



## PROJECT DURAS

Promotion du Développement Durable dans les systèmes de Recherche Agricole du Sud  
Promoting Sustainable Development in Agricultural Research Systems

### PROJECT SUMMARY

PROJECT INFORMATION	
<i>Project ID</i>	<b>2 DCG 4-20</b>
<i>Project title</i>	Poverty and Pace Setters (POPS). From sector support for farm products marketing to targeting entrepreneurs by building networks among poverty struck
<i>Theme</i>	Linking farmers to market and support to agri-SMEs
<i>Lead proponent</i>	1. Centre for Rural Economic Development Research – Vietnam 2. Department of Water & Environmental Studies, Linkoping University, Sweden 3. University of Nairobi and the Institute of Dryland Research and Utilization - Kenya
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<i>Collaborator 1</i>	Nam Sach District People Committee – Hai Duong – Vietnam (Agricultural Cooperatives)
<i>Collaborator 2</i>	Women's Union - Hue province – Vietnam (Women entrepreneurs in food processing)
<i>Collaborator 3</i>	Kajiado North Division, Kajiado District – Kenya (Community groups)
<i>Collaborator 4</i>	Kibwezi Division, Makueni District – Kenya (Women Community Groups)
<i>Countries covered</i>	Vietnam and Kenya
<i>Project Duration</i>	From: June/2005 To: June/2007
<i>Project cost</i>	Total Project cost € 218,651 Funding requested to DURAS: € 150,000 Other funding sources: € 68,651
<b>Problem statement</b> <i>Please give a concise description of problems and issues the proposed project will address</i>	The POPS proposal concerns those entrepreneurs who have become, or are in the process of becoming, pace setters in their communities. The problem to be addressed is what the poverty related effects directly and indirectly from SME establishment and operation may be. Focus is on problems and their solutions for a number of success stories from Kenya and Vietnam, based on entrepreneurs' experience of networking. This particular focus derives from existing insight in the consortium. By departing from participants' earlier experience the strong profile (Kenya and Vietnam) is supplemented with experience from European communes and SMEs. The lessons learnt will be of value for involved parties, along with their colleagues through scaling up. Lessons will also be valuable in policy formation by opening for a shift from general sector focus to targeting entrepreneurial activities of significance for poverty reduction. The basic objective to address micro-scale marketing of farm products as a way to reduce poverty will be reached jointly together with the stakeholders in a two-year interaction process.
<b>Project objectives</b> <i>Kindly present briefly project objectives. (In itemized form)</i>	<b>Overall objective:</b> Mobilize the entrepreneurial spirit towards poverty reduction in agro-SMEs in Vietnam and Kenya <b>Specific objectives:</b> 1. Review studies of market functioning for agro-SMEs and generate 50 actual case studies of successful links between agro-SMEs and markets for Vietnam and Kenya 2. Conduct field survey of 50 cases, assist stakeholders to identify main issues which have obstructed they to link with markets, priority solutions and success factors 3. Carry out 4 case studies of agro-SMEs: in-depth assessment for later up-scaling 4. Formulate agro-SMEs support programs based on lessons learnt; then pilot design and implementation of applications 5. Outline of recommendations for policy development of interventions aim at supporting agro-SMEs
<b>Project activities</b> <i>Kindly explain briefly schedule of activities. (In itemized form)</i>	<b>Activity 1 – Overview study (Month 1-2):</b> (i) Desk research to review current, literature/database. Interview key informants, (ii) Generate about 50 success agro-SMEs, (iii) Prepare for field work <b>Activity 2 – Study of 50 success agro-SMEs (Month 3-8):</b> (i) Field survey of 50 success cases. Analysis and reporting, (ii) Carry out 2 workshops in 2 countries. Reporting <b>Activity 3 – Study of 4 in-depth cases (Month 9-14):</b> (i) Field survey of 4 cases, (ii) workshops/meetings at local level (2 meetings for each case), (iii) Analysis and reporting, (iv) Initial design of pilots <b>Activity 4 - Pilot design and implementation (Month 15-21):</b> (i) Outline agro-SMEs support program, (ii) Finalize and implement pilots for the purpose of testing <b>Activity 5 (Month 22-24):</b> (i) 2 final workshops in 2 countries, (ii) Final report writing up
<b>Expected outputs</b> <i>Kindly provide concise description of expected</i>	The strong emphasis on process means that stakeholders' capacity building and awareness + 2 review reports cover (i) Overview of agro-SMEs development in Vietnam and Kenya, (ii) 50 success agro-SMEs are selected according to a set of indicators + 2 reports for 50 success cases cover (i) Ranked list of issues experienced by farmers and agro-

