

Proceedings of the Workshop (Final)

Subject: Workshop on CCMC-based Market Linkage Development

Date: 28th February, 2012

Time: 09.00am – 16.30pm

Venue: Hortex Conference Room

Participants: Total of 63

Rapporteur: Mr. Mitul K. Saha, AGM (Marketing), Hortex Foundation



A view of workshop

Supply Chain Development Component (SCDC), National Agricultural Technology Project (NATP), Hortex Foundation organized a workshop on **“CCMC-based Market Linkage Development”** on 28th February 2012 at its Conference Room. The program mainly covered presentation on Commodity Collection and Marketing Center (CCMC) based market linkage development and open discussions on proper management process of CCMC and strategy for sustaining CCMC. The expert shared implementation progress of the CCMC and interacted with participants.

Dr. M.A Sattar Mandal, Member, Agriculture, Water Resources & Rural Institutions Division, Planning Commission, Government of the People’s Republic of Bangladesh was the Chief Guest in the workshop. Dr. Md. Abdur Razzaque, Project Director, NATP (Phase-1), PCU, BARC Complex was the Special Guest in the workshop. Dr. S.M Monowar Hossain, Managing Director, Hortex Foundation and Director, PIU, SCDC, NATP chaired the workshop. Dr. Md. Abdur Rashid, Training & Communication Expert, SCDC, NATP, Hortex Foundation welcomed and Md. Bazlur Rahman, Marketing Expert, SCDC, NATP, Hortex Foundation presented the keynote paper.

Dr. T.M Tajul Islam, National Coordinator (Supply Chain), Project Coordination Unit (PCU), NATP, BARC Complex chaired in the Plenary Session. Two Directors of the Governing Body of Hortex Foundation namely Mr. AFM Fakhurul Islam Munshi and Mr. M. Ahsan Ullah also attended in the workshop. 63 participants (*list attached in Annex 1*) attended in the workshop of which 14 took part in open discussions on proper management process of CCMCs and strategy for sustaining CCMCs.

Md. Bazlur Rahman, in his keynote paper presentation briefed on CCMC-based market linkage development of high value agricultural commodities. He shared the nature of feedback results from consumers, farmers and traders about main constraints of marketing (*i.e. adulterated products, frequently price fluctuations, inconsistent supply in terms of quantity and quality, minimum practice in*

grading, in efficient packaging and high post harvest loss etc). He said that marketing of agricultural commodities remains fragmented and uncoordinated subject to multiple layers of intermediaries, high losses and wastage in supply chain. He said that farmers receive the least and consumers pay the most prices for agricultural commodities in traditional marketing system. But maximum benefit is enjoyed by other stakeholders in the supply chain. He explained establishment process of farmers managed CCMC for develop farmer-market linkages. He mentioned that concept statement, justification and outline of existing CCMC. He further mentioned SCDC sponsored different activities in 12 rural markets in ten Upazilas which have been supporting to develop value chains for 14 commodities and further added nine commodities to ensure the year round supply of agricultural products at 200 Common Interest Groups (CIGs). He shared the participants on results that farmers are getting on an average 10% higher price of their crops in CCMC based marketing system than the traditional one. He said that CCMC based marketing system already reflected some mechanisms of empowering CIG farmers by facilitating them to participate in market management and develop confidence for better bargaining capacity during sale of their produces. He further shared some of the lessons that learned from work in implementing CCMC based market linkage development. He added that well managed CCMC is an important intervention in supply chain development of high value agricultural commodities. However, farmers need the skills for proper use of the existing CCMC to maximize the net return from marketed production. Well functioning CCMC can provide incentives for farmers to increase productivity and link into local, national and international markets. He also shared some lessons learned for sustainability of CCMC model.

Dr. Md. Abdur Razzaque, the Special Guest mentioned that risk management was the background of the CCMC based market linkage development because high risk exists in agricultural commodity as nature of their perishability in maximum cases. He said that agro commodity price is also depending on risk and seasonal variability. He mentioned that effective supply chain is important for farm to market approach establishment & process of minimizing the price and skill gap of different actors involved in the chain. He added Common Interest Group (CIG) farmers were assessing their scale of efficiency with other farmer comparing on product quality, transport cost, packaging etc at CCMC model. He mentioned that CIG farmers were getting higher price of their crops in CCMC based marketing system than the traditional system and they further invest their additional income on their other seasonal business. He further said that CCMC model is new way of working together which is essential for one of the improvement mechanism of agricultural marketing system in Bangladesh.

