



MARKET DEVELOPMENT FORUM
BANGLADESH

Year End Report 2008



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1. Report Summary

The Market Development Forum (MDF) was established in year 2005 with joint effort of CARE –Bangladesh, GTZ-PROGRESS, Katalyst and IFC-SEDF. In three years since its inception, it has since growth in membership as well as in activities. Year 2008 has been very active year for the members and its stakeholders. 4 new organizations joined MDF this year (Plan International, RTM International, CSDC and PRICE). GTZ, Intercooperation, IFC-SEDF, IDE-Bangladesh and Katalyst were the elected executive Committee members of this year. Mr. Rajiv Pradhan Served as the Chair.

This report has been compiled to give an account of the events and activities of MDF for the year 2008. Various aspects of the activities of the MDF from attendees of each event to budgetary aspects have been incorporated in this report. MDF carried out activities such as organizing regular discussion events, seminar/ workshops, training etc. In addition, MDF members also have developed a number of publications which would be suitable for the market development practitioners and people who are related to the development sector in Bangladesh.

The report will be useful for the stakeholder of MDF and we sincerely wish their further involvement in future MDF activities.

2. Business Report 2008

The Market Development Forum (MDF) has seen a very active year of 2008. In year 2008, the events were categorized in five categories. Beside these events, MDF undertook certain activities to complement and offer services to its members.

The business plan of MDF for the year 2008 was developed in January 2008.

Business plan 2008 – progress

Events	Planned	Completed / held	Future programs
TWG	3	3	Continuing
Stakeholder meeting	4	3	1 (Originally scheduled Dec 4 but postponed till January 2009)
General discussion event	5	5	Completed
Publication	3 (Workshop report – BMO&CBO, Value Chain, Poultry)	3	Completed
Major Events	3 (Poultry workshop, Training & Poverty & MD)	3	Completed

3. Administrative

3.1. General Stakeholders Meeting

Three general stakeholders meeting was held in year 2008. In these stakeholder meetings decisions were taken on the issues that evolves requires the stakeholders consent, periodical reviews, discussion on future activities.

Following important decisions were taken in the stakeholder meetings

1. **January 24 2008:** this meeting was hosted in Katalyst. 11 members' representatives of 8 organizations attended this meeting. Decisions on finalization of Business plan 2008 and MoU were taken.
2. **May 29 2008:** This meeting was hosted in MIDAS. Decisions on inviting members to various thematic working groups, welcoming new members, training on impact assessment, website and newsletter was taken in this meeting. 14 people including 6 interested organizations joined in this meeting.
3. **October 16 2008:** Meeting was hosted in IFC-SEDF. 10 members of 8 member organizations attended the meeting. Here, important decisions were taken on the activities of thematic working groups, EC election and preparation of business plan.

3.2 Executive committee meeting

Four Executive committee (EC) meetings were held in this year. There are five executive committee member organizations who attended all of these meetings.

1. **February 14 2008:** The first EC meeting was held at Katalyst office. Important decisions on poultry workshop, administrative issues of other events was discussed.
2. **April 4 2008:** The second EC meeting was held in American Club (sponsored by IDE-Bangladesh). Decisions on feedback form for each events, number of

- members in each Thematic working groups, other administrative issues such as stationeries, coordinator, possible new membership was taken.
3. **August 14 2008:** The third EC meeting was held in GTZ-PROGRESS. Decisions of website reimbursement, new membership, branding of individual sponsoring organization in events, preparation of business plan 2009, relationship with other network were discussed.
 4. **December 3 2008:** Fourth EC meeting was held in 'RedShift' cafe sponsored by IFC-SEDF. Important decisions in this meeting was taken on determining a publication theme, business plan for 2009, theme for next year's major events and next Annual general Meeting.

4. Major events

Market Development Forum (MDF) hosted three major events in the year 2008.

