Value Chain Assessment of Nice Life Project











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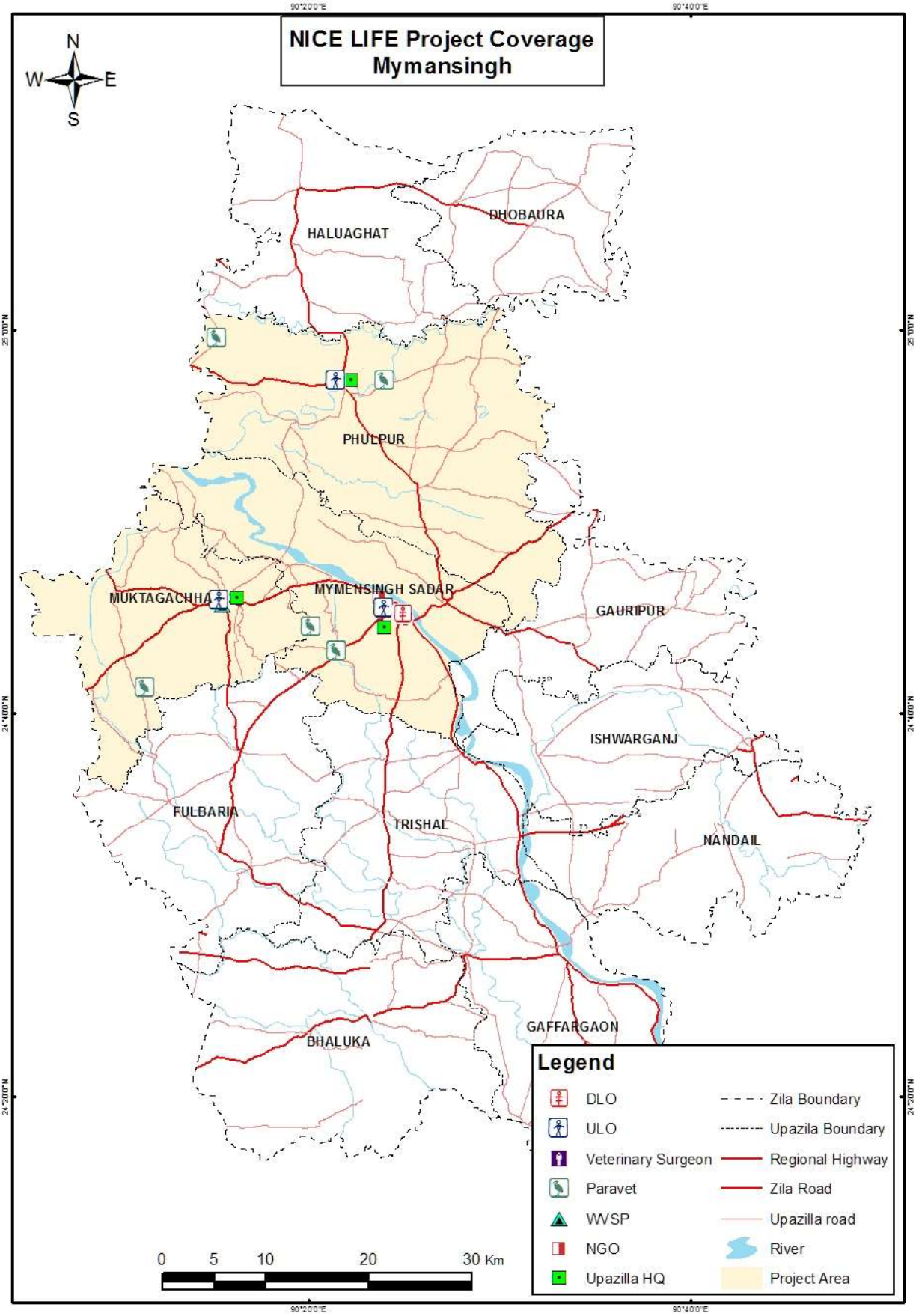
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NICE LIFE Project Coverage
Mymansingh
N
W
E
S
90°20'0"E
90°40'0"E
25°0'0"N
24°40'0"N
24°20'0"N
HALUAGHAT
DHOBAURA
PHULPUR
MUKTAGACHHA
MYMENSINGH SADAR
GAURIPUR
ISHWARGANJ
FULBARIA
TRISHAL
NANDAIL
BHALUKA
GAFFARGAON
0 5 10 20 30 Km
Legend
DLO
ULO
Veterinary Surgeon
Paravet
WVSP
NGO
Upazilla HQ
Zila Boundary
Upazila Boundary
Regional Highway
Zila Road
Upazilla road
River
Project Area

Executive Summary

Introduction: World Vision (WV) Bangladesh is operating the project entitled "**N**utrition and **I**ncome se**C**urity **E**nhancement through **LI**vestock asset trans**FE**r-NICE LIFE (Sundor Jibon)". Under the project, the three area development programs (ADPs) for a 3-year duration, namely Muktagacha South, Mymensingh Sadar and Phulpur are continuing in three places. NICE LIFE covers 36 villages (14 in Muktagacha South, 7 in Mymensingh Sadar and 15 in Phulpur). The project will contribute towards the reduction of malnutrition and an increase in income and assets of households, living below poverty line by empowering them through the transfer of livestock and other relevant assets to 900 beneficiary households (300 in each ADP).

