 producers producing strawberry. Major source of knowledge, sapling (runner) and market linkage
- Traders: No exclusive trader, however, about 50 fruit traders who deals with similar products.
- Support functions/actors: Transportation (SA Paribahan)
- Government: Soil testing facilities are not available in Cox's Bazar, however, AED can provide services (sample collection and analysis from Chittagong)
- Other projects: Horticulture department has project for poverty alleviation through fruit cultivation, however, strawberry is not in their agenda.

→ An overall current scenario

- The producers are promoters, trainers and providers of saplings (runners) as well as also provide market linkage functions to the new producers
- Cost-profit analysis

Value Chain Mapping (Strawberry)



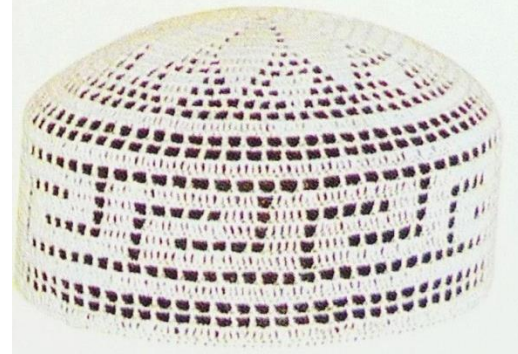


Opportunities

- **List out the different opportunities that are available in expanding the value chain**
 - Switch to high-value crops from conventional subsistence agriculture
 - Does not require sophisticated skills
 - Does not require high investment
 - Excellent local and national market demand
 - Excellent Synergy and Potential Collaboration
- **How these can benefit the beneficiaries, in the following angles:**
 - Increasing income: can increase income at least by 300%
 - Creating employment: a large number of people can participate in many different ways including service provisions such as training, runner seller, trading, storage, packaging, organic fertilizer production and selling, etc.
 - Reducing vulnerability: Risk is very low and related to any other perishable products
 - Involvement of women: Women and youth can easily participate

Discussion on Strategies & Interventions

- Demonstration of Strawberry and Capsicum farming in Target areas
- Training and orientation on farming, post harvest
- Linkage with input and forward market actors as well as potential service providers specially



Value Chain Analysis: Dress and Cap making

End Market Analysis

→ Main Market, Buyers

- Local dress sellers especially women's inner wears such as blouse, petticoats, casual wear - maxi, etc.
- Crochet prayer caps are already linked with national and international markets (Pakistan and Oman)

→ Demand/Supply Situation

- Demand for dressmaking is very high for simple dresses especially women's inner wears such as blouse, petticoats, casual wear - maxi, etc.
- Demand for crochet prayer caps is growing both in national and international markets (Pakistan and Oman)

→ Market Opportunity

- Opportunity to get advance contract from the buyers
- Supply of primary inputs such as cloths can be provided by the buyers
- Bag making can easily be integrated since requires no additional skills and the channel is almost same
- Crochet prayer cap producers can be engaged in other crochet caps and articles

→ Competitors

- Local dressmakers mostly male
- A few NGOs are also working on dressmaking
- Circular knit produced prayer caps which are improved quality but both demand and price are lower.
- Caps are also imported from India and China. Chinese caps in a variety designs and color are available for Tk 50-Tk 120, while caps from India are available at Tk 20-Tk 40