1. **Private Sector development approaches in Poultry sector:** Hosted on 20th April at Hotel LakeShore, this program was supported/ organized by Katalyst and IDE-Bangladesh. Mr. Syed Ataur Rahman, Secretary, Ministry of Fisheries and Livestock was the Chief Guest and the Chair and Mr. Sunil Chandra Ghosh, DG of Department of Livestock was the Special Guest and Co-Chair of the event. In total 54 participants (apart from MDF members) attended the event. Ms. Loretta Payne, Country Director of IDE-Bangladesh moderated the event.

The following members of MDF presented their projects in this event.

SL	Organization	Topic
1	IDE –Bangladesh	Agriculture Input Service Delivery Project (AISD) in Bogra, Joypurhat Joypurhat and Sirajgonj
2	IFC-SEDF	Poultry Program
3	Winrock International	Poultry Program

A commercial poultry farmer also presented their views in this event. In the second part of the seminar, five working groups were formed from the

participants and worked on various issues such as Avian flu, capacity development of service providers, Bio security etc. were held in the workshop.

2. Result and Impact oriented Monitoring and Evaluation Approaches:

Held from 27th July to 31st July, this residential (BRAC Centre at Rajendrapur) training workshop was conducted with support of GTZ-PROGRESS. An internationally renowned trainer, Dr. Ulrich Gaertner from Asian Management Institute, conducted the training.

In total 12 participants, including a Deputy Secretary of Ministry of Commerce, attended this residential training.

3. Poverty and Market Development: This seminar was held on 1st December at Hotel LakeShore and facilitated by Katalyst. Mr. Richard Boulter, Deputy Country Representative, DFID presented the keynote presentation on the topic. Four member organizations also presented their projects on the topic.

SL	Presenter	Topic
1	Mr. Peter Roggekamp, Katalyst	Poverty and Market Development
2	Ms. Anika Ali, IFC-SEDF	Women Led Seed Business project
3	Ms. Shirin Biswas, Intercooperation	Market Development Approach in Poverty Reduction
4	Mr. Nurul Amin Siddiquee, CARE-Bangladesh	Strengthening the Dairy Value Chain

Key aspects of this event include participation of various private sector representative including Grameen Phone, ACME Laboratories, Lalteer Seed etc. Three breakaway sessions were also organized in this events on i) industry, ii) Services and iii) Agro-processing.

5. General Discussion Event

MDF organized 5 discussion events in this year. Each of these general discussion events were organized by a member organization and had specific objectives for the members. The organizing member organization arranged the meeting and MDF secretariat took responsibilities of overall coordination.

1. **Private Sector – Meet and Greet on 28th February at IFC-SEDF:** 15 people from 9 organizations including two private sector representatives from BRAC Bank and Lalteer Seeds Ltd. attended this discussion event. The objective of this event was to share experience between development agencies and private sectors. Both the private sector organizations shared their experiences and interest in working with market development approaches.
2. **Sustainability on 10th April 2008 at Katalyst:** 21 people from 11 organizations including DFID participated in this discussion event. The objective of the event was to allow the MDF members to understand the position of the donors towards how sustainability is being addressed by the different BDS or MDA based projects. Mr. Richard Boulter from the DFID presented the donor side view of the topic.
3. **Access to the export market on 26th June 2008 at Katalyst:** 16 people from 12 organizations including two representatives from private sector attended this meeting. In this discussion event one private sector organization who received assistance from development agencies and one who did not received assistance presented their views of the role of development agencies in accessing the export market for their products. Important points such as assistance in accessing raw materials, designs, packaging etc. were discussed.
4. **BMO and CBO's on 28th August 2008 at Hotel Riggs Inn by Practical Action:** The Discussion event on BMO's and CBO's were attended by 13 people of 9 organizations including BAPA. The event had the objective of how the BMO's and CBO's in Bangladesh will perform in future, its present role and the experiences of development agencies.

