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Editor's Note

Many fruits such as Jackfruit, Mango, Banana, Papaya, Guava, Pineapple, Coconut, Litchi, Citrus etc are grown well in Bangladesh. Supply duration of most of the fruits in market is short. The market price of fruits in urban and peri-urban areas remains very high. Marketing of fruits from rural production zone to urban area is highly profitable.

Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP), Hortex Foundation selected guava as an income generating fruit for the small and marginal farmers in Kapasia upazila under Gazipur district. Consumers prefer guava as it is an excellent source of vitamin C (210mg/100gm), and this amount is more than five times higher than that of orange. The guava is grown in Kapasia is called deshi (indigenous) variety which is tasteful, sweet and crispy.

Guava supply chain development has been undertaken for strengthening farmer - market linkages to ensure higher profitable price to the target farmers for their produce. With the support of the SCDC, training, demonstration, informal visit and meeting at orchard sites have been provided to improve the management practices of selected orchards using latest technologies developed by the Horticulture Research Centre of Bangladesh Agricultural Research Institute for market demand driven production of guava fruits. Subsequently, efforts have been made to link guava Common Interest Group (CIG) Farmers with purchasers and thereby increasing farmers' share in urban consumer's price.

Further, the process used in direct marketing of guava has shortened supply chain, minimized transport cost by sharing the transport, provided higher profit due to sale of guava at an average price of Taka 50/kg in City area compared to Taka 25/kg in rural market, created employment for rural labours and brought consumer's satisfaction. However, it is needed to put more emphasis on fruit quality assurance at production, packaging, transportation and strengthening market based farmers' institution to render effective services from the project.

Direct Marketing of Guava from Kapasia

Md. Bazlur Rahman¹

Kapasia is one of the major indigenous guava growing areas occupying an area of 50 ha with production of about 300 tons and productivity 6 tons/ha in 2009. The share of Kapasia under total guava production in Bangladesh is about 6%. The production belt of guava is limited to only in Chandpur and Durgapur unions. Kapasia guava is round having weight of 150-200gm/piece. It is crispy, tasty and available mostly in Dhaka and Gazipur districts.



Quality guava direct marketing to Dhaka City from Kapasia

Value chain analysis of guava conducted in 2009 revealed that farmers received only 40% to 50% of the consumer price. Farmers were involved in advance selling of guava orchard at 50% to 60% price of the seasonal market price in order to meet up family necessities, procure farm inputs. In the peak harvesting time, market glut happened, often; they have no choice but sell their fruits at local market at a low price. Lack of knowledge on market opportunity and institutional inefficiency represents a significant impediment to access high value markets. Before Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP).

¹ Marketing Expert, Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP), Hortex Foundation

Hortex Foundation supports, guava production area had declined from 80 to 50 ha between the years of 2007 to 2009 (*Database of Upazila Agriculture Office at Kapasia*) due to low investment in intercultural operations in guava orchards and low return from guava sale. However, farms in more remote, rural locations face more challenges because of the smaller clientele base.

Institutional strengthening

SCDC team members facilitated the formation of guava CIGs and their institutional strengthening. So far 14 such guava CIGs were formed with 280 farmers. Initially, a list of fruit CIGs collected from the Upazila Agriculture Office. Farmer-wise database on the existing production size, marketable surplus, harvesting period, marketing channels, market prices, packaging and transportation was developed through a survey of selected small and marginal farmers involved in commercial guava production.



Training on improved guava management & marketing

Considering the information and data both from the value chain analysis and survey, prepared a guava value chain development implementation plan. This plan was validated with CIGs representatives, Department of Agricultural Extension (DAE) field officers, input and output traders at upazila level. SCDC organized a launching programme on guava value chain development at guava production zone at Da Da Char of Taraganj area. Over 65 participants from the CIGs, input and output traders, DAE field officers, representatives of Local Government, transporter, journalist attended. The relevant comments of the participants incorporated in the plan. Concerned team members from the SCDC and NATP Project Implementation Unit (PCU) facilitated a day long orientation for the DAE field officers.