Value Chain Function

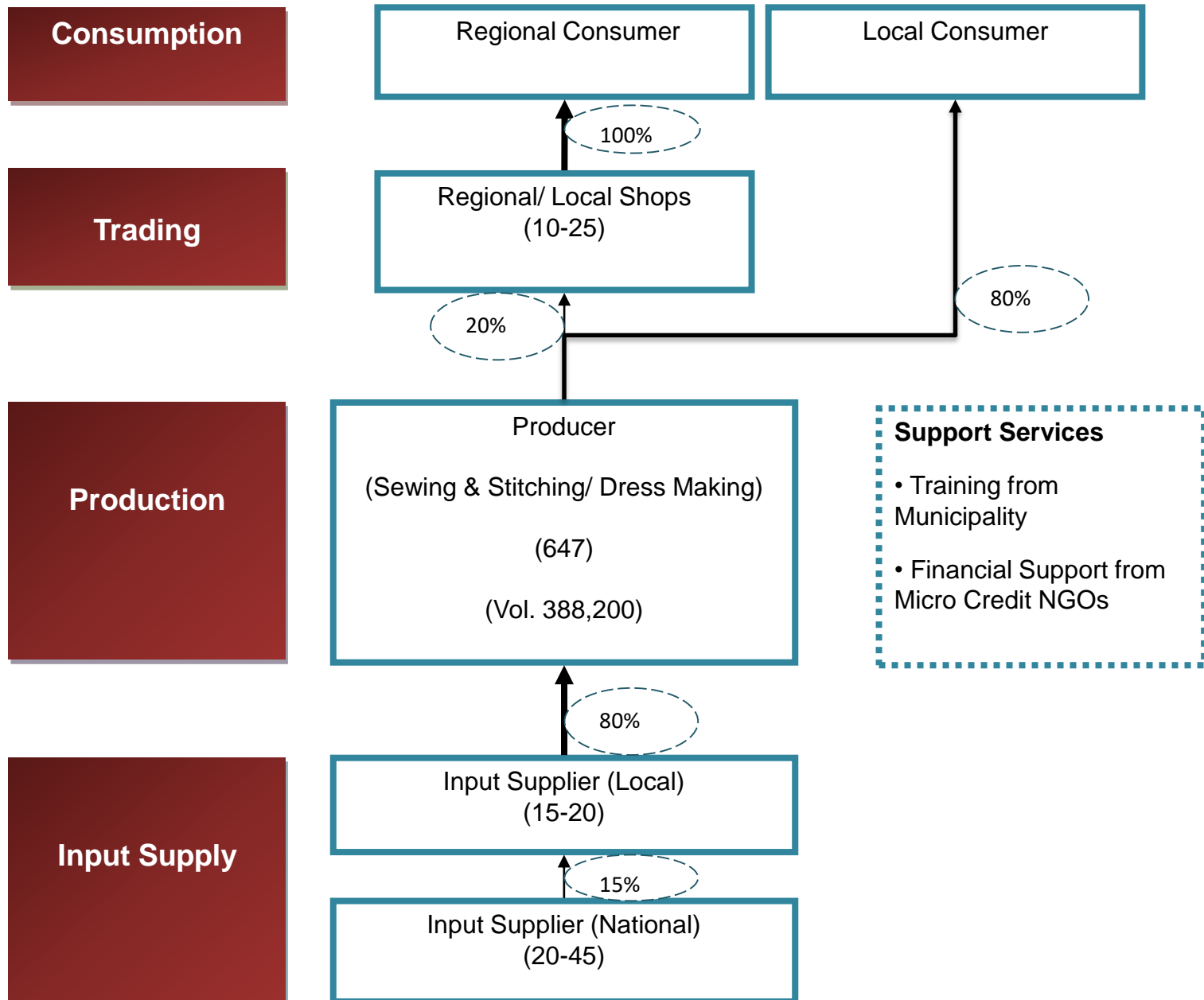
→ **Actors include:**

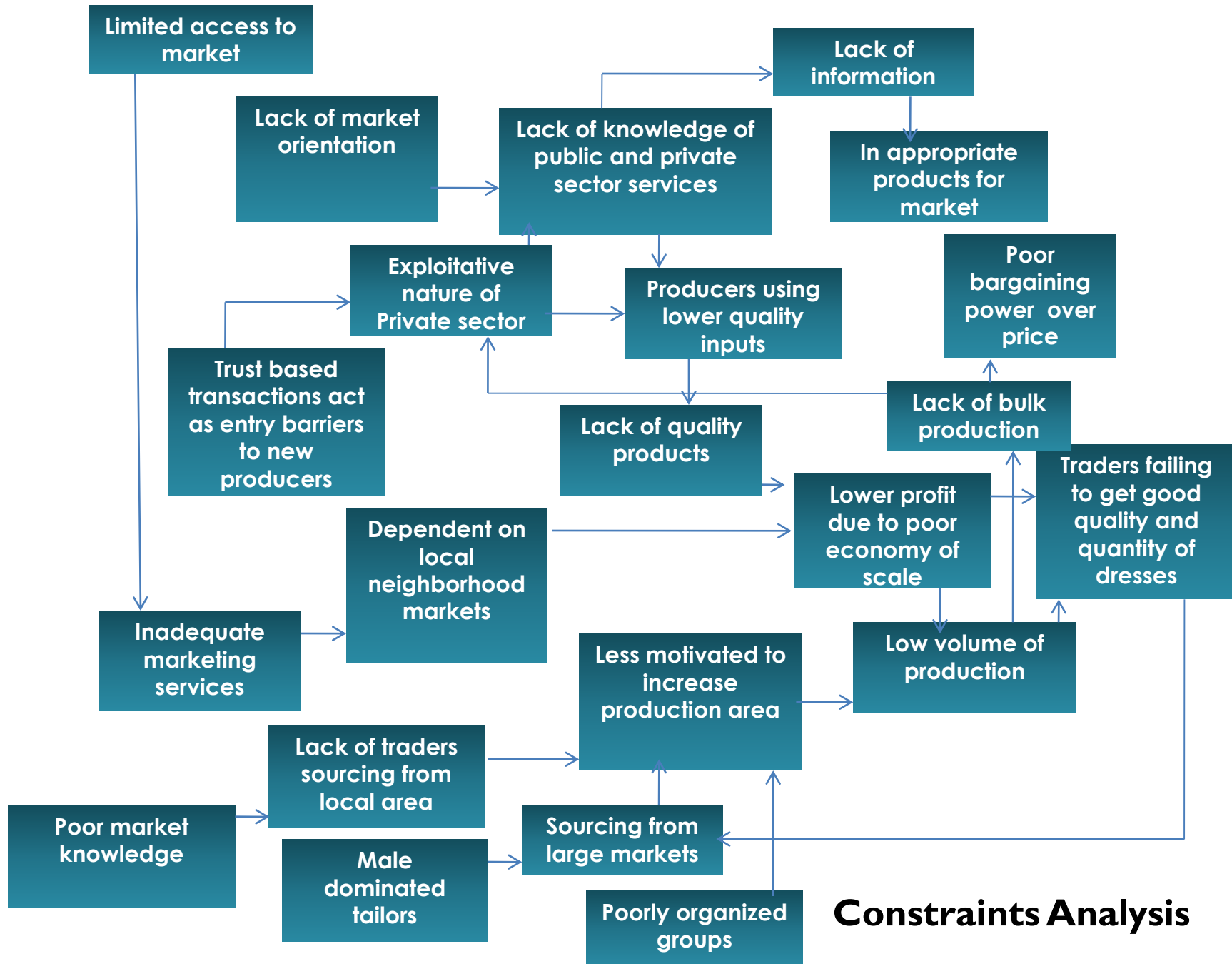
- Input suppliers: All inputs for dress and cap making are available in the local markets
- Producers: A large majority of the women are engaged in dress and cap making
- Traders: Traders for caps visits local markets to collect and provide all inputs. Dressmaking traders are interested to buy local materials however, the supply from the local area is still not matured.
- Support functions/actors: Good presence of NGO and private sector training providers in the local area
- Government: Municipal, Department of Social Welfare, Department of Women, Department of Youth are providing training services
- Other projects: A few NGOs are working in the local area on the issue

→ **An overall current scenario**

- The dress making producers are not linked with the market. The Cap makers need to organize for improved price negotiation and improved market linkage
- Cost-profit analysis

Value Chain Mapping (Sewing & Stitching/Dress Making)





Opportunities

- **List out the different opportunities that are available in expanding the value chain**
 - Opportunity to integrate embroidery and other products such as hajarbuti, etc., can once they learn to interface with the market
 - Simple bags with embroidery, block print can be added
 - May link with local and national boutique house in the future
- **How these can benefit the beneficiaries, in the following angles:**
 - Increasing income: can increase income at least by 100%
 - Creating employment: a large number of women of any age can participate
 - Reducing vulnerability: Risk is very low since they can start working with firm orders

Discussion on Strategies & Interventions

- Training and orientation on quality and meeting deadlines
- Linkage with forward market actors
- Linking with service providers specially GO, NGO and Municipal



Value Chain Analysis: Floriculture and Apiculture

End Market Analysis

→ Main Market, Buyers

- Local market as well as urban markets in Chittagong and Dhaka

→ Demand/Supply Situation

- The current market size is Tk 10 billion and flower is being cultivated in 2,500 acres of land across the country

→ Market Opportunity

- The industry is growing by 10-15 per cent every year
- Rising demand in the local area as well as in national markets