Objective: The overall objective of the assessment is to decide what livestock products and assets need to be focused and transferred to the target farmers, along with a detailed market map and value chain analysis of each of the identified products for competitive advantages and increased profits.

Methodology: The assessment is comprised of a household survey, FGDs, key informant interviews and case study. A number of 120 households have been surveyed to understand household profile including socio-demographic characteristics, households' livestock and poultry rearing practices, nutrition practices of households, especially for pregnant-lactating mothers, and under 5 children in relation to consumption of animal source food. The conduct of the qualitative survey has taken place with a view identifying potential livestock and poultry breed in order for the transfer of such assets to the resource-poor farmers in project area, to explore value chain of the potential breeds, to identify bottlenecks, and to forward recommendations for the project.

Findings

An average household size in project area is 4.5 persons. About 63 percent population is over 15 years. The proportion of disabled population among the householdssurveyed is negligible, while 4 percent of all women are currently pregnant and 16 percent are lactating. About 39 percent population is under 5 years. About 34 percent population does not have literacy skill.Reportedly, nearly 83 percent of households have one and/or more member(s) with income earning at least 5 days a week. Almost 45 percent of households spend less than Tk. 3,000 for education purpose, while 25 percent spend more than Tk. 7,000. Over three-fifths (62 %) of households across the locations spend less than Tk. 3,000 for health purpose. About 50 percent of households have certain amount of savings.

Approximately 48 percent of households reported their involvement in any kind of livestock or poultry-rearing, while 37 percent spoke about their involvement in rearing cow, 57 percent in chicken and 37 percent in duck-rearing. A very negligible percentage of pregnant and lactating women consume any type of animal source food, reared in the household. The same is the status of under-five children.

Milk cow, goat, sheep, chicken and duck rearing are five promising livestock and poultry products in the project area, although willingness for sheep rearing is too little to be mentioned.

As expected, a resource- poor household involved in milking cow rearing using semi intensive technology will receive a total benefit amounting Tk. 90,650 in a three year project cycle. In addition, the household will increase its asset in the form of a milking cow (market

price Tk. 25,000) and cow shed (depreciated value Tk. 6,000). The cost of rearing is Tk.63,104 (excluding household labor)**.**

A household in a 3-year cycle will receive total direct benefit amounting to Tk. 81,650 from goat-rearing, using semi intensive technology will also increase its asset in the form of a 5 does (market price Tk. 12,000) and slat shed (depreciated value: Tk. 4,554) while, total cost of rearing is Tk. 43,276(excluding household labor).

Semi intensive technology for chicken-rearing household with 20 birds after a 3-year cycle yields direct benefit amounting to Tk. 87,250 and consumes eggs worth of Tk. 3,600. In addition, the household will increase asset in the form of 20 birds (market price Tk. 6,000) and a shed (depreciated value Tk. 2,464) with a rearing-cost valued at Tk. 27,606.

Semi intensive technology for duck-rearing household with 20 birds will obtain benefit amounting to Tk. 86,250. The value of the eggs wich the households consume stands for Tk. 4,800; in addition, the project is expected to increase asset in the form of 20 birds (market price Tk. 4,600) and duck shed (depreciated value Tk. 2,464) with a rearing-cost valued at Tk. 21,886.

Conclusions

Rearing of milking cow in the NICE LIFE project is not viable, especially from the viewpoint of project duration and the amount of money the project aims at in order for the transfer of assets. Transferring ducks and its rearing will produce highest return, followed by chicken and goat. In order for the transfer of ducks, it should be mentioned that the village has access to river/cannel/pond/ditch. Transferring sheep has appeared to be a viable item; but traditionally the same is not reared and sheep meat is not consumed. The project, however, needs to launch extensive motivational programs among the community in order for the benefits of consuming lamb/sheep meat.

The transfer of livestock and assets to resource-poor households will enhance their income and nutritional status only when they are highly motivated towards all the benefits of such transfer. Otherwise, there is a strong apprehension that a large number of beneficiaries might sell the same to meet any crisis.

The project needs to be careful in selecting the beneficiaries, imparting training to them on livestock and poultry management and marketing skills. Additionally, it appears necessary to connect the resource-poor farmers to service providers at various levels (especially, who provides service, location of each of the providers, service charge, etc.).

Recommendation

The project also needs to consider the following:

- Mobilize the beneficiaries (composition: 75% female and 25% male) and form backward farmers group (one in each project village)
- Provide group orientation about the project and motivation on benefits of livestock-poultry rearing.
- Organize special motivational sessions and informal motivation on how to save the transferred assets during crisis period.

- Organize the detailed training on livestock and poultry rearing in such a manner that the beneficiaries of particular asset transfer (breed) get training on that particular breed rearing.
- Provide training for beneficiaries on marketing skills
- Provide orientation on benefits of bulk input buying
- Increase access of beneficiaries to various service providers and organize routine prophylactic for all backward farms.
- Allow access of beneficiary groups to distant markets so that producers get higher price.
- NICE LIFE Project needs to bear the full expenses of livestock-poultry rearing during first year, recurring expenses during second year and part of the same in the third year.