The SCDC, Hortex Foundation expert team visited all the CIGs and made informal technical presentations on the strategies of guava value chain development. In participatory mode, we selected 24 guava orchards in 23 villages to set up demonstration on improved intercultural operations, post harvest management practices and marketing. Training was provided to 240 farmers in eight batches in collaboration with DAE and Horticulture Research Centre (HRC) of Bangladesh Agricultural Research Institute (BARI). Training methods include lecture, discussion and hands on practice. SCDC has been supported setting up of two Commodity Collection and Marketing Center (CCMC) one at Taraganj bazar and another one at Chandpur bazar to provide coordinated marketing services, which is being managed by the CCMC-Management Committee formed collectively from the concerned CIGs. Technical assistance (training, trader identification, buyer and seller meeting, documentation process) and materials support such as plastic crates, plastic mats, and pruning shear, ladder for harvesting, field baskets had been provided to develop institutional capacity of the management committee.

The informal meetings had been facilitated at farmers' guava garden sites, for the purpose of demonstrations of new practices and opportunities for farmers' comments and discussion. These meetings viewed as an opportunity for group extension to learn more technologies so that they might better tailor future outreach and assistance efforts to the practical realities and financial limitations of small farmers.



Buyer-Seller meeting for guava marketing at CCMC, Kapasia

The SCDC team visited guava orchards to assist farmers in sex pheromone use to control fruit fly, field materials (ladder, plastic crates) use in group approach, harvesting guava based on harvest index and then shared the ideas.



Guava fruit fly control by sex pheromone trap

Process used for direct marketing

The direct marketing of guava fruits have been undertaken by SCDC of NATP, Hortex Foundation among the small and marginal farmers group since July 2010 at Kapasia upazila under Gazipur district to increase primarily farm income and to satisfy consumers preference.

Consumers in Dhaka City reported that they want fresh guava fruits, and are willing to pay a premium price for it. We shared this marketing opportunity in a number of informal meetings with leaders of the CIGs in Taraganj, Raonat, Chandpur and Court-Bajalia areas. At the on-set, farmers raised questions related to customer demand, transport arrangement, selling points and security etc. SCDC arranged two selling points in collaboration with Bangladesh Agricultural Research Council (BARC) and DAE in Dhaka at BARC and DAE premises respectively. Security, ensured from the both organizations during selling of guava by farmers to consumers. SCDC supplied banner and informed officials over telephone/verbal messages to promote selling of fresh guava. A leaflet on guava was distributed to buyers during direct sales. Arranged sharing sessions between farmers participated in direct marketing and other CIG and non-CIG farmers in different villages of guava production zones to promote interest in direct marketing. As per demand, direct marketers are being equipped with information of super stores, wholesalers, processors and ID Card.

Findings

Almost 16% farmers of the 14 CIGs market their fresh guava fruit directly to the public via roadside stands at different populace place in Dhaka City. It has found that direct marketing channel serves as the practical solution to a prioritized problem in guava value chain development phases in the last 3 years.

Initially, only four farmers participated in this arranged direct marketing from Raonat village in Kapasia to Dhaka City on July 7, 2010. They transported guava at roof top of the public bus for a week and paid 288 times higher rent than shared transport. Other difficulties include non-availability of public bus after 7pm, if traders fails to go back, they had to stay overnight in private hotel in Dhaka City which was costly for small farmers. If they stay overnight in Dhaka, they cannot maintain supply consistency that results loss in business. In the first one week, 4 farmers marketed 7.2 tons of fresh guavas directly in Dhaka and reported total sales of Taka 324000 (US\$ 4154). They received 45% higher return from direct sales transported by public bus as price of price of fresh guava was almost double in Dhaka City than rural markets. Direct marketers procured guava from their own orchards as well as from CIGs and non-CIG farmers.

CIGs farmers from Courtbajalia, Chandpur, Vakoadi, Tilsunia, Taraganj villages were interested in direct marketing of their guava fruits. In the middle of the season in August 2010, 15 farmers from CIGs participated in direct marketing of fresh guava from their gardens with shared transport hired for up and down and reported total sales volume was 54 tons of Taka 2700000 (US\$ 33750). Shared transport cost saved about three times than public bus fare. After selling, they came back at home every day peacefully for the next day business.

