

## Review and Status of Lead Firm Applications

(Progress as of \_\_\_\_\_ (DATE))

### LEAD FIRM 1

#### **Brief Description of Proposed Initiative**

- Workshop for retailers and govt. officials, followed by four one-day promotion/training workshops for farmers (50 each) in different locations
- Thaha municipality and Agra locality (VDC).of Makwanpur district
- Brand-name chemicals for crop management
- Will demonstrate differences in brand-name quality chemicals versus low quality chemicals (safety, effectiveness, etc.)
- Will demonstrate proper use to ensure safety and effectiveness

**Projected impact:** 200 farmers and 25 retailers (direct), 5 govt. staff and 4000 farmers indirectly through retailers + company sales increase

#### **Analysis/ General Comments:**

- Good focus
- targeting retailers and govt. agencies, workshops on pesticides
- need to define "lead farmers" and how they will be identified
- need to emphasize "promotion/marketing" of their products (in addition to just training)
- need to be specific on different company products they will be promoting

#### **Next Steps:**

- Interview with the company (including dealer or retailer if possible)
- Work session to go through question guide (on training/ promotion / coaching sessions)
- Detailed budgeting exercise
- Ask them to show us how their products are safe and quality (compared to others)

### LEAD FIRM 2

#### **Brief Description of Proposed Initiative**

- They are an input supply company selling fertilizers, seed, pumps, hermetic bags, etc. They have 45 dealers in 45 districts (and are growing). They import from India and China and also do contract growing for seed with farmers (vegetable and cereal seeds)
- They are proposing to carry an initiative in Makwanpur District to expand their market for hermetic bags through:
  1. Identify dealers who can represent the company in target area
  2. Provide training for dealers in the qualities and use of hermetic storage bags, marketing, etc.
  3. Work with dealer to train sub-dealers so that they can conduct technical and field (storage) demonstrations for farmers
  4. Company training team (technical expert, dealer and sub dealers) conduct promotion/training workshops in pocket area's for farmers
  5. Collect feedback from farmers, dealer and sub-dealers

**Projected impact:**

#### **Analysis/ General Comments:**

Introduction and marketing of their Grain Shield Bags (hermetic bags) is an innovative initiative, we will need some information on how effective they are, they give a good explanation of the actors in their distribution network and how they will be involved, will need clarity on the locations on these actors (they call dealers and sub-dealers)

#### **Next Steps:**

- Work session to go through question guide (on promotion/ training sessions) and budgeting exercise. Validate our steps above.
- Ask them if they want to organize a formal workshop for the sub dealers (as a separate activity from the farmer training/promotion activity)
- How many dealers, sub dealers, etc. do they expect to train

- Ask them about benefits to farmers in using the bags so we can document potential impact (ex. 25% reduced loss – try to quantify this with numbers of farmers that will be impacted by this initiative (multiplier of sub dealers x farmer, etc.)

**LEAD FIRM 3**

*Brief Description of Proposed Initiative*

**Projected impact:**

*Analysis / General Comments:*

*Next Steps:*

**LEAD FIRM 4**

*Brief Description of Proposed Initiative*

**Projected impact:**

*Analysis / General Comments:*

*Next Steps:*