

Out of five Components of NATP-2, Component-2 (Supporting Crop Development) is being implemented by PIU-DAE, MOA where **Hortex Foundation is a Strategic Partner of DAE** as per Financing Agreement signed between the Government of Bangladesh and the International Development Association (IDA).

Objectives of the NATP-2

The overall objective of the longer term program (NATP in three phases over 15 years) is to support the strategy of the Government of Bangladesh (GOB) for improving national agricultural productivity, market linkage and farm income with a particular focus on small, marginal and female farmers.

The Project Development Objective (PDO) of NATP-2 is to increase agricultural productivity of smallholder farms and improve smallholder farmers' access to markets in selected districts.

PDO of NATP-2 is being achieved through:

- a) *strengthening the capacity of research, extension services and farmers to generate, adopt and diffuse agricultural technologies aimed at increasing farm productivity and reducing postharvest losses;*
- b) *promoting the sustainability of existing and newly created farmer groups and Producer Organizations (POs) by facilitating their stronger participation in commodity value chain, market-linkages, improving their knowledge and skill base.*

Thus, the PDO will be achieved through the generation and release of more productive and locally adapted technologies, enhancing availability of quality seeds/breeds/fingerlings/breeding materials at the small farm level and providing relevant production, value addition, food safety and marketing support.

Involvement of Hortex Foundation in NATP-2

NATP-2 is supporting Hortex Foundation as the Strategic Partner to the Department of Agricultural Extension (DAE) under a Strategic Partnership Agreement for providing technical assistance to PIU-NATP2-DAE in carrying out value chain development, marketing and crop development activities in 22 districts, 30 upazilas (15 old and 15 new generation upazilas) with 600 CIGs (300 old and 300 new CIGs) for total of 15000 farmers.

MoU between DAE & Hortex Foundation

A Strategic Partnership Agreement Signed between DAE and Hortex Foundation for Value Chain Development and Market Linkage Activities under NATP-2

This “Agreement” is made on 10 day of January 2017 between the Department of Agricultural Extension (DAE), Khamarbari, Farmgate, Dhaka-1215, represented by the Director General, DAE, Ministry of Agriculture, Government of the People's Republic of Bangladesh, hereinafter called the First Party and the Horticulture Export Development Foundation (HORTEX Foundation), Sech Bhaban (3rd Floor), 22 Manik Mia Avenue, Sher-e-Bangla Nagar, Dhaka-1207, represented by the Managing Director, hereinafter called the Second Party.

WHEREAS in the Financing Agreement (FA) signed on May 24, 2016 between the Government of Bangladesh and the IDA, agreed to enter into a strategic partnership agreement between DAE and HORTEX FOUNDATION, under terms and conditions satisfactory to the Association (IDA), whereby, *inter alia*, HORTEX agrees to provide technical assistance to PIU-NATP2-DAE in carrying out value chain development, marketing and crop development activities of NATP-2 project.

WHEREAS HORTEX has been involved in supply and value chain development of high value crops (HVCs) and more recently in the NATP Phase-1, it is beneficial to apply HORTEX past experiences in the selected 30 upazilas, which form as part of the project area to demonstrate the best practices for horizontal and vertical expansion of high value crop production, postharvest management, value chain management, value addition, enterprises development and marketing.

WHEREAS the parties hereto have agreed to enter into this partnership agreement, which is referred to as Strategic Partnership Agreement in the “Financing Agreement (FA)”.

Objective of the agreement between DAE and HORTEX

- To organize farmers (CIG and non-CIG) to develop the value chain network of high value crops for horizontal and vertical expansion in selected 30 upazila clusters i.e. 15000 CIG farmers (300 new CIGs in new 15 upazilas and 300 old CIGs in old 15 upazilas);
- To provide technical support and training for capacity building of DAE officials/staff, CIGs, POs and private entrepreneurs on value chain management and market linkage activities in order to improve farm income.