5. **Access to the Information on 5th November at Intercooperation:** The discussion event was attended by 13 people from 9 organizations. In this meeting, the DG of BARI and a resource person from BARC gave a presentation outlining their role of the govt. research agencies in preparing and utilization process of information. Intercooperation also provided a presentation on the role of information in their project 'SAAKTI'.

6. Thematic Working group

Three thematic working groups worked in this year. Each of the thematic group had different members from various MDF member organizations and led by a member organization.

6.1. Local Economic Development (LED)

The LED was conducted and led by Intercooperation. These work group meetings was attended by from 6 to 12 people. This working group has prepared a working paper on LED in Bangladesh and conducting further research to find elements of LED in present day's development projects. The working paper that the group member has prepared has been sent to 'Berne' for the review of Mr. Lionel Giron. The group held 3 official meetings in this year.

6.2. Working with the lead firm (WWLF)

The WWLF was conducted and led by IFC-SEDF. Mr. Mirnal Sircar, IFC-SEDF was the Chairperson of the group and Mr. K.M.F. Salehin worked as the member secretary. Originally the name of the working group was 'Working with large firms' which was changed to 'Working with lead firms' with mandate from 3rd Executive Committee meeting. The group worked on the definition of lead firms and how these firms can become instrumental in development of overall sector. The group collected cases on various local and international approaches of working with lead firms and prepared a publication for the MDF members. The group had 3 official meetings and 2 review meetings for the publication.

6.3. Working with the government institutions (WWGI)

The WWGI was conducted and led by Katalyst. The group worked on the approaches and tools that could be used effectively by the development agencies. With this objective, the group conducted a research on 14 MDF member organizations to find out the type of work the organizations involved with government institutions, what are the problems faced and their proposals on how to overcome these problems. The research findings were presented on a meeting and further activities were decided. The group held 2 official meetings and organized one experience sharing meeting with government officials.

7. Publication

MDF organized three publications in the year 2008.

7.1. Workshop proceedings on 'Private sector Development approaches on poultry sector

This publication was sponsored by the workshop organizer Katalyst and IDE-Bangladesh. The workshop proceeding was prepared in e-format to reach the wider audience. The Ministry of Fisheries and Livestock used this report for their decision making.

7.2. Value chain activities in Bangladesh

The publication was sponsored by the GTZ. A consultant was involved in preparing this publication. The publication took over 7 months to complete and 12 practitioners were interviewed for this purpose. At least 6 value chain cases of different organizations are included.

7.3. Role of the intermediaries in the poultry sector of Bangladesh

This publication is sponsored and organized by the IFC-SEDF. The publication encapsulates the role of all major intermediaries in the poultry sector of Bangladesh. The research publication is completed and will be available in 2009.

8. Website

MDF has been operating a website to facilitate the sharing and accessing the members knowledge since the beginning. In 2008, MDF refurbished its website facilitate its mandate.

Through this website, members can also receive an account of the activities of MDF. For example, meeting notices and memos, various publications prepared under MDF,

9. Monthly report

MDF members regularly received a report in newsletter format from the secretariat at the end of each month. In this reports, the monthly updates of MDF activities are given.

10. Networking with other organizations

A representative of world renowned SEEP network visited Bangladesh. During the visit, the delegate of SEEP was given a brief on MDF. This led to interest of SEEP for aligning MDF resources with SEEP's. Currently, contact is being maintained with the delegates of SEEP for further development of the relationship.