→ Competitors

- Imported flower, particularly the ones that are not produced in the local area

Value Chain Function

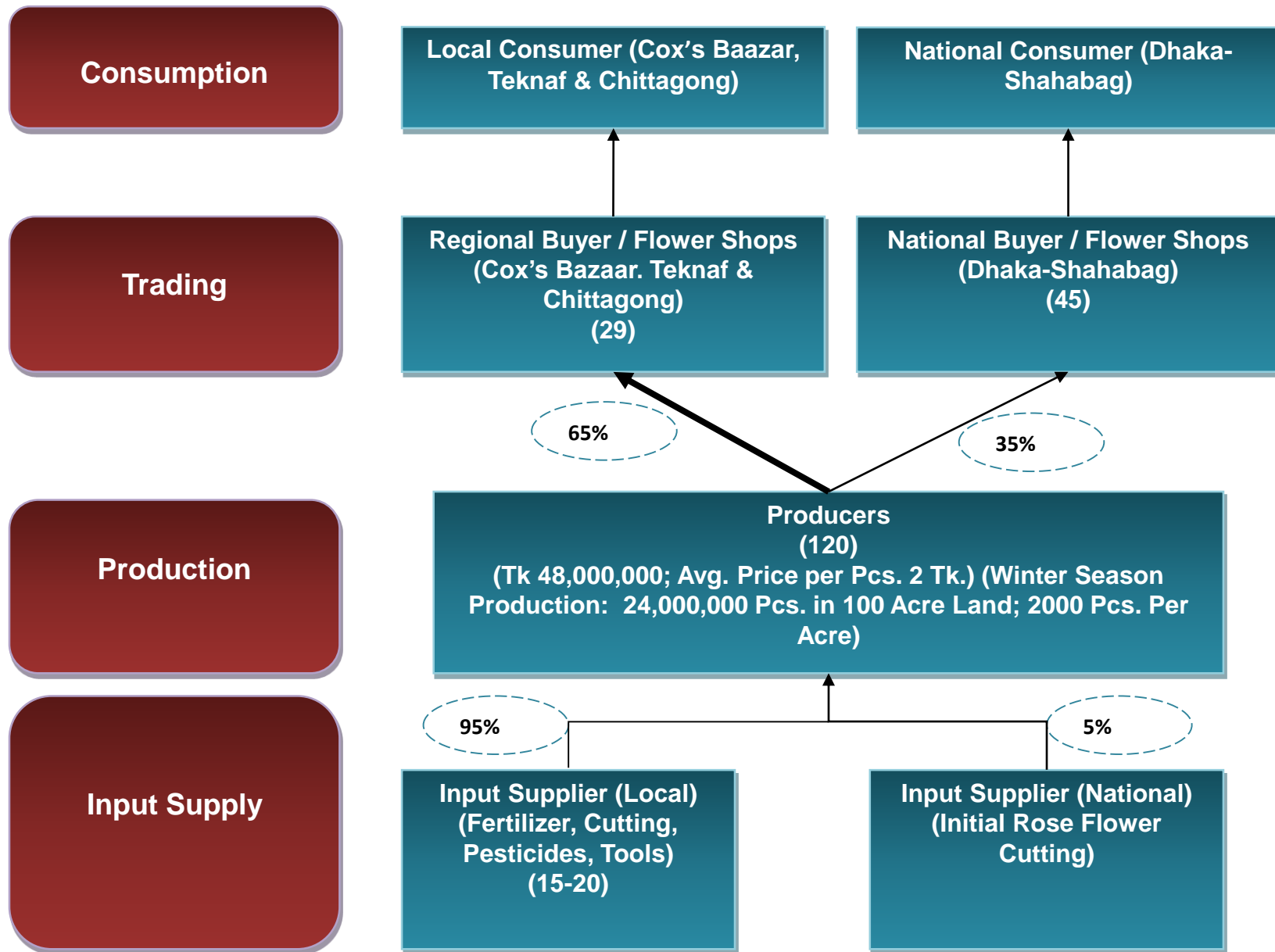
→ Actors include:

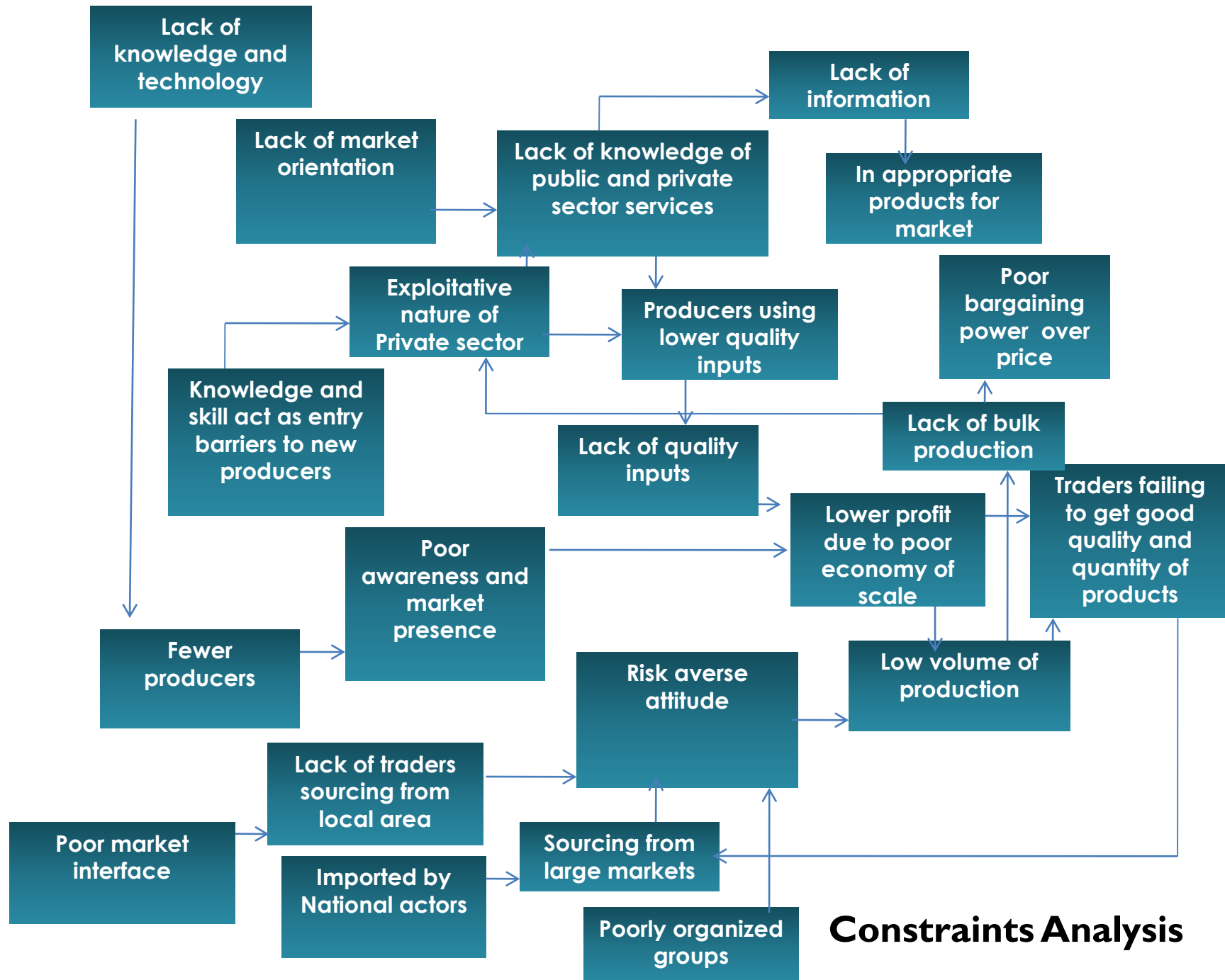
- Input suppliers: Cuttings for rose can be obtained from other farmers in the first year. The subsequent years they can use their own cuttings as well as become seller.
- Producers: in the local area there are about 200 producers producing mostly rose. Major source of knowledge, cuttings and market linkage
- Traders: Exclusive flower trader rising.
- Support functions/actors: Transportation (SA Paribahan)
- Government: Soil testing facilities are not available in Cox's Bazar, however, AED can provide services (sample collection and analysis from Chittagong)
- Other projects: Horticulture department has project for poverty alleviation through ornamental flower cultivation, however, rose is not in their agenda.