Services of Hortex in NATP-2 for DAE

As Strategic Partner of DAE, Hortex Foundation is supporting PIU-NATP2-DAE to -

- i. organize and implement value chain best practices of agro-commodities for horizontal expansion in 30 upazilas;
- ii. organize and implement vertical expansion program of six cluster crops (brinjal, bitter gourd, sweet gourd, tomato/summer tomato, banana and aromatic rice) in the value chain cluster upazilas;
- iii. provide training for CIG, non-CIG farmers and POs on PHM, Commodity Collection & Marketing Center (CCMC) management, market linkage development with traders, super-markets, exporters, processors and entrepreneurs and demonstrate appropriate PHM technology;
- iv. provide training to DAE and Hortex officials/staff including CIGs, POs for capacity building on value chain management and marketing of agro-commodities;
- v. organize and assist POs & responsible for the establishment of CCMCs, form and manage Market Management Committee (MMCs), renovation of existing markets with the assistance of DAE for improving PHM and short term storage facilities and registration for business development;
- vi. assist in establishing market linkage between CIGs/POs with traders, supermarkets, processors and exporters in collaboration with DAE;
- vii. organize workshop/seminar on value chain development for project beneficiaries;
- viii. provide technical services to CIGs/POs and entrepreneurs to compete for matching grants from Agricultural Innovation Funds (AIF- 2 and AIF-3);
- ix. organize communication campaign on food safety, SPS;
- x. organize all value chain activities including CCMC establishment and marketing facility improvement with cooperation from field level DAE officials.

Services of DAE in NATP-2 for HORTEX

As Strategic Partner of Hortex, DAE is supporting Hortex to -

- i. provide a counterpart official in each of the 30 cluster upazilas to collaborate with HORTEX officials in value chain development and marketing activities;
- ii. make available of DAE officials/staff to receive ToT and other trainings;
- iii. provide office space in the FIACs/CCMCs for LBF;
- iv. assist HORTEX to organize and mobilize CIG, non-CIG farmers and POs in 30 cluster upazilas for high value crop production and adopt GAP;
- v. provide necessary support to HORTEX in CCMCs/Collection Points establishment, market renovation/construction among other activities.

Functions of HORTEX in NATP-2

The strategic partner Hortex Foundation is being assisted DAE's CIGs and POs and private entrepreneurs to -

- i) organize programs for horizontal expansion of best practices in selected 30 upazilas;
- ii) map and organize the vertical expansion of selected six crops;
- iii) undertake value chain analysis, market studies and surveys;
- iv) facilitate marketing capacity building for CIG, POs and DAE staff/officials on value chain management, organize and assist POs in establishing CCMCs and renovation of existing markets with good PHM and short term storing facilities where producers (CIGs and non-CIG farmers), processors and traders come together and are doing business;
- v) develop market linkages and contractual arrangements between CIGs/POs with traders, supermarkets, processors and exporters;
- vi) provide financial advisory services to CIGs/POs and entrepreneurs to apply for matching grants from AIF-2 (*technology adoption*) and AIF-3 (*market and enterprises development*) and
- vii) organize communication campaign on food safety, SPS.

Mapping of value chain development

Hortex Foundation is supporting horizontal and vertical expansion of HVCs and large scale production of six selected crops covering 30 clusters in NATP-2.

Hortex Foundation in association of DAE is organizing 30 clusters in 30 upazilas 15000 farmers into value chain cluster based production and marketing chains to avoid over supply to markets during the peak production season, organizing production planning, contract farming and renovation and establishment of CCMC & collection points with good PHM, packaging and transportation.

DAE and HORTEX is giving a strong emphasis on bridging the 'know-how' gap in field on cluster based mapping, value chain analysis of selected crops and inclusion of specific crops in a cluster for horizontal or vertical expansion as per local & export market demand, comparative advantage and farmers preference of specific crop (s) in a cluster, availability of technology & inputs for the crop, communication facility to urban markets and large scale production potentiality of a crop in a given cluster.

Mapping of upazila and crops for value chain development

Thirty (30) upazilas have been selected in 22 districts for commercial production of six crops i.e. brinjal, bitter gourd, sweet gourd, tomato/summer tomato, banana and aromatic rice. Major criteria for upazila selection for value chain development are –

- High potential for high value crop production developing agro-processing & agribusiness
- High scope for intensification and diversification through dissemination of available knowledge and technologies
- High scope for vertical integration and commercial production
- Farming population dominated by small and marginal farmers and ample scope for improving livelihoods of vast farming community
- Highly responsive farming community eager to find and adopt better options to improve livelihoods and alleviate poverty and malnutrition
- Ease of communication and accessibility to markets and not duplicating and conflicting with similar other programs
- Above six crops selected on the basis of national production, market potential and export potential; upazilas in each cluster is grouped through value chain mapping for large scale production.