11. Other activities

Role of MDF secretariat: MDF secretariat was housed and received logistical support from Katalyst in this year. The secretariat was formed to ensure,

- Ensure the activities as stated in business plan 2008.
- Coordination of all the members MDF related activities i.e. publications,
- Provide support for members to organize events and activities.
- Prepare and circulate the monthly report

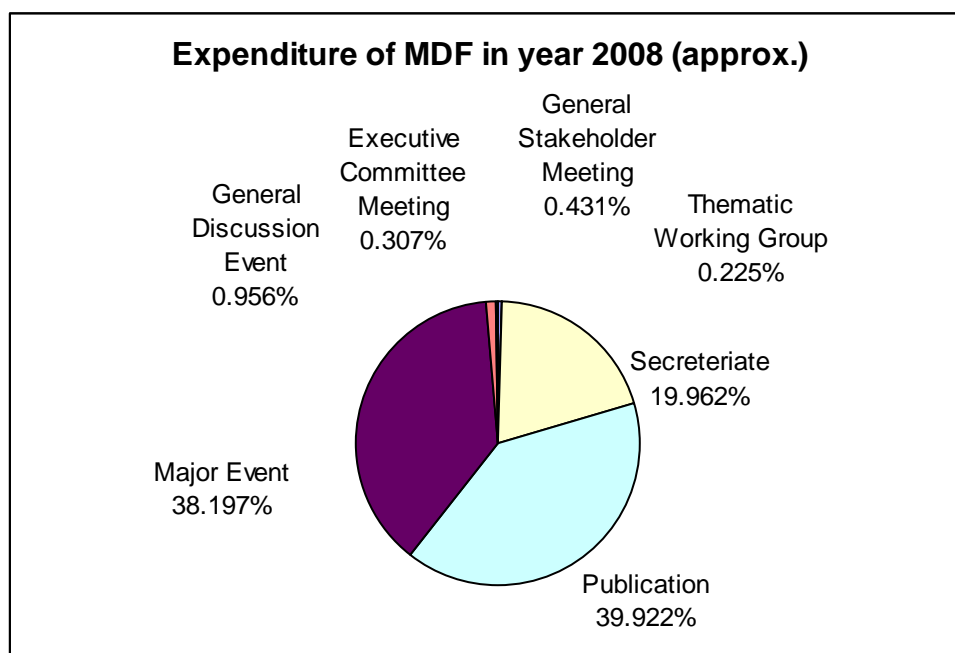
In addition, the secretariat also worked on

- Assisting MDF members in designing the programs and contacting the resource persons for the events.

- Inviting various stakeholders in the MDF activities.
- Provide reminders for the event to all members.
- Circulate the accounts of the activities.
- Maintenance of the website
- Develop feedback plan and designing Business plan 2009

12. Financial Account of MDF activities

The MDF activities are supported by its member organizations. The financial planning (budget) was given in beginning of the year 2008 with the business plan.



Total expenditure of MDF in year 2008 was (BDT) 26,67,711 (approx.)

12.1 General stakeholder meeting

Date	Amount (BDT)	Sponsoring organization
24 January	2000 (approx.)	Katalyst
29 May	6500 (approx.)	MIDAS
16 October	3,000 (approx.)	IFC-SEDF

12.2 Executive Committee Meeting

Date	Amount (BDT)	Sponsoring organization
14 February	2000(approx.)	Katalyst
4 April	2000(approx.)	IDE-Bangladesh
14 August	1,205	GTZ
3 December	2,000 (approx.)	IFC-SEDF

12.3 General Discussion Events

Topic	Amount (BDT)	Sponsoring organization
Private Sector – Meet & Greet	3,000 (approx.)	IFC-SEDF
Sustainability	3,000 (approx.)	Katalyst
Access to the export market	3,000 (approx.)	Katalyst
BMO's and CBO's	13,500 (approx.)	Practical Action
Access to Information	3,000 (approx.)	Intercooperation

12.4 Major Events

Event	Amount (BDT)	Sponsoring organization
Private sector development approaches in Poultry sector	3,25,594	Katalyst
Training on Impact assessment	3,20,000 (approx.)	GTZ-PROGRESS
Poverty and market Development	3,51,503	Katalyst

12.5 Thematic Working group

Each of the thematic working groups was led by one organization. The organization, in general bears the cost of meeting and arranging resources. MDF secretariat was also used extensively in organizing these meetings.