Dr. M.A Sattar Mandal, the Chief Guest pointed out in his deliberation that new CCMC model is an important intervention by SCDC of NATP, Hortex Foundation for development of improved supply chain linkage in Bangladesh. He said that present CCMC model is in right track and prominence should first be put on strengthening of every individual link in supply chain. He added different chains are involved in the whole system and any disorder in the chain that negatively affects the entire chain. He emphasized that picking, timely harvesting, grading, packing/repacking, transportation etc are important variables in the retail chain. He further emphasized that proper identification of strong and weak link is important in the time of planning and setting of priority investment. He added that market management committee is also important factor of CCMC operation for moving forward and sustainability of this model. For our overall agricultural sector development, emphasis may be placed on clear understanding of neighboring

countries dynamism in agriculture sector development, he added. He stated that public private partnership, linkage development between CCMC and Bank/Financial Institute/SME Foundation is important for sustainability of CCMC based marketing system where Hortex Foundation can play a vital role to provide access to credit for the farmers/traders. Finally, he said that Planning Commission, GOB and Hortex Foundation can work jointly in the intellectual forum and arrange consultation workshop jointly.

Dr. S. M Monowar Hossain, Chairman of the workshop in his deliberation mentioned that it appeared from the keynote paper presentation, supply chain is a unique component in the sense that interest of different stakeholders is involved from the production to consumption of agricultural commodities. He said that quality should start from the field and maintain up to the consumer level. He mentioned that SCDC of NATP addresses prioritized issues related to quality production and marketing of high value agro commodities in 10 Upazilas and the activities are being expanded to other 10 Upazilas for more geographical coverage. He further mentioned that establishment of Commodity Collection and Marketing Center (CCMC) is a new model and functioning at the local market with the participation of farmers, officials of SCDC and extension agencies and it has facilitated the direct sale from Common Interest Group (CIG) farmers to traders/marketing companies by minimizing the role of middlemen in supply chain which in turn provides better price to the producers and traders. He mentioned that, SCDC trying to develop a suitable model by following integrated approach where design itself is being changed and approach always bottom up not top down. He stated that still we are learning and believe that the empowerment of the farming community would be the key element to ensure fair price of agricultural commodities and overall improvement of agricultural sector in Bangladesh.

The following suggestions were made from open discussion in the workshop on proper management process of CCMCs and strategy for sustaining CCMCs:

- Strengthening Upazila Producers Organization (UZPO)
- UZPO should be linked effectively with CCMC
- Local and overseas training is needed for marketing and technological capacity building of different actors (e.g. officials, farmers, traders etc) involved in the supply chain
- Identification of complete chain involved in CCMC
- Identification of problems in CCMC based marketing system and look at its solution mechanism
- Design and develop constitution/operation manual/guideline/rules and regulations etc as effective CCMC model
- CCMC should be registered from concerned authority
- Recruiting new officials/manpower for newly 10 Upazilas where the activities are being expanded under SCDC project
- UZPO's election process should be strictly maintained according to guidelines
- Arranging subsidized input facility, transport, reefer van and cool ware house for CCMCs smooth operation
- Ensuring branding of CCMCs produce and promotion by Hortex Foundation
- Ensuring improved packaging materials at CCMCs for better marketing and fair price
- Name of superstores, agro processed products list, current/updated market information etc should accessible at CCMCs board
- Linkage development between CCMC and bank/financial institute, national cooperative market etc is essential for easy access to finance and better marketing of CCMCs produce
- Establishing CCMC based crop insurance system
- Effective/update business plan is needed on each CCMC
- Knowledge, resource, market network, financial support, savings and finally Institutionalization of the CCMC based marketing system is necessary for its sustainability etc.

Vote of thanks was accorded to all participants, Hortex and NATP official/staff by Dr. Md. Abdur Rashid, Training & Communication Expert, SCDC, NATP, Hortex Foundation for their support and cooperation for making the program a success.

Annex 1: Participants List of Workshop on CCMC-Based Market Linkage Development

National Agricultural Technology Project (NATP)
Supply Chain Development Component (SCDC)
Hortex Foundation