NATP-2 Project area for DAE & HORTEX

Upazila/Cluster wise selected value chain commodities for horizontal expansion under NATP- 2

SL No.	Name of Upazila	Preliminary Selected Commodities	Remarks
1	Savar	Brinjal, Broccoli, Sweet gourd and other vegetables	Old upazila
2	Belabo	Brinjal, Country bean, Bitter gourd, Teasel gourd	Old upazila
3	Shibpur	Brinjal, Country bean, Cauliflower and other vegetables	Old upazila
4	Raipura	Brinjal, Country bean, Bitter gourd, Teasel gourd	New upazila
5	Modhupur	Banana, Lemon, Pineapple, Tomato and other vegetables	New upazila
6	Delduar	Lemon, Tomato, Sweet Gourd	Old upazila
7	Muktagacha	Banana, Tomato, Cabbage, Cauliflower, Lemon	New upazila
8	Islampur	Brinjal, Cucumber and other vegetables	New upazila
9	Nakla	Brinjal, Tomato, Cabbage, Cauliflower, Aromatic Rice	New upazila
10	Kapasia	Banana, Guava, Ber (Kul) and other vegetables	Old upazila
11	Kishoregonj Sadar	Sweet gourd, Ash gourd and other vegetables	New upazila
12	Chandina	Tomato, Bitter gourd, Brinjal, Sponge gourd, Ash gourd	Old upazila
13	Dakhin Surma	Brinjal, Tomato, Country Bean and other vegetables	New upazila
14	Sreemongal	Brinjal, Lemon and other vegetables	Old upazila
15	Mirsharai	Tomato, Bitter gourd, Country Bean, Yard long bean	Old upazila
16	Khagrachari Sadar	Banana, Pineapple, Papaya	New upazila
17	Shibgonj, Bogra	Banana, Cabbage, Cauliflower, Bottle gourd, Sweet gourd and other vegetables	Old upazila
18	Bogra Sadar	Sweet gourd, Banana, Cabbage, Cauliflower, Bottle gourd	Old upazila
19	Mithapukur	Bitter gourd, Pointed gourd, Teasel gourd	New upazila
20	Parbatipur	Brinjal, Pointed gourd, Tomato, Cabbage, Cauliflower	Old upazila
21	Birgonj	Aromatic rice, Early cauliflower and other vegetables	Old upazila
22	Chirirbondar	Aromatic Rice, Banana, Brinjal and other vegetables	New upazila
23	Polashbari	Banana, Brinjal, Tomato and other vegetables	New upazila

SL No.	Name of Upazila	Preliminary Selected Commodities	Remarks
24	Baraigram	Sweet gourd, Banana (plantain), Brinjal, Country Bean, Guava, Ber (Kul), Papaya	Old upazila
25	Naogaon Sadar	Bitter gourd, Aromatic Rice, Early cauliflower, Cabbage, Aroid	New upazila
26	Godagari	Tomato, Brinjal and other vegetables	New upazila
27	Jessore Sadar	Banana, Brinjal, Tomato/Summer tomato, Cabbage, Cauliflower, Bitter Gourd, Sweet Gourd	Old upazila
28	Jhikorgacha	Flower, Tomato/Summer tomato, Aromatic Rice, Sweet Gourd, Papaya	Old upazila
29	Bagerpara	Tomato/Summer tomato, Brinjal and other vegetables	New upazila
30	Kaliganj	Bitter gourd, Banana, Tomato, Brinjal, Cabbage, Cauliflower	New upazila

Approach of horizontal expansion in NATP-2

Programs for horizontal expansion in NATP-2 is similar to NATP Phase-1 programs -

- mobilization of farmers (both CIG and Non-CIG) into value chain network,
- identification of potential crops through value chain analysis,
- identification of constraints in the chain management,
- addressing the constraints and market linkage development for marketing of products in cluster upazilas.

