

COAST Trust, Internal Evaluation Report

Project Name : “Improving Local Capacity in Producing Organic Products and Managing Seed Fund of the Entrepreneurs” in Moheshkhali, Cox's Bazar
Evaluation Duration : 21st December to 26th December 2019



Dry fish processing using organic and toxic chemical free method at Rashid Mia Bridge, Moheshkhali, Cox's Bazar; Photo credited by: Md. Ziaur Rahman, Project Coordinator, IOM project

A. Introduction:

This internal evaluation process was mainly conducted to identify the impact and the true situation of the expected outcomes of this project. This evaluation covered the mentioned project that was IOM funded for the period of 1 July 2019 to 30 September 2019. The project then extended up to December 2019. And it is recently extended for one month more. While evaluating the project, we assess the impact concerning relevancy, effectiveness, efficacy, and feedback mechanism.

To ensure good alignment with the objectives, we have reorganized some of the Evaluative Questions (EQ). In the end, we ended up with 17 Key Evaluative Questions (KEQs) that have been used during the evaluation process and are reflected in this evaluation report.

B. Objectives of the evaluation:

The objective of the evaluation is to understand the achievements of the project with the expected outcomes of the project. Therefore, the specific objectives are:

1. To measure the quality of achieved outputs, outcomes, and results of the project throughout the period of implementation including analyzing the reasons behind their successful or unsuccessful achievement.
2. To assess the effect of the project, failure, and adaptation to the changing context, on the targeted program participants and their environment.

3. To evaluate the level to which the project was succeeded to ensure meaningful participation of the targeted program participants it worked with through making specific questions to bring out the opinions including in Beneficiary feedback mechanism, time-effective communication, Staff expected behavior, Risk assessment, Gender equality, supporting community decision making, and responding to the priorities and needs of the communities.

4. To identify key good practices and key lessons learned, and make recommendations for future improvement of similar projects based on evaluation findings.

C. Methodology:

1. Documents review.
2. Personal Interview (staff & beneficiary).
3. FGD.
4. Questionnaire survey.
5. Field visit and Observation.

D. Project Overview:

i. Expected outcomes of the project and Evaluator’s observation sharing:

SI	Proposed Expected Outcomes	Evaluator’s Observation
01	A comprehensive Training Manual will be developed to train up the dry fish producers and the entrepreneurs on Organic and toxic chemical-free dry fish processing.	The training manual was prepared in due time and all the selected fish producers along with the entrepreneurs got extensive training on organic and poisonous chemical-free dry fish processing and way to run the e-commerce platform.
02	A total of 80 dry fish producers, 20 from each union, (no. of producers will be decided once the partnership is made) will be provided with extensive and series training through 10 training sessions on healthy and organic dry fish processing, packaging, and its overall supply chain. At least 50 producers are expected to adopt organic production.	<p>Firstly, all the targeted dry fish producers provided with extensive and series of training on the mentioned topics. But the actual no. of active dry fish producers who adopted the organic production was 42 during the visiting time. Because it wasn’t possible to bring all of them under the project facilities due to a limited number of materials. Besides due to excessive cost in dry fish production they showed a lack of interest to adopt the organic method.</p> <p>Then, due to the delay of seed fund distribution to the selected entrepreneurs also discouraged to produce toxic chemical free dry fish.</p>
03	A total of 11 selected entrepreneurs will be provided with the seed fund to buy and stock products from the producers and sell it through the e-commerce platform. The project aims to generate the monthly income of each entrepreneur, who will avail the facility of the seed fund, should be BDT 20,000.	The delay in seed fund distribution to the 9 nominated entrepreneurs fully hampered the whole process. They received the seed fund in the month of December 2019. But it should be at their account within the month of September 2019. If did so, the project could evaluate the changes in their monthly income, could be able to track the seed fund, and monitor the entrepreneurs & producers physically.
04	4 Learning videos (no. of videos will be decided once the partnership is made) will be produced for demonstrating the methods of	The mentioned project activity intended to cover more producers who didn’t get the training about organic dry fish processing, using elevated fish net

	healthy and organic dry fish processing, using elevated fish net platform/ fish drier, etc.	platform/ fish drier, etc. But the activity was implemented lately. It was supposed to be completed by the proposed time then the actual impact/changes could be measured.
05	Promotional printed communication materials will be designed and printed as a guideline for the producers and entrepreneurs and will be distributed during training sessions and video show sessions.	Same as above
06	Successfully installed minimum 4 fish driers and 35 dry fish nets (no. of facilities will be decided once the partnership is made) will be distributed among the producers. It is expected that the facility will be fully utilized by the beneficiary group.	<p>According to project design, a group of 10-12 producers in a community would use 1 dry fish dryer. However, the plan didn't work as the individual owner hasn't been established. Neither any producer is using the fish dryer nor keeping it clean, as it is no one's individual rather collective responsibility.</p> <p>80 producers received training, 42 of them are active, and only 20 of them received elevated net from IOM which we can see a very little number of support to the producers. It created division among them who hadn't been received the elevated net.</p>

ii. **Target and Achievement on Project Activities from 01 July to 31 December 2019:**