Respondents reported that each farmer along with a hired labour did harvesting, grading sorting, packaging, loading, unloading and selling. In 2011 guava season, 28 to 33 farmers from CIGs took part in direct sales of guava and reported total sales volume 187 tons of Taka 9724000 (US\$ 118585). In 2012 guava season, 32 to 45 farmers from 12 CIGs undertook direct sales of guava and reported total sales volume 201 tons of Taka 11055000 (US\$ 134817). They received 85% higher income from direct sales to consumer in Dhaka City. Direct sales created 5025 man-days seasonal employment for labourers in project area. They used different public points for guava sales like Tongi, Uttara, Airport, Banani, and road sides in Tejgaon.



Direct marketer was selling guava at BARC premises

Mohakhali, Farm gate and Khamarbari. A recent survey indicated that 51 farmers were actively involved in direct marketing of guava in 2013.

Direct marketing is not without its challenges. Direct marketers informed that sometimes some percentage of guava (maximum 15%) remain unsold, which were further sold to retailers at low price. Direct marketing arrangements, farmers by pass at least 3 steps and move along the value chain so that they are closer to the end consumer. In addition, farmers have learned how to deal customer with their preference, how to maintain relation with security personnel, influencer and transporter at different points. Direct marketers have added other seasonal fruits in business such as palm, banana and jackfruit.

Conclusion

Direct marketing of Guava from Kapasia to consumers in Dhaka City is currently a significant intervention with the support of SCDC of NATP, Hortex Foundation. It has substantial potential for expansion in all geographic regions of Bangladesh. Increased consumer awareness and demand are expected to create more opportunities for direct-marketed agriculture produces. Based on information from stakeholders, direct marketing also appears to be a preferred avenue for new entrance like literate rural youth to agriculture; particularly those are entering in market oriented agriculture. This feature is important to the long-term viability of the agricultural sector in Bangladesh and should be supported.

Hortex news in brief



The 90th meeting of the Governing Body of Hortex Foundation (HF) was held on Sunday, March 24, 2013 at its conference room under the Chairmanship of Mr. Monzur Hossain, Secretary, Ministry of Agriculture, Government of the People's Republic of Bangladesh and Chairman, Hortex Foundation. The meeting discussed on various administrative issues and policy directives were given.

Production and marketing advisory services

In the reporting period January-March 2013, the Foundation provided production (10 nos.) and marketing (16 nos.) oriented support services to the different entrepreneurs, producers, exporters, NGOs and cool-chain transportation (78 round trips for 6 companies) support for different business organizations.

The notable among the recipients including services are: New Big Bazar (Dhaka), Aspire Services Ltd (Dhaka), Karnaphuli Enterprise (Dhaka), Overseas Business Consultant (Dhaka), Project Development Associates Ltd (Dhaka), Modern Group (Dhaka), HAMS Group (Dhaka), Yellow Enterprise Inc (Dhaka), Gonogobeshona O Unnayan Foundation (GOUF, Dhaka), Hashem Agro Complex (Khagrachari), Micro EMS, Karwanbazar, Dhaka (support potato export to Malaysia as a new exporter), Plant Genetic Resources Center, BARI, Gazipur (data support on export trends and market requirements of horticultural produces), Shepherd Group, Uttara, Dhaka (contact address of aluminum Can manufacturers for canned pineapple export), Fashion Exclusive Ltd, Mirpur, Dhaka (grass for livestock fodder export to UAE), CAB, Manaikganj (requirements of agro products export and promotion of safe food), MAS Logistics UK for business improvement by importing okra from Bangladesh (linking A&A Enterprise, Dhaka for okra export to UK per buyers requirement), Rahimafrooz CIC Agro Ltd, Dhaka (info on digital formalin detecting kit box), Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka (support for preparing a project paper on strategic decision taken by agro-based farm, a study on Hortex Foundation), Mr. Mosaberul Haque, Birganj, Dinajpur (marketing strategy on medicinal plants and vegetables both for local and export market), SEMCO/Naafco Pvt Ltd/Shetu Pesticides Ltd, Dhaka (sharing business ideas on rice, maize, potato, vegetables seed, NPKS fertilizer and Agrovet medicines both for local and export market), TMSS, Mirpur, Dhaka (linked with UK buyers for agro-commodities import from Bangladesh and provided potato export cost analysis and profitability analysis of chili export to design marketing plan following two track approach suitable for domestic as well as export market), Cogent Consulting, Eskaton Road, Dhaka (export marketing of stolon of taro & banana dry food to Canada, & linked with farmers association at Panchbibi, Joypurhat), Bangladesh Fruits, Vegetables & Allied Products Exporters Association, Dhaka (updated export data on fresh fruits & vegetables), Shopan Bahumukhi Samity, Rajbari (linked with exporters for selling of their agro-commodities), Mr. Amzad & Zakir Hossain, Belabo, Narshingdhi (develop linkage with vegetables exporters & producers association) and Hortex developed virgin pulp carton provided to PRAN Agribusiness Ltd as sample for mango export to Middle East countries.