Tuesday 28 February 2012

Venue: Hortex Conference Room

SL	Name, Designation & Address	Contact Number	Signature
01	Md. Mohsen Ali, SUFO, Trishal, Mymensingh	01558348406	
02	Mr. Soumitra Sarkar, AEO, Sadar, Jessore	01716204280	
03	Mr. S.M Habibur Rahman, Srimongal	01196049912	
04	Mr. Sahajahan, SCDO, Mirsharai, Chittagong	01818811919	
05	Md. Tajul Islam, Mirsharai, Chittagong	01815919632	
06	Md. Saifuddin Chowdhury, Mirsharai, Chittagong	01824998377	
07	Md. Bazlur Rahman, Marketing Expert, SCDC, NATP, Hortex Foundation	01716373115	
08	Md. Abul Kalam Azad Bhuiyan, UAO, Chandina, Comilla	01716798547	
09	Md. Rafiqul Islam, AGM (Production), Hortex Foundation	01199104389	
10	Mohammad Khayer Uddin Mollah, UAO, Baraigram, Natore	01712715460	
11	Md. Ershadul Alam, SCDO, Jhikorgacha, Jessore	01714604619	
12	Md. Faruk Hossen, SCDO, Belabo, Narshingdhi	01723256814	
13	Md. Amzad Hossain, Belabo, Narshingdhi	01719320687	
14	Md. Nurul Islam Bhuiyan, M & E Expert, SCDC, NATP, Hortex Foundation	01552347550	
15	Md. Mahbub Alam, Business Development Expert, SCDC, NATP, Hortex Foundation	01973141181	
16	Md. Abdur Rashid, Manager (Financial Management), SCDC, NATP, Hortex Foundation	01741128823	
17	Dr. Md. Masudur Rahman	01715297633	
18	Mr. Mitul Kumar Saha, AGM (Marketing), Hortex Foundation	01711370491	
19	Dr. Md. Mesbahuddin Khandaker, ULO, Kaliakair, Gazipur	01711457747	
20	Md. Faruk Hossain, Green Agro-base Company Ltd.	01911543951	
21	Md. Shahajalal, SCDO, Srimongal, Moulvibazar	01813054901	
22	Md. Mokhlesur Rahman, FASAL	01711934322	
23	Mr. Syed Samsul Alam, UAO, Shibpur, Narshingdhi	01741400097	
24	Dr. A.K.M Aminullah Bhuiyan, T & C Expert, NATP, DOF	01715424516	
25	Dr. Md. Abdur Rashid, T & C Expert, SCDC, NATP, Hortex Foundation	01711884593	
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27	Dr. Md. Mustafizur Rahman, M&E Expert, NATP, DAE	01715404068	
28	Md. Habibul Haque, UAO, Bogra Sadar, Bogra	01711123723	
29	Dr. M. Mustaque Ahmed, T&C Expert, PIU, NATP, DAE	01746404134	
30	Mr. Mir Baborjan Barun	01714673323	
31	Md. Bachu Khan	01715078767	
32	Md. Azmal Hossain	01819660385	
33	Md. Babul Hossain	01716276250	
34	Mr. Aminul Islam	01715125361	
35	Mr. Faruk	01820504709	
36	Mr. Noor Member	01725307201	
37	Md. Monjurul Islam, SCDO, Comilla Sadar, Comilla	01716610370	
38	Dr. Md. Saleh Ahmed, Post Harvest and Quality Assurance Expert, SCDC, NATP, Hortex Foundation	01712740107	
39	Ms. Hasina Momtaz, Assistant Manager, (Procurement), SCDC, NATP, Hortex Foundation	01552359186	

40	Dr. Md. Anisur Rahman, Supply Chain Knowledge Management Expert, SCDC, NATP, Hortex Foundation	01720010936	
41	Md. Shohidullah Kaiser, Data Analyst, SCDC, NATP, Hortex Foundation	01717437516	
42	Md. Monirul Islam, SCDO, Savar	01713739101	
43	Md. Mobarak Hossain	01792857085	
44	Md. Azmail	01715088884	
45	Md. Jaifun	01715224188	
46	Md. Kamal Hossain, Belabo, Narshingdhi	01742155860	
47	Md. Abu Hossain Al Masud	01717155767	
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49	Md. Osman Gani, SCDO, Parbotipur, Dinajpur	01714943594	
50	Mr. Shamsuddin Ahmed, PS to MD, Hortex Foundation	01556360226	
51	Mr. M. Ahsan Ullah, President, Bangladesh Flowers Growers and Exporters Association & Director, Governing Body, Hortex Foundation	01712282978	
52	Md. Golam Mostofa, Parbotipur, Dinajpur	01723840478	
53	Dr. T.M. Tajul Islam, National Coordinator (Supply Chain), PCU, NATP	01715008210	
54	Md. Abdul Malek Mia, Fazilahaty, Delduar, Tangail	01727599462	
55	Md. Mosarof Hossain, Fazilahaty, Delduar, Tangail	01726091158	
56	Md. Kamrul, Nazam Group	01717760740	
57	Mr. Mesbahuddin Mahmood, DGM, Hortex Foundation	01718018752	
58	Mr. AFM Fakhruul Islam Munshi, Chairman, ADOB & Director, Governing Body, Hortex Foundation	01819221309	
59	Md. Badsha Mia, Savar	-	
60	Mian Mushtaque Ahmed, Manager (Admin), SCDC, NATP, Hortex Foundation	01552405858	
61	Professor Dr. M. A. Sattar Mandal, Member, Agriculture, Water Resources & Rural Institutions Division, Planning Commission, GOB	-	
62	Dr. S.M Monowar Hossain, Managing Director, Hortex Foundation and Director, PIU, SCDC, NATP	01711565731	
63	Dr. Md. Abdur Razzaque, Project Director, NATP (Phase-1), PCU, BARC Complex	01714179831	

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