SN	Name of Activities	Cumulative Achievement	
		Target (No.)	Achieved (No.)
3.	Staff Orientation Meeting	1	1
4.	Monthly Coordination Meeting with Project Staff	9	7
5.	Orientation Meeting with Producers	2	2
6.	Training Sessions on Dry fish Processing at Unions	10	10
7.	Learning Video Production	4	4
8.	Colorful Flyer (Folding Brochure) Printing, 2 Items	1000	1000
9.	Colorful Booklet Printing	500	500
10.	Training Manual Preparation	1	1
11.	Training Manual Printing	500	500
12.	Weekly Promotional Video Show in Unions	10	10
13.	Site Selection and Fish Dryer Installation	4	4
14.	Site Selection and Elevated Net (Macha) Installation	20	20
15.	Training and Video Show Equipment	4	4
16.	Provide Seed Fund to the Selected Entrepreneurs	9	9

iii. **Training/workshop organized**

SN	Issues or Activities	Venue/Location	Proposed Indicator	Achieved Indicator
1	Inception Workshop on Dry Fish Production Processing by Organic Method (1)	Digital Island Center in Moheshkhali of Cox's Bazar	60	54
2	Details Understanding Meeting on Making e-Commerce Business Plan (1)	Digital Island Center in Moheshkhali of Cox's Bazar	50	50

3	Skill Development Training on Production and Preservation of Safety and Poison Free Dry Fish in Organic Way at Unions (10)	Moheshkhali Digital Island Center, Kutubjom Union Parishad, Dholghata Union Parishad, Matarbari Mossho Samity in Moheshkhali of Cox's Bazar	200	200
4	Weekly Promotional Video Show in Union (10)	Digital Island Centre, Rashid Miyar Bridge, Thakurtola, Moheshkhali Pouroshova; Kamitarpara, Ghotivanga, Khondokarpara, Kutunjom Union; Sairar Deil, Matarbari Union; Sutoriya Para, Dholghata Union in Moheshkhali of Cox's Bazar.	500	449
5	Promotional Visual Materials (Colorful Flyer and Booklet) and Training Manual Distribution	Moheshkhali Pouroshova, Kutubjom Union, Matarbari Union and Dholghata Union in Moheshkhali of Cox's Bazar	500	500
6	Four (4) Fish Dryers and Twenty (20) Elevated Fish Nets (Macha) Installation in Moheshkhali	Moheshkhali Pouroshova, Kutubjom Union and Dholghata Union in Moheshkhali of Cox's Bazar	65	63
7	Fish Dryer and Elevated Net Transferring Ceremony among Beneficiaries (1)	Moheshkhali Digital Island Center in Moheshkhali of Cox's Bazar	70	70
8	Seed Fund Distributing Ceremony among Entrepreneurs (2)	Moheshkhali Digital Island Center in Moheshkhali of Cox's Bazar	9	9

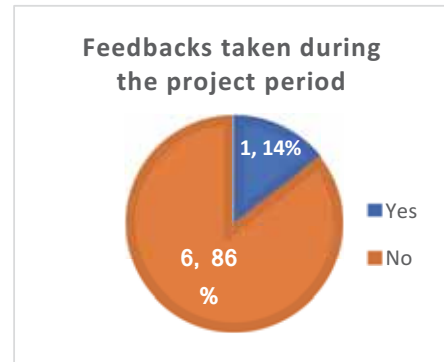


Dry fish processing using the organic and toxic chemical-free method; Md. Ziaur Rahman, IOM Project, COAST Trust

E. Questions to the beneficiary, answers, and findings:

1. Were you interviewed and given opinion during the beginning of the project?

86% of the interviewees stated that they have been interviewed before the activities of the COAST driven project were started. They said all of them have been working with IOM for 2 years on this project but COAST, at the very beginning asked them to attend meetings for giving their opinions. They declared that they were well informed about the project facilities.



2. Did feedback were taken from during the project period?

COAST put together feedback mechanisms that mainly involve face to face interactions through the project staff. Interviews confirmed that 58% of the total beneficiaries were replied no, they weren't asked to give feedback on the progress of the activities, and for the better implementation of the project for the remaining period.

3. Are you satisfied with the project facilities?

In reply to this question, 72% were said that they are happy about the given facilities. But 28% said that they are not happy, because they could effectively use the seed fund if it was given a couple of months before. They received it at the very end of the project. It is noticeable here that the project will end this month (December 2019). They also told that it would be better if COAST were there to suggest them and monitor them closely. Now they are on their own.