Training for vegetables farmers



Farmers training for safe cucurbits production at Gazipur

Hortex Foundation in collaboration with Program on Agriculture, Nutrition and Environmental Conservation (PRANTEC) organized a day long farmers training on *Production and Post-harvest Management Practices of Quality and Safe Cucurbit Crops* held on February 16, 2013 at Chawkpara, Maona, Sreepur, Gazipur district. Forty (40) male including female farmers participated in the training programme. Highlighted contents of the training were:

- i. Improved production technologies of cucurbits and their implementation procedures presented by Dr. Md. Akhtaruzzaman, Horticulture Expert, BEGP, Ministry of Commerce, Govt. of Bangladesh.
- ii. Identification of harmful insects of cucurbits and their control measures through Integrated Pest Management (IPM) by Dr. Md. Shahdat Hossain, SSO, Entomology division, HRC of BARI.
- iii. Introduction of sex pheromone trap for biological control of fruit flies on cucurbits and their applications by Mr. Md. Sirajul Islam, Proprietor, Safe Agriculture (BD) Limited.
- iv. Preventive measures of major diseases on cucurbits by Dr. Md. Golam Kibria, SSO, Plant Pathology Division of BARI and
- v. Importance of post-harvest management practices for quality assurance by Md. Rafiqul Islam, AGM, Hortex Foundation.

Demonstration of sex pheromone technology

Hortex Foundation conducted one demonstration on sex pheromone technology of exportable bitter gourd and snake gourd against fruit fly in association with PRANTEC NGO at Chawkpara village of Sreepur under Gazipur district among the 40 (forty) vegetable farmers and distributed 360 (three hundred sixty) sets of sex pheromone trap and bio-pesticides (lures) covering 12 ha of land for pesticides free production of bitter gourd (5 ha) and snake gourd (7 ha) for export.

Training for banana farmers

Hortex Foundation in collaboration with SCDC of NATP jointly organized a day-long training programme held on January 23, 2013 at Khirati village under Kapasia upazila on banana supply chain including value chain approach development and insect management for Common Interest Group (CIG) farmers, local traders and field officers (SCDO, SAAO).

Forty nine (49) farmers attended from three banana CIGs in the training session. During earlier visit in the area, banana farmers reported that infestation of banana beetle, scarcity of irrigation and knowledge in water management are the main problems. They express eagerness to improve marketing techniques in selling banana at higher returns. Based on prioritized needs of Banana CIG farmers, training sessions covered the following topics:

Marketing Expert, SCDC of NATP, Hortex Foundation shared participants on existing supply chain, constraints and opportunities of banana marketing. He also delivered major ways to address constraints, of which imminent is selling banana at market than farm gate, setting up a collection center and increase competitiveness to add value to banana produce.