→ An overall current scenario

- The producers are promoters, trainers and providers of cuttings as well as also provide market linkage functions to the new producers
- Cost-profit analysis

Value Chain Mapping (Flower Cultivation)





Opportunities

- **List out the different opportunities that are available in expanding the value chain**
 - Switch to high-value crops from conventional subsistence agriculture
 - Does not require sophisticated skills
 - Does not require high investment
 - Excellent local and national market demand
 - Excellent Synergy and Potential Collaboration

- **How these can benefit the beneficiaries, in the following angles:**
 - Increasing income: can increase income at least by 300%
 - Creating employment: a large number of people can participate in many different ways including service provisions such as training, runner seller, trading, storage, packaging, organic fertilizer production and selling, etc.
 - Reducing vulnerability: Risk is very low and related to any other perishable products
 - Involvement of women: Women and youth can easily participate

Discussion on Strategies & Interventions

- Demonstration of Strawberry and Capsicum farming in Target areas
- Training and orientation on farming, post harvest
- Linkage with input and forward market actors as well as potential service providers specially



Value Chain Analysis: Eco-tourism

Priority Sites

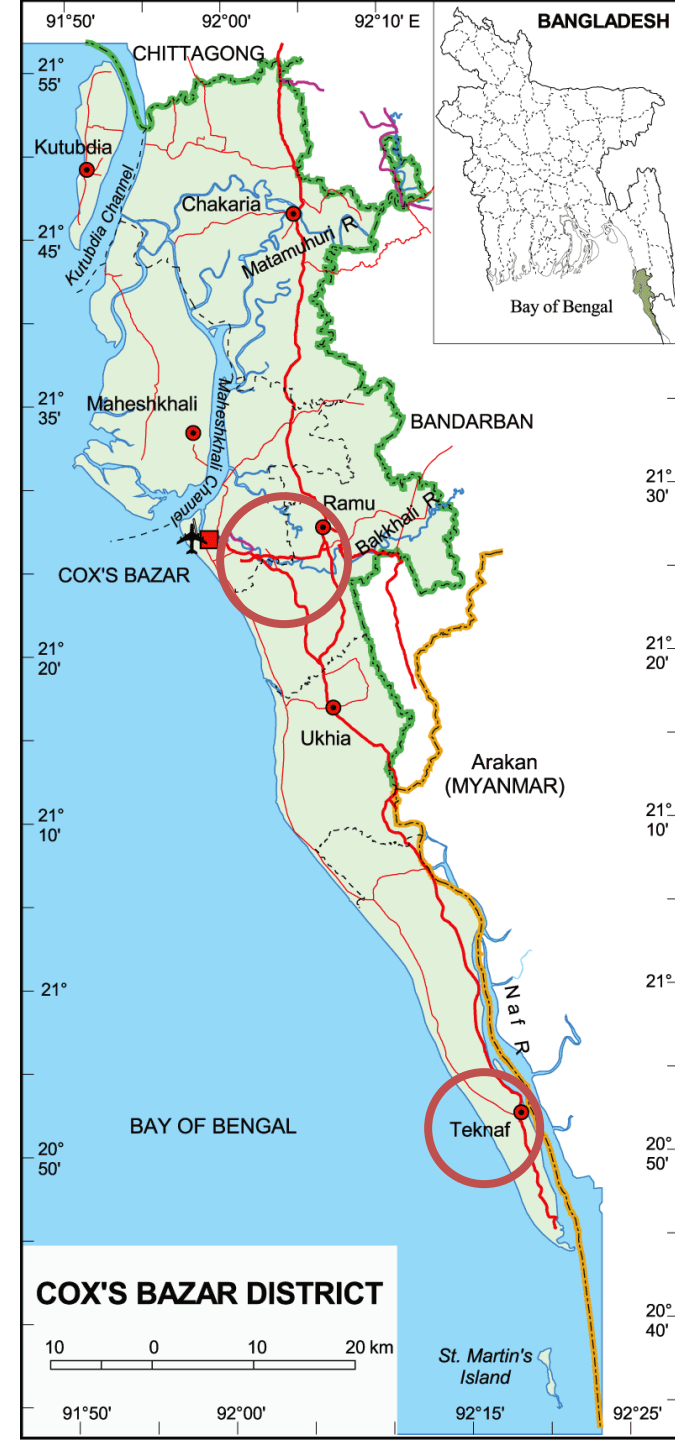
→ Potential sites on a map

— Himchari:

- Near to primary tourist hub Cox's Bazar
- Already known to the tourist
- Scope for value addition
- CMC and VCF are well organized

— Teknaf Wildlife Sanctuary

- Infrastructure well developed
- Scope for value addition



Actors

→ Provide an overview of the actors

→ Actors will include:

- **Tour operators:** Well organized for Himchari NP is in their agenda, however, TWS is not
- **Transport owners, operators:** Well organized, easily available for Himchari NP, TWS is not
- **Tour guides:** Not available and not organized
- **Service providers:** For Himchari NP basic service providers are present, TWS complete lacks any service provider
- **Forest department gunmen:**
- **Resort owners:** No particular resorts are available within the premises for both HNP and TWS
- **Tourists:** Average annual tourist visits in Himchari is about 500,000, while in TWS is about 5,000

Community Engagement Possibilities

- **Potential of trade or services that can contribute to the Ecotourism industry**
 - Souvenir shops
 - Snacks bar
 - Accommodation
 - Tourists guide
 - Rental of binoculars, photographic equipments and services
 - Tame animal ride specially elephants

Market Opportunities

→ Private sector engagement possibilities

- Resort development
- Ropeway
- Animal breeding

→ Facilities development

- Ropeways, resting places, watch towers

→ Financing opportunities

- Sponsorship from private sectors through CSR activities

→ Promotional activities

- Engage in promotional activities



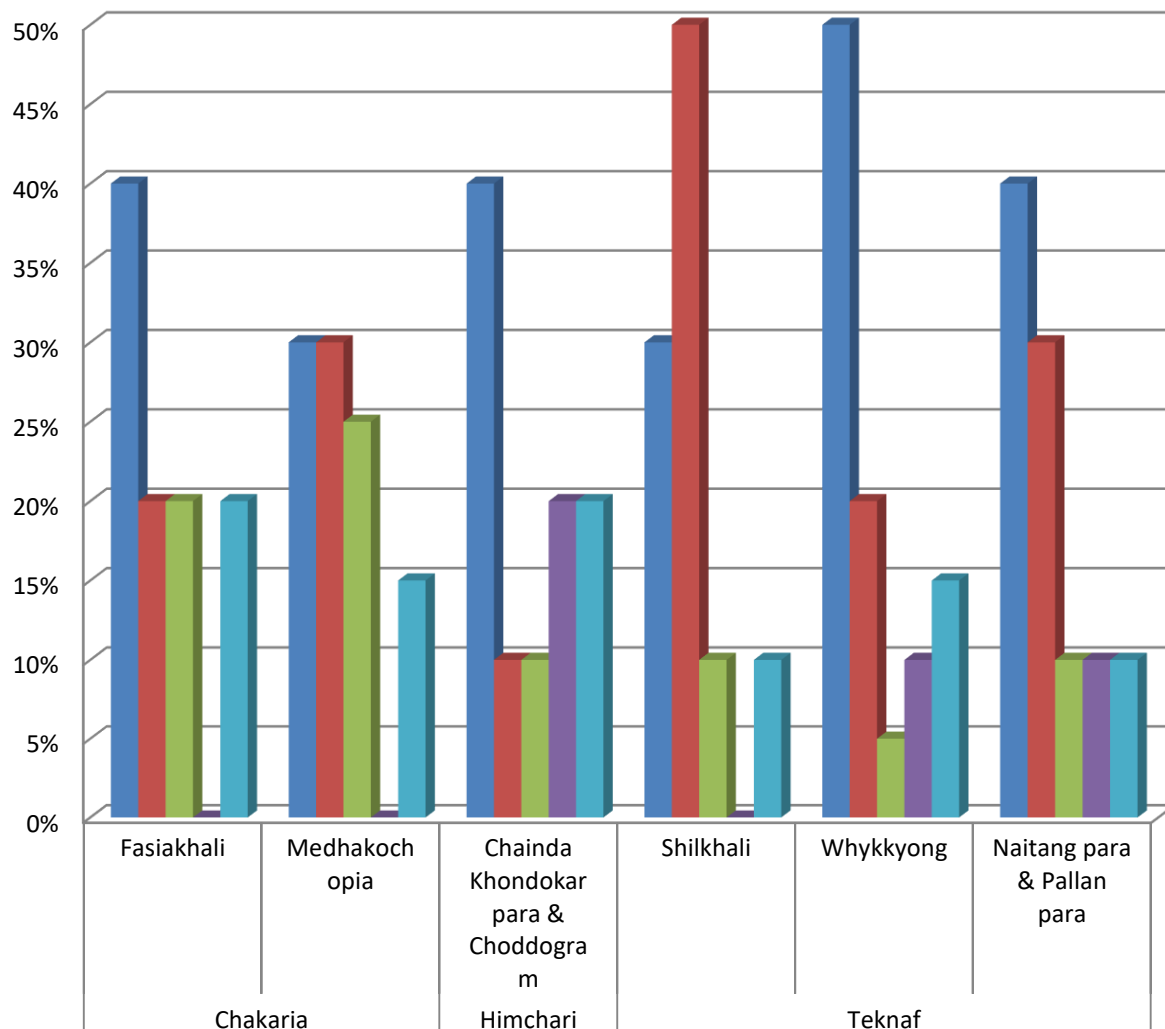
Tentative Outreach Through The Selected Value Chains