4. Were they informed about the COAST complaint response mechanism?

In reply to this question, all of them said that none of the COAST employees had ever shared any number or mechanism for submitting a complaint though they had discussed the issue several times.

5. Did you utilize the seed fund effectively?

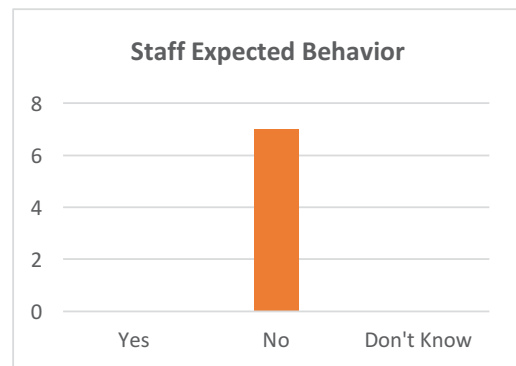
Though all of them said that they utilized the given seed fund successfully. In their sense, they all invested the whole amount of money in the business. But according to the project coordinator and other staff, the given amount was just a little portion of the whole amount. And it was given very lately. They faced a critical situation to start the business as the method for drying fish is unique and expensive as well as contrary to the conventional process.

6. Did the COAST employee had ever shared or discussed the way of their behavior with all of you?

It was a critical question regarding the COAST standard for accountability and quality management. But 86% of the interviewees responded that none of the COAST employees had ever discussed on the mentioned topic with them. In reaction to this response, the Project coordinator said that it is correct that we didn't share this concern with them separately. But we discussed with them about the many times in different meetings and other gatherings.



7. Did the COAST employee ever discuss the protection of sexual harassment/ child abuse with all of you? It was also a very sophisticated question. COAST always believes in gender sensibility. It has its child protection and safeguarding policy. It maintains very strict monitoring in this concern in its working areas. But the answer was the same as the previous question. All of the beneficiaries who were interviewed didn't know anything about COAST approaches/movement counter to sexual harassment/child abuse. The project Coordinator gave the same answer that it was shared but they didn't listen to it carefully that's why they forgot to mention it.



8. Please give your opinion about the negative impact/challenges of the project. Shared negative impacts and challenges of the project are:

- i. Most of the people don't know much about this new technology/method.
- ii. The dry fish producers are less interested because in this process they have to invest more money in contrary to the traditional process.
- iii. Access to the market is very difficult regarding its price.
- iv. Late seed fund distribution.
- v. All the selected entrepreneurs are not equally motivated until now. Lack of coordination among them is also a great concern.

9. Did the COAST employee ever discuss the Risk assessment process with all of you?

It was a very important question. COAST always believes in gender sensibility. COAST has its Risk assessment policy. And the target is to identify the risks at the level of staff and beneficiaries and to take the best possible initiative to solve these. But all of the beneficiaries who were interviewed didn't know anything about this process. The Project Coordinator said that it was shared but they didn't listen to it carefully that's why they forgot to mention it.



Apart from that, we asked several questions through the setting of specific indicators to measure the changes in their present economic condition and awareness level which ultimately headed them to be a successful entrepreneur at the end.

F. Learning:

- i. Due to the improvement of technology and raising awareness among the people; efficient use of increased capital cost, operating cost, and cost of labor; and ability to meet the need for higher efficiency and demand for high-quality standards of production should be ensured. It will become a prerequisite for staying in this competition.
- ii. The future development of agriculture, agro-economy, and rural employment depends on the development of the agriculture marketing subsector in Bangladesh and requires public support for promotion, e-commerce facilitation, legal and regulatory supports, and necessary infrastructure development and training.

- iii. Agriculture marketing associations are not well-organized and federated to meet the needs of the fast-growing domestic agriculture market of Bangladesh.
- iv. Participation of women entrepreneurs improved project outcomes and created more opportunities for them in business, employment, skill development, marketing, and income generation.

G. Recommendation

- i. To improve the quality standards of dry fish and avoid the negative impact of human health following to be considered:
 - Special concerns are to be needed to maintain hygienic conditions in an around of the Cox's Bazar area.
 - Fish drying chambers should be periodically cleaned and washed to avoid any contamination.
 - The road and transport facilities should improve to expedite the transportation system.
 - The dry fish producers should avoid the use of different harmful insecticides and pesticides to consider the human health impact even in the rainy season. Necessary govt. initiatives should be taken to ensure it.
- ii. The target group should receive the same facility and responsibility, as we found distributed fish dryers are lying in idle and several training participants showed their reluctance to be active in production.
- iii. The public and private sector will take steps to remove critical bottlenecks and constraints of this business such as lack of improved market infrastructure, processing cost, weak market channels, disorganized agribusiness associations, inadequate credit facilities, and lack of easy access to export markets for the products from Bangladesh.
- iv. The public and private sector will assess and continue to support enhancing the role of women as agribusiness entrepreneurs and skilled human resources to enable them to diversify and scale up their enterprises and access other levels of the value chain.
- v. It is necessary to provide institutional and organizational support, government support, extension services, and more research along with knowledge of dried fish marketing.