Dr. AKM Khorsheduzzaman, SSO from the Entomology Division of BARI, Joydebpur delivered a detailed power point presentation on beetle insect management for banana leaf and fruit followed by technical discussions on uses and effectiveness of polythene cap for quality banana production.

Dr. Khorshed argued with economic analysis, health and environment aspects that capping is proved perfect in last three years research at different locations in Bangladesh to control banana beetle which also successful in India and Philippines. Poly capping is effective in winter season and



Poly caps demonstration at banana garden, Kapasia

mosquito net is effective in summer season, he added. It prevents banana beetle and increases banana size, shape and color that fetches higher price for the farmers.

Mr. Mitul K. Saha, AGM, Hortex Foundation delivered speech on banana quality improvement and supply chain management, domestic and export market opportunities and brief of Hortex activities highlighting agro-products export status and possibilities.

At the end of training session, the team demonstrated poly capping at a CIG farmer banana garden and distributed sample poly caps among the farmers covering banana inflorescence at early stage to prevent banana beetle.

FVO mission from EU visited Bangladesh



FVO mission visited Citrus Garden at Narshingdhi

Three members Food and Veterinary Official (FVO) mission of the European Union visited Bangladesh from January 29 to February 07, 2013 to see the plant health, quarantine activities and present status of exportable citrus fruits, betel leaves and vegetables like brinjal, cucurbits (bitter gourd, teasel gourd and snack gourd) and yard long bean. Plant Protection Wing under DAE coordinates the programme during the mission visit in Bangladesh. Basically, the team showed interest to observe the progress and management of plant quarantine system as per follow up visits of Mr. Sameer Bandali, Scientific Officer-Imports, Plant Health & Seeds Inspectorate, Heathrow, London, UK and his team on November, 2012.

In this regard, PPW under DAE organized following programme including field visit to satisfy the FVO team:

- i. discussion with NPPO and other officials
- ii. central Phytosanitary laboratory visit
- iii. citrus and vegetables field visit at Narshingdhi
- iv. discussion meeting with BFVAPEA
- v. visit to plant quarantine office at Hazrat Shahjalal (R.) International Airport and
- vi. discussion meeting with Bangladesh Paan Raptanikarok Samity.

As per schedule made by Director, PPW of DAE, Mr. Md. Rafiqul Islam, AGM, Hortex Foundation participated in the discussion meetings including field visits along with the officials of BARI, BADC, BFVAPEA and Bangladesh Paan Raptanikarok Samity and shared Hortex activities of supervised farming system on citrus fruits cultivation, post-harvest management practices including decontamination process through treatment with Sodium Orthophenyle Phenate (SOPP).

Oman Delegation at Hortex



A view of the meeting with Oman Delegation

Hortex Foundation organized a View Exchange meeting held on March 05, 2013 at its conference room with the Four Members Oman Delegation headed by Dr. Hamoud Darwish Salim Al-Hasni, Director of Plant Protection Research Center, Directorate General of Agriculture and Livestock Research, Ministry of Agriculture and Fisheries, Sultanate of Oman exploring business opportunity and cooperation on agriculture, fisheries and livestock sub-sector in Bangladesh. In the meeting, keynote paper was presented by Dr. S.M Monowar Hossain, Managing Director, Hortex Foundation highlighting the Foundation including SCDC of NATP activities. In the open discussion session, Dr. Al-Hasni, Head of Oman Delegation mentioned that Jute and Mango will be the priority product for their country which might be imported from Bangladesh by fulfilling proper phytosanitary measures and other requirements. Dr. Al-Hasni also said that technology dissemination on tissue culture linkage can be made. Total of twenty (20) participants attended in the meeting.