For horizontal expansion of value chain activities, 30 upazilas (15 old and 15 new generation upazilas), in 22 districts with potential value chain commodities have been selected. Individual upazila value chain analysis for horizontal expansion is being undertaken by Hortex Foundation.

Value chain cluster upazilas & commodities for vertical expansion under NATP-2

Brinjal - 6 clusters	Bitter Gourd - 5 clusters	Tomato - 6 clusters	
		Winter	Summer
1. Raipura, Norshingdi	1. Kaliganj, Jhenaidah	1. Chandina, Comilla	5. Bagherpara, Jessore
2. Shibpur Norshingdi	2. Modhupur, Tangail	2. South Surma, Sylhet	6. Jhikorgacha, Jessore
3. Sadar Jessore	3. Belabo, Norshingdi	3. Mirsharai, Chittagong	
4. Islampur, Jamalpur	4. Sadar, Naogaon	4. Godagari, Rajshahi	
5. Sreemongal, Moulavibazar	5. Mithapukur, Rangpur		
6. Parbatipur, Dinajpur			

Cont.

Sweet Gourd - 5 clusters	Banana -5 clusters	Aromatic Rice - 3 clusters
1. Sadar, Bogra	1. Shibgonj, Bogra	1. Birgonj, Dinajpur
2. Boraigram, Natore	2. Poliashbari, Gaibandha	2. Chiribondar, Dinajpur
3. Delduar, Tangail	3. Kapasia, Gazipur	3. Nakla, Sherpur
4. Sadar, Kishoreganj	4. Sadar, Khagrachari	
5. Savar, Dhaka	5. Muktagacha, Mymensingh	

Total 30 clusters in 30 upazilas of 22 districts.

Approach of horizontal expansion in NATP-2

Programs for vertical expansion, six selected crops (brinjal, bitter gourd, sweet gourd, tomato/summer tomato, banana and aromatic rice) have been mapped covering 30 clusters in 30 upazilas of 22 districts for large scale commercial production on the basis of -

- concentration of production of a crop
- productivity
- technology availability
- involvement of small farmers
- marketing facilities and export potentiality.

The 30 clusters upazilas have been grouped into six commodity cluster. Among them brinjal covered six upazilas, bitter gourd five upazilas, tomato covered six upazilas (four for winter and two for summer production), sweet gourd covered five upazilas, banana covered five upazilas and aromatic rice covered three upazilas. Commercial production and marketing of commodities is being undertaken by organizing both CIG and Non-CIG farmers engaged in production of respective clustered crops.

Marketing capacity building in NATP-2

In NATP-2, DAE and Hortex Foundation is being focused for strengthening of institutional arrangements and 'know-how' of organizations able to support market-oriented production systems, including -

- support to CIGs, POs and MMCs in commercial farming practices incl. issues related to value chain development, business development, access to appropriate financial services and marketing support to improve access to markets through contract farming and direct marketing and other services (inputs, credit, technical support);
- improvements in institutional and operational effectiveness of Hortex, the specialized agency established by MOA to promote postharvest value addition and market linkages to

accelerate growth of high supply chain of agricultural commodities;

c. development of effective linkages with the research system and support for validation trials, especially on local supply chain;

d. provide training to CIG, POs, DAE officials and entrepreneurs on business development and management, best practices of PHM, organizing CCMC, transportation and linkage with urban markets;

e. mobilize 15000 CIG farmers into value chain network along with traders, entrepreneurs and processors;

f. organize motivational and awareness building campaign/workshops for CIG and non-CIG farmers to form and operate CCMC for market linkages development;

g. provide training to POs/MMCs members on good governance, production planning, marketing, contract farming, financial management, book keeping, savings management in 30 upazilas;

h. For capacity building of DAE and Hortex personnel, provide training of trainers (ToT) course for DAE officers, AAEO/SAAO, LBF and field trainers on production planning, marketing, contract farming, PHM, value addition, food safety.