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Annexure 01: Case Study:



Md. Salim Mia, 56, Rashid Mia Bridge, Gorokghata, Maheshkhali, Cox's bazar

Succeed but a long way to go

Dry fish is one of the main delicacies not only of the Chittagong region but also all over the country. But the existing dry fish preparation processes are not healthy but harmful for health because of using toxic chemicals in it. A 2016 study by Chittagong Medical College Hospital (CMCH) identified the toxins used for drying fish as “one of the main causes of cancer”.

Salim Mia, 56 is an established dry fish producer. He used to invest more than BDT. 2 million in this business every year. But he was doing all the processing through using the traditional methods. He might know the negative effects of this produced dry fish. But because of the market demand and as the buyers wanted to take it at a low cost that prompted him to opt for such unhealthy methods. But still, he had an unfolded cherish to produce dry fish using a hygienic method and access to the market for these products.

Later he took training and guidance from COAST Trust and started to produce. Firstly, he invested BDT. 88,000 and sold it to the market at BDT. 1, 34,000. Consequently, he received a bamboo scaffold for him and a fish dryer for his community operationally from COAST.

Now as a project beneficiary of COAST, he got continuous suggestions at production time and a set of entrepreneurs for selling the produced products. Salim Mia is confident that he can run the business and will be able to spread it if he got the assistance from the NGOs and the government part.

Annexure 02: Evaluation Questionnaire

COAST Trust, 19 December 2019
Evaluation questionnaire for IOM project

উপকারভোগীর জন্য প্রশ্ন

নাম:	নারী / পুরুষ	বয়স:	
ঠিকানা:		মোবাইল:	
১. প্রকল্প তৈরিতে উপকারভোগীদের সাথে বসা ও মতামত নেয়া হয়েছে কি না?	হা	না	
২. মতামত নেয়া হলে সেই অনুযায়ী প্রকল্পের কাজ সাজানো হয়েছে কি না?	হা	না	জানিনা
৩. প্রকল্প চলাকালীন আপনাদের কাছ থেকে মতামত নেয়া হয় কি না?	হা	না	জানিনা
৪. প্রকল্পের সেবাগুলো সম্পর্কে বলতে পারেন কি না?	হা	না	জানিনা
৫. আপনি/আপনারা সেবা গ্রহণ করে খুশি কি না?	হা	না	
৬. না হলে কেন খুশি নন?.....			
৭. অভিযোগ নম্বর জানেন কি না?	হা	না	জানিনা
৮. আপনি সিড ফাড পেয়ে থাকলে তার সঠিক ব্যবহার করতে পেরেছেন কি না?	হা	না	(১১ জন)
৯. না পারলে কেন?			
১০. উদ্যোক্তা হিসেবে আপনি মাসিক ক্রয়-বিক্রয় হিসাব রাখেন কি না?	হা	না	
১১. উদ্যোক্তা হিসেবে আপনার আয়ের পরিবর্তন সম্পর্কে বলুন			
১২. সচেতনতামূলক ভিডিও দেখে আপনার কোন পরিবর্তন হয়েছে কি না?	হা	না	জানিনা
১৩. হলে কি ধরনের পরিবর্তন.....			
১৪. প্রকল্পের কর্মীরা তাদের আচরণ আপনাদের সাথে কেমন হবে সে বিষয়ে কখনও আলোচনা করেছেন কি?	হা	না	জানিনা
১৫. প্রকল্পে যৌন হয়রনি/নারী ও শিশু নির্যাতন প্রতিরোধ ইত্যাদি সম্পর্কে কখনও আলোচনা হয়েছে কি না	হা	না	জানিনা
১৬. প্রকল্পের নেতিবাচক প্রভাব/ ব্যর্থতা নিয়ে আপনার মতামত.....			
১৭. প্রকল্পে আপনাদের সাথে নিয়ে কৃষি নিরূপণ করা হয় কি না?	হা	না	জানিনা

২টি কেসস্টাডি সংগ্রহ- (ব্যর্থতা ও সফলতা) ছবিসহ

কর্মীদের জন্য প্রশ্ন

১. উপকার ভোগীর মতামত নেয়া হলে সেগুলোর ডকুমেন্টেশন আছে কি না?	হা	না
২. না হলে কেন?		