Major workshop/seminar/meeting participation

During the period January-March 2013, Hortex officials attended a number of seminars, workshops, trainings and discussion/policy meetings on various issues related to production, marketing and export of agro-commodities. Some of them are incorporated here :

- (i) Symposium on Academic Research and Technological Achievements & Future Vision of Bangladesh Agricultural University on January 04, 2013 organized by BAU, Mymensingh. Prof. Dr. AKM Aminul Haque, National Professor and former Vice Chancellor (VC) of BAU was present as the Chairman while Prof. Dr. Md. Rafiqul Hoque, VC, BAU was present as the Chief Patron in the event.
- (ii) Workshop on *Present Status & Export Potentials of Citrus Fruits and Vegetables* at Dhamrai on January 12, 2013 organized by Plant Protection Wing, DAE, Khamarbari, Dhaka. Mr. Benzir Ahmed, Hon'ble Member of the Parliament, GoB was present as the Chief Guest while Krishibid Mukul Chandra Roy, Director General, DAE was present as the Special Guest in the event.
- (iii) Discussion meeting held on January 21, 2013 with NATP officials including line agencies of DAE, DLS and DoF on New Business Model of Supply Chain Development Component, Hortex Foundation. Eighteen experts attended in the meeting.
- (iv) Meeting held on January 24, 2013 at Bangladesh Livestock Research Institute (BLRI), Savar with Dr. Nathuram Sarker, SSO to know about the possibility of fresh and processed grass export in UAE from Bangladesh for Non-Ruminant Animals (Horse) as per interested exporter Mr. Sirajul Moin.
- (v) Meeting held on January 28, 2013 with the officials of Toyota Tsusho Corporation regarding jute leaf export to Japan.
- (vi) Discussion meeting held on February 13, 2013 with Dr. Sridhar Dharmapuri and Mr. Hasan Ahmmed Chowdhury, FAO regarding selection of priority areas where FAO can intervene. Fish is to be considered for intervention where food safety and quality are prime consideration, Managing Director of Hortex Foundation explains.
- (vii) Two days training program on *Phytosanitary Measures and Food Safety Issues in Bangladesh* held on February 13-14, 2013 at BARC conference room organized by Crop Division, BARC, Farm gate, Dhaka.
- (viii) Launching event of "i am real" - The Pineapple Juice held on February 15, 2013 at The Westin, Dhaka. Dutch Ambassador to Bangladesh H.E. G. S. de Jong was present as the Special Guest while Dr. Md. Abdur Razzaque MP, Hon'ble Minister of Food and Disaster Management, GoB was present as the Chief Guest in the event.
- (ix) Meeting held on February 20, 2013 with IFAD Team Mr. Thomas Rath, Ms. Mylene Kherallah, Mr. GM Hashibul Alam, Mr. Dewan AH Alamgir highlighting the Foundation activities and its mode as facilitator promoting agro-commodities export including SCDC of NATP activities and achievements as per intervention taken by value chain analysis.

Highlighted activities under SCDC of NATP

Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP) being implemented by Hortex Foundation carried out 5 (five) training programs in different aspects of selected commodities & management practices for developing supply chain in the project sites during the period. A total of 144 different stakeholders participated in the training program including 114 CIG farmers, 10 Supply Chain Development Officers (SCDOs) in three different courses with 01 two-days training program on Fundamentals of ICT & Office Application. Out of 144 participants trained, 132 were male and 12 female. Resource persons were invited from the Scientists of HRC under BARI, Specialists from DAE (UAO, AEO) and PCU (Mr. ASN Akhtaruzzaman, IT Specialist), BARC (Mr. Ayub Hossain & Mihir Kanti Sarkar), Hortex official (Mr. Mitul K. Saha) and SCDC Experts including International Training Specialist Dr. Chye Hean Teoh.

SCDC also conducted 01 (one) workshop on Developing Training Master Plan and concepts for sharing knowledge among the participants. A total of 40 different stakeholders participated in the workshop including SCDC's National and International Experts, Hortex officials and Directors of PIUs (DAE, DLS, DOF, BARC & KGF). Resource persons were International Training Specialist Dr. Chye Hean Teoh and Dr. Md. Abdur Rashid, Training & Communication Expert, SCDC of NATP, Hortex Foundation.