12.5.1 Local Economic Development (LED)

Number of Meeting	Facilitating organization	Amount spent for each meeting (BDT)
3	Intercooperation	500 (approx.)

12.5.2 Working with Govt. Institutions (WWGI)

Number of Meeting	Facilitating organization	Amount spent for each meeting (BDT)
2	Katalyst	500 (approx.)
1 (experience sharing event)	Katalyst	1000 (approx.)

12.5.3 Working with Lead firms (WWLF)

Number of Meeting	Facilitating organization	Amount spent for each meeting (BDT)
5	IFC-SEDF	500 (approx.)

12.6 Publication

Title	Amount (BDT)	Sponsoring organization	Comments
Workshop proceeding report on 'Private Sector Development approaches in Poultry Sector'		Katalyst	The publication was in e-format and distributed through MDF Secretariat
Value Chain Activities in Bangladesh	6,15,000	GTZ-PROGRESS	
The role of Intermediaries in Poultry Sector of Bangladesh	4,50,000 (approx.)	IFC-SEDF	

12.7 MDF secretariat

MDF secretariat was hosted and sponsored by Katalyst in the year 2008. The Secretariat costs included office expenses, Coordinator's salary, website develop and maintenance and ancillary costs.

Item	Amount	Supporting organization
Coordinators salary	4,55,000 (per year)	Katalyst
Office costs and ancillary costs	60,000 (per year)	Katalyst
Website develop and maintenance	52,500	Katalyst

13. Feedback

After each of the events, MDF took feedback from the attendees for consideration of future planning. The feedbacks collected were used for designing the upcoming event and also for the future business plan. Feedbacks covered areas such as,

- Overall program detail
- Organization of events and activities
- The role of the moderator/ coordinator (where applicable)
- Expectations in future.

In addition, at the end of the year a questionnaire was sent to all members for their experience and expectations from MDF. This also included overall feedback on the performance of the MDF secretariat as well as of the Coordinator's. These feedbacks were used for the business plan of year 2009. Feedbacks were collected on regular basis and through various ways including questionnaire survey.

- i) **Structured questionnaire:** After each event all the participants were given a questionnaire and asked to give their feedback on topic of the program, what other topic they'd like have and on overall organization of the program. At the end of the program a report was prepared and further program were listed for next year.
- ii) **Structured questionnaire twice in the year:** two questionnaires were circulated among the members once in the middle of the business year (July) and another at the end of the year (November). The findings of the questionnaire were also used for the business plan 2009.
- iii) **General feedback from regular conversation:** MDF coordinator tried to encapsulate the members' feelings whenever he had opportunity to meet any member representatives. Valuable feedbacks were also found through this process.

14. Participation of MDF members

MDF members have regularly participated in all events. In all events of MDF in total there have been 274 attendees from various stakeholders of MDF.

14.1. General Stakeholder event

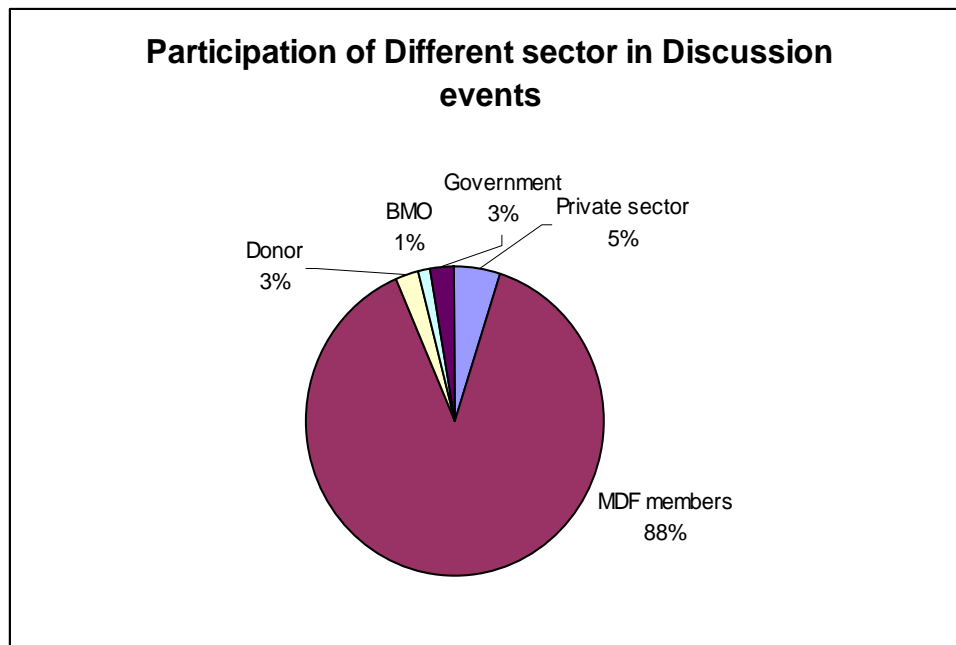
The representatives of the member organizations have attended all the three meetings.