Development of market linkages and contractual arrangements for POs in NATP-2

For facilitating production and marketing of cluster based crops and maintained the quality demanded by the markets, DAE and Hortex Foundation is supporting -

- **CIG farmers to organize themselves into value chain networks** and encourage non-CIG farmers to join in the POs for marketing of quality produce maintaining GAP. It helps to vertically integrate small and marginal producers into supply chain covering key commodities of interest.
- **organize meetings/workshops with POs, farmers, traders, supermarket-chains, processing companies, exporters** for developing agreements/contracts, training to the selected traders, transporters, exporters & processors for refurbishing and/or improving the sales points of selected traders, design of CCMC, Collection Point for renovation, works for renovation of existing markets and establishment of new CCMC/Collection Points with proper up/off loading and waste management;
- provide POs improved transport crates, rickshaw van, sorting mat and other processing, transportation and quality testing small equipment and product quality testing for demonstrations and support quality control laboratory analysis.

Highlighted activities of HORTEX under NATP-2 in FY 2016-17

1. Support PCMU, NATP2: PF to organize two workshops (09 & 13 Sept. 2015) namely NATP-2 awareness workshop for public sector projects/programs and private sector entrepreneurs. Mr. Mitul Kumar Saha, AGM (Marketing), Hortex Foundation attended the workshops and presented Hortex presentation on value chain development and market linkage activities.

2. Prepared Annual Work Plan and Budget for Hortex Foundation under NATP-2 and approval from the Governing Body of Hortex Foundation.

3. Drafted, edited and finalized Agricultural Innovation Fund: Operational Guidelines for AIF-2 & AIF-3 Management with DAE & PCMU officials.

4. Drafted, edited and finalized MOU document and signed MOU between DAE and Hortex Foundation on 10th January 2017.

5. Prepared Core Contractual Officer and Staff TOR, recruitment documents, formation of committees and published advertise in the national papers.

6. Prepared Experts TOR, REOI documents, formation of different committees and necessary approval.

7. AGM (Marketing), Hortex attended five facilitation of linkage meetings in Kapasia, Modhupur, Belabo, Raipura, Shibpur upazila for primary discussions with the UAO/AEO, SAAOs and CIG farmers developing value chain of crop/horticulture and market linkage activities by DAE & Hortex under NATP-2.



8. Hortex Foundation participated “National Fruit Exhibition & Fair 2017 during June 16-18, 2017 at AKM Giasuddin Milky Auditorium premises, DAE funded by NATP-2.

9. Prepared procurement plan and completed procurement of 03 packages of goods -

i. GD/Hortex/NATP-2/04/2016-2017: 5 laptops

ii. GD/Hortex/NATP-2/05/2016-2017: 28 Digital Camera

iii. GD/Hortex/NATP-2/06(a)/2016-2017: Furniture (File Cabinet-1, Book Shelf-2, Computer Table-2 and Wooden Chair-3)

10. Financial progress in FY2016-17: Expenditures Tk. 19,69,807.00 as received Tk. 19,71,200.00 (IDA) (99.93%)

Highlighted activities of HORTEX under NATP-2 in FY 2017-18

In FY2017-18, DAE & HORTEX achievements in value chain development and market linkage activities are highlighted here:

Capacity building of DAE and Hortex staff

Hortex Foundation organized four batches of ToT on production planning, business plan, marketing, contract farming, PHM, value addition and food safety held on 23-24Jan2018, 29-30Jan2018, 12-13Feb2018 and 18-19Feb2018 at its conference room, Sech Bhaban, Dhaka where 93 BCS Cadre Officers incl. 12 lady officers of DAE (DD, ADD, DTO, UAO, AAO, AEO) attended.



Hortex Foundation organized ten batches training for capacity building of DAE personnel (AAEOs/SAAOs) on PHM, food safety, quality assurance, marketing, value chain held between 14-15Mar2018 to 09-10Apr2018 at DDAE office Dinajpur, Jessore, Narsingdi, RDA Bogra, Horticulture Centre Natore, Kewatkhali/Mymensingh, Jamalpur, Feni, Sylhet, Mushroom Development Institute Savar where 300 AAEOs & SAAOs incl. 32 women attended.



Hortex Foundation organized two batches training (refreshers & foundation) for capacity building of Local Business Facilitator (LBF) on PHM, food safety, marketing, quality assurance and value chain held on 08-09Jan2018 and 24-25Apr2018 at its conference room, Sech Bhaban, Dhaka where 30 LBF attended.