Container loading system for banana export in Philippines

During the reporting period, 04 (four) overseas programs (Study Visit & Hands-on Training cum Study Visit) were organized namely i. Study visit on Agribusiness Development in Sri Lanka, ii. Studying ASEANGAP Farming System (Thai-GAP) in Thailand, iii. Study Visit on Minimally Processed Fruits & Vegetables Supply Chain Management in Malaysia and iv. Hands-on Training cum Study Visit on Production and Supply Chain Management of Banana in Philippines.

A total of 13 participants including 05 CIG farmers, 04 SCDC Experts, 02 Hortex officials, 01 Director under Governing Body of Hortex Foundation and 01 Ministry of Agriculture representative (Deputy Secretary) participated in the overseas programs.

The overseas study visits in four different countries ventilated opportunities to increase the skill, knowledge and share experiences of the above mentioned participants. The knowledge and skill developed of some CIG farmers and Hortex/project officials particularly from the training cum study visit in Philippine on Production and Supply Chain Management of Banana enriched the knowledge & skill in the area of corporate production through contract farming, post-harvest management and exporting of Banana that can be adopted in Bangladesh.

The other important activities performed during the period are construction of two permanent CCMC at Parbatipur and Kapasia to facilitate group marketing at CIG level, monitoring visits by competent authority including Mr. Md. Abdul Hamid, Additional Secretary, Ministry of Agriculture to Parbatipur CCMC construction site as well enterprise development on pheromone and bio-agent based technology for safe vegetables production.

SCDC, Hortex Foundation success story - 2

New knowledge brings success to Kismat Ali

Mr. Kismat Ali lives at Pani Shara village of Jhikargacha upazila under Jessore district and has been farming tuberose since 1998. Till 2010, Mr. Kismat Ali was producing flowers in total 30 decimals, mostly tuberose and China rose through the traditional methods of flower farming, which have not made his business profitable, rather put it under a loan amounting to Taka 1 (one) Lac.

Afterwards, he was one of the farmers who received technical assistance in promoting productivity and quality of some selected flowers like rose, gladiolus and gerbera from Supply Chain Development Component (SCDC) of National Agricultural Technology Project (NATP) being implemented by Hortex Foundation. SCDC also provided support on tissue cultured planting materials, improved packaging and linked him with better markets.

In 2011, Mr. Kismat Ali has increased his production land of China rose from 4 to 10 decimals and he was supplied 1,500 rose caps by Hortex Foundation as a demonstration. And finally he used 35,000 rose caps in 2011 and earned about Taka 4,20,000 by selling each rose stick @ Taka 12. Before introduction of rose cap by Hortex Foundation, he used to sell China rose only Taka 3 to 4 per stick earning a nominal income.

In 2012, Mr. Kismat Ali has increased his rose cultivation area from 10 to 15 decimals. He used some 60,000 rose



China rose plants with rose cap at Kismat's plot

caps in 2012 and earned about Taka 7,80,000 by selling each rose stick @ Taka 13. He already paid up his Taka 1 Lac loan from this money and engaged 2 labours for working in his land. He is also planning to lease another 40 decimals to cultivate 4,000 China rose plants and Gerbera flowers. He has also created a capital of Taka 50,000 to support his production activities. In 2012, more 6 farmers started using rose caps by watching his success and the demand for the rose cap significantly increased. To meet this demand, SCDC has also facilitated to establish an Entrepreneur to supply those rose caps. New knowledge from SCDC of NATP has brought success in his business and livelihood improvement.

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Admin Department, Hortex Foundation*

Telephone: +88-02-9141331, 8123433, 8144906

E-mail: hortex@hortex.org

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Telephone: +88-02-9141331, 8123433, 8144906
Fax : +88-02-9125181, 9101065
E-mail: hortex@hortex.org, Website: www.hortex.org

Advisor & Editor : Dr. S. M. Monowar Hossain, Managing Director, Hortex Foundation
Associate Editor : Mitul K. Saha, Assistant General Manager
(Supply & Value Chain, Marketing, R&D), Hortex Foundation

Supported by : Md. Rafiqul Islam, Assistant General Manager
(GAP, Traceability, Processing and Packaging)
Hortex Foundation

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