14.2. Executive Committee meeting

All the members (Katalyst, IFC-SEDF, IDE-Bangladesh, GTZ and Intercooperation) of the EC attended all the four EC meetings.

14.3. General Discussion events

Five general discussion events were held in the year 2008. 78 people from MDF member organizations, resource person, professionals and private sector representatives attended the meetings.

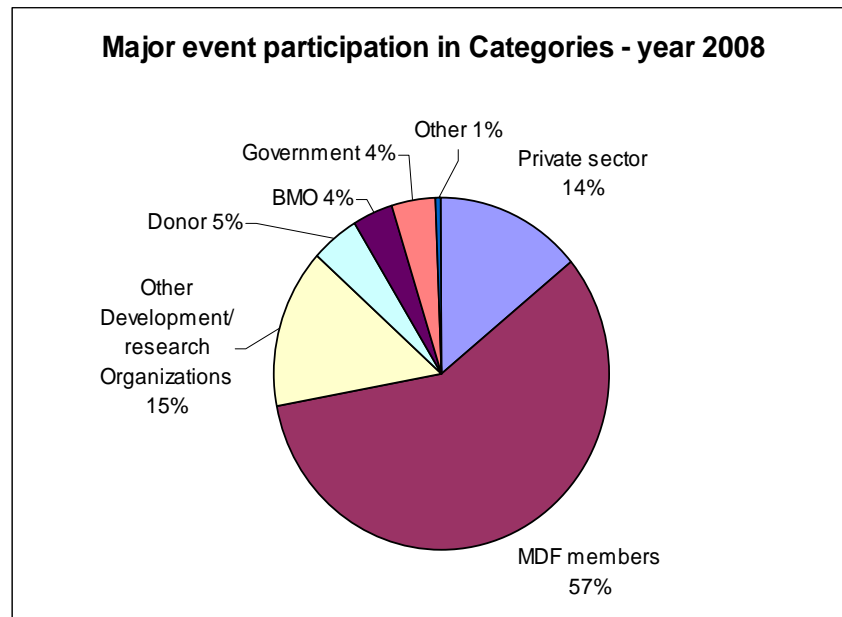


14.4. Thematic Working group

All the three (Working with lead firms, Local Economic Development and Working with government institutions) participated by the representatives of MDF member organizations.

14.5 Major Events

Three major events (Private sector Development approaches in poultry sector, Training on Impact assessment and Poverty and MD) were carried out in this year. In total 149 participants attended these events.



15. Conclusion

MDF events and activities are designed to offer its mandated objectives for its members. In this regard, year 2008 has been very important and active year for MDF.

In this year, MDF gained 4 new members, organized important events and carried on activities which promoted MDF as brand of its mandate among its stakeholders.

¹ Other organizations includes research centers, media etc.

An  publication

MARKET DEVELOPMENT FORUM
BANGLADESH