Hortex Foundation organized sixty four batches training for capacity building of Common Interest Group (CIG) farmers on maturity and harvesting index of fruits & vegetables, food safety, marketing management and hands on training on PHM held between 21May2018 to 26June2018 in 21 upazilas of 15 districts where 1913 CIG farmers' incl. 300 women attended.



Formation of Producer Organization (PO)



During the reporting period, 21 POs and 12 Market Management Committee (MMC) formed and mobilized for value chain development and market linkage activities by DAE and Hortex Foundation.

Market linkage development

For better market linkage development, DAE and Hortex Foundation established 09 Commodity Collection and Marketing Centers (CCMCs) in Belabo, Shibpur, Raipura, Delduar, Modhupur, Savar, Nakla, Palashbari and Jhikargacha upazila as rental basis.



Marketing progress through CCMCs

FY2016-17	FY2017-18	Total
100 MT	965.31MT	1065.31MT
Only the CCMC at Parbotipur functioned during this period under SCDC of NATP Phase-I	CCMC of Belabo, Shibpur, Raipura, Delduar, Savar functioned during this period	Out of 1065 MT, 52 MT of Teasel gourd, Brinjal, Bitter gourd exported from Shibpur & Belabo Upz. CCMC

Facilitation of linkage meetings

During the reporting period, 15 facilitation of linkage meeting were organized with the traders, supermarket chains, processing companies, exporters, DAE officials, UNO in Kapasia, Balebo, Raipura, Shibpur, Modhupur, Nakla, Naogaon Sadar, Parbotipur upazilas for value chain development of HVCs and market linkage.



Participation in fair

During the reporting period, Hortex Foundation was participated three National Fairs namely National Food Fair-2017, National Vegetables Fair-2018 and National Fruits Fair-2018. The Foundation raised stall financed by NATP-2 and displayed a good number of exportable fresh and processed fruits and vegetables and packaging technologies which received immense interest from the visitors. Hortex Foundation awarded **3rd Prize** from the National Vegetables Fair-2018 and National Fruits Fair-2018.

Procurement

During the reporting period, Hortex Foundation completed 17 procurement packages under NATP-2 as under:

Goods Procurement

1. *GD/Hortex-NATP2/05: 2 Digital Camera*
2. *GD/Hortex-NATP2/08: Processing, Transport or Small Equipment for POs*
3. *GD/Hortex-NATP2/15: Office Supply*
4. *GD/Hortex-NATP2/06 (2017-2018): Office Equipment and Furniture*

5. *GD/Hortex-NATP2/17 (2017-2018): Replacement of Crates*
6. *GD/Hortex-NATP2/09 (2017-2018): Printing & Documentation Services Procurement*

1. *SD/Hortex-NATP2/01: Postharvest Management Expert (1)*
2. *SD/Hortex-NATP2/02: Supply Chain Integration and Marketing Expert (1)*
3. *SD/Hortex-NATP2/03: Training Management Expert (1)*
4. *SD/Hortex-NATP2/04: M&E Expert (1)*
5. *SD/Hortex-NATP2/05: Accounts Officer (1)*
6. *SD/Hortex-NATP2/06: Data Analyst / Computer Operator (1)*
7. *SD/Hortex-NATP2/07: Driver (5)*
8. *SD/Hortex-NATP2/08: Support staff – office support (1)*
9. *SD/Hortex-NATP2/08: Support staff – despatcher (1)*
10. *SD/Hortex-NATP2/09: Local Business Facilitator (LBF) (30)*
11. *SD/Hortex-NATP2/13: Conducting Studies & Surveys on Existing Markets of 30 Upazilas (1st Part, 12 Upazilas)*

Financial progress

Financial progress in FY2017-18: Tk. 198.71 lakh as received Tk. 198.71 lakh (IDA & IFAD) (100% expenditure)

Five Reefer Trucks Available on Rent at Hortex Foundation



3MT capacity reefer truck



4MT capacity reefer truck

- To maintain cool chain, while transporting your fresh produce/product
- To ensure proper quality
- To store your produce/product in appropriate temperature (+ 15°C to -25°C)
- Capacity 3 MT (three) and 4 MT (two new)
- Auto humidity control of fresh produce up to 99%.

Published by:

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Printed Copies : 600, June 2018

Printed by: Likhon Printers, 278/A, Elephant Road, Dhaka