Table describing the site-wise tentative outreach through the selected value chains

Value Chains	Chakaria		Himchari		Teknaf			
	Fasiakhali	Medhakochopia	Choddogram	Chainda Khondokar para	Shilkhali	Whykkyong	Naitang para	Pallan para
Current Economic Activities	20% agriculture	30% agriculture	60% agriculture		70% agriculture	30% fisheries	45% sewing and handicraft	
	40% salt	20% handicrafts	40% handicrafts and sewing		30% handicrafts	40% sewing and tailoring	55% Agriculture	
	40% handicraft, sewing and others	50% salt and others				30% handicrafts		
Engagement through proposed VC intervention								
Sewing, Dress Making, Hand Crocheted Prayer Caps Making	40%	30%	40%		30%	50%	40%	
Strawberry and Capsicum	20%	30%	10%		50%	20%	30%	
Floriculture	20%	25%	10%		10%	5%	10%	
Eco-Tourism: Himchari and Teknaf	0%	0%	20%		0%	10%	10%	
Skills Development, other trade and employment	20%	15%	20%		10%	15%	10%	
TOTAL	100%	100%	100%		100%	100%	100%	

Site-wise Tentative Outreach through the Selected Value Chains

% of people Who can potentially engaged in the VC



	Chakaria		Himchari		Teknaf	
■ Sewing, Dress Making, Hand Crocheted Prayer Caps Making	40%	30%	40%	30%	50%	40%
■ Strawberry and Capsicum	20%	30%	10%	50%	20%	30%
■ Floriculture	20%	25%	10%	10%	5%	10%
■ Eco-Tourism: Himchari and Teknaf	0%	0%	20%	0%	10%	10%
■ Skills Development, other trade and employment	20%	15%	20%	10%	15%	10%

Site-wise Tentative Outreach Through the Selected Value Chains (Beneficiaries')

Value Chains	Chakaria				Himchari			Teknaf						
	Fasiakhali	Outreach No.	Medhako chopia	Outreach No.	Choddogram	Chain da Khondokar para	Outreach No.	Shilk hali	Outreach No.	Whykk yong	Outreach No.	Naitang para	Pallan para	Outreach No.
Sewing, Dress Making, Hand Crocheted Prayer Caps Making	40%	531	30%	173	40%		619	30%	425	50%	863	40%		849
Strawberry and Capsicum	20%	265	30%	173	10%		155	50%	708	20%	345	30%		637
Floriculture	20%	265	25%	144	10%		155	10%	142	5%	86	10%		212
Eco-Tourism:	0%	0	0%	0	20%		310	0%	0	10%	173	10%		212
Himchari and Teknaf														
Skills Development , other trade and employment	20%	265	15%	86	20%		310	10%	142	15%	259	10%		212
TOTAL	100%	1327	100%	575	100%		1548	100%	1415	100%	1725	100%		2123



Potential Trades for the Beneficiary

Potential Trades

- **List down the trades**
 - Boat building
 - Boat repairing
 - Boat engine repairing
 - Cyber café operator
 - Hotel support staff
- **Rational for selecting these trades**
 - High opportunity for employment
 - Skills can eventually make them entrepreneurs (engine repairing)
- **Who are the target beneficiaries & why?**
 - Youths age from 18 - 30
- **Mention the areas where the beneficiaries can be engaged and show the income increase opportunities**
 - Initially work as apprentice
- **How the project can intervene?**
 - Develop linkage with employers
 - Provide basic literacy training
 - Develop trustworthiness
- **Give a prediction of potential outreach through the selected trades**
 - Can be arranged in all the working sites of CREL
 - A large number of youths can be engaged

Thank You!