<p><i>outputs of the project, including specific figures if possible. (In itemized form)</i></p>	<p>SMEs to link with markets, (ii) Ranked key success factors from the 50 cases          + <u>Four assessment reports for four cases</u> cover (i) Ranked list of issues experienced by farmers and agro-SMEs to link with markets, (ii) Experience, lessons learnt from four cases          + <u>Working papers for designed pilots</u> cover (i) SMEs' support programs for capacity building, (ii) Pilot design and implementation, (iii) Recommendations for policy development of intervention          + <u>Final report</u></p>
<p><b>Monitoring and Evaluation (M&amp;E)</b></p> <p><i>Kindly explain how the progress of the project will be monitored and how the outcome and impact will be evaluated.</i></p>	<p>A workable monitoring system using the project indicators (in logical framework). The project shall be monitored by a three-person steering committee meeting regularly twice a year. They represent ongoing processes each meeting in prepared with stakeholders and reported back to stakeholders. <u>Continuous assessments</u> will be carried out following the reports in agreed schedule with inputs/services by the organizations. The project is designed with a continuous stakeholder evaluation of the project implementation. Therefore, the successes and problems should be identified to adjust accordingly. <u>Progress reports</u> are prepared by Team leader and submitted to DURAS project office every 6 months. <u>Mid-term review</u> and an <u>annual report</u> will be submitted at the end of first year. <u>Final evaluations</u> is evaluated in stakeholder final workshops held in Vietnam and Kenya as well as by DURAS before the project is terminated</p>
<p><b>Project's INNOVATIVENESS, VALUE ADDED and CONTRIBUTION to SD</b></p>	
<p><b>Innovative aspects of the project</b></p>	<p>The proposal represents frontline thinking in design, research application and methodology rather than in building conventional research. It considers the involvement of agro-SMEs in poverty reduction. The following creative aspects may be noted:</p> <ul style="list-style-type: none"> <li>• Stakeholder analyses and involvement sets the frame for a process approach. It is intensity and comprehensive. The involvement of "grass-roots" in the project is continuous. The way it is done towards up-scaling in interaction with stakeholders.</li> <li>• Capacity building for participants through stakeholder participation (learning by doing)</li> <li>• The interaction across scales, from local community to national levels; across cultures (Kenya and Vietnam) apart from the integration of broad success stories with in-depth case studies</li> <li>• The regional collaboration (African, Asian) in the fore, is an important element for the identification of issues and solutions for micro-scale agro-SMEs. The presence of a European side as well reinforces the cross-cultural potential</li> <li>• The POPS focus is derived from broader rural development research within the group that has been ongoing for decades.</li> <li>• While not being research on policy, the POPS still is policy relevant since one output is cost-effective proposals in comparison with wide sector support</li> <li>• Problem formulations are also derived from EU projects in the North</li> </ul>
<p><b>Project's value added</b></p>	<ul style="list-style-type: none"> <li>• Design. The project is with the deep stakeholder involvement. Due to the long experience in the consortium, the possibility to test radical solution opens up in the project</li> <li>• Applied research. Multidisciplinary research is obvious. The issues addressed are cross-boundary. The long-term interaction with stakeholders will partly lead in an applied direction into relevance. Thus capacity building is mutual; also the community benefits from the project design by sharpening the agenda relevance</li> <li>• Methodology. Consensus building processes by stakeholders is applied into resource management. This methodology will be further refined for the specific use on entrepreneurs' and community involvement in poverty reduction through agri-SMEs</li> <li>• Policy. The development of a cost-effective way of approaching market involvement by poor groups. As compared with a sector approach the POPS hypothesis is to target entrepreneurs' support network formation.</li> </ul>
<p><b>Project's contribution to sustainable development</b></p>	<ul style="list-style-type: none"> <li>• Policy support. The proposal fit with a comprehensive policy framework for supporting private sector enterprises in Vietnam and Kenya.</li> <li>• Ownership by stakeholder. It will be achieved through stakeholder involvement in the project's operation. It ensures bringing directly concrete benefits to entrepreneurs especially to poverty groups. The participatory learning approach placing the needs of enterprise owners in the forefront, is further bound to strengthen ownership.</li> <li>• Appropriate methodology. Pilot experiences will be helpful in the selection of most appropriate methodology that is realistic, available, affordable and easy to apply in broader scale.</li> <li>• Environmental protection. The project will take into account protecting the environment and cleaner production considerations, by including hygiene, healthy/safe working environment, efficient energy use and waste management aspects.</li> <li>• Socio-cultural issues. Intrinsically the Project is sensitive to socio-cultural dimensions. The design to build cross-cultural experience is aimed also to build sustainability as the basis of comparative insights that can enlarge the awareness about agri-SMEs and about agricultural production potential. The project draws on European experience, a fact that further deepens the sustainability and the awareness</li> <li>• Gender equality. This aspect is considered with the involvement gender groups</li> <li>• The integration between local administration and local agri-SMEs for joint active goal achievement has been tested and looks promising for sustainable development</li> </ul>