



KNOWLEDGE TRANSFER

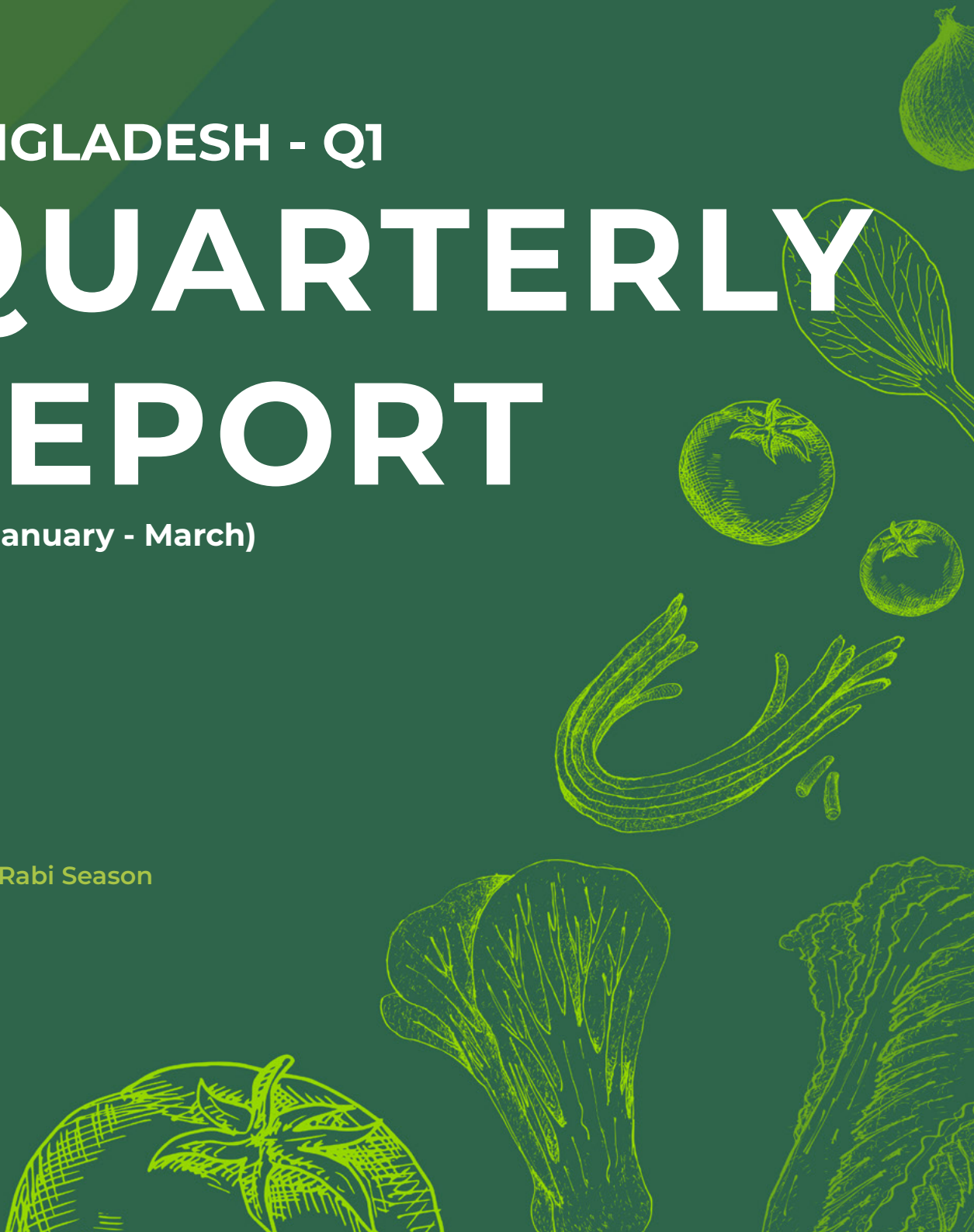
BANGLADESH - Q1

QUARTERLY REPORT

2023 (January - March)



Rabi Season





Section 1

NEWS & HIGHLIGHTS



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At the beginning of the year, the EWS-KT Bangladesh field staff and management team met for a reflection meeting. We assessed all activities throughout the year, discussed root causes of demo failure, and made a plan for 2023.



DIGITAL & OTHER

Currently there are 4,780 members in our country Facebook group.



DEMONSTRATION PLOTS

In this quarter, 93 demos were set up. The most common crop was tomato, with 27 demos. For the first time, we arranged a Mega Field Day for watermelon demos in Kalapara, and 102 farmers attended.



HIGHLIGHT IMAGES



Ella Lammers (Senior Advisor Global Public Goods, RVO), Christina van der Heden (Program Coordinator, SDGP), and Jeroen Kroezen (Corporate Partnership Manager, Solidaridad) visited Morzina Akter, who has established a seedling business.



We presented EWS-KT activities and techniques at the Bangladesh Seed Congress 2023, held at the Bangabandhu International Conference Centre, Dhaka.



A reflection meeting on 2022 was organized in the Brac Learning Center, and it was very fruitful for the entire team.



Section 2



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DEMONSTRATION PLOTS

Distribution of Crops

Table 1: Demonstration plots managed by key farmers in this quarter.

Sr. No.	Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Avg. Land Size (sq. m.)
1	Tomato	27	Shukhi	26	307
			Mihrimah	1	236
2	Pumpkin	18	Dorodi	16	284
			Pirity Super	1	280
			Pronoy Super	1	120
3	Bitter Gourd	14	Palee Plus	13	358
			Dola Plus	1	448
4	Watermelon	12	Banglalink	12	336
5	Yard Long Bean	10	Green Land	8	443
			Summer Field	2	287
6	Cucumber	4	Tamim Plus	4	521
7	Bottle Gourd	3	Dotora Super	3	361
8	Hot Pepper	3	Radhika	3	369
9	Okra	1	Sundor	1	253
10	Ridge Gourd	1	Bir Super	1	466
Total		93		93	

Table 1 Notes

There were 93 demos of 10 crops (15 varieties) during this quarter.

Demos Associated with Projects

Table 2: Details of major projects during this quarter. Plots <80 square metres are considered home gardens. Plots >80 square metres are considered semi-commercial.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos			Project Targets
			Ongoing	Completed	Terminated	
Smart Farming, Healthy Food	Bauphal	290	3	7	0	100%
	Bhola Sadar	438	5	11	0	
	Char Fasson	377	5	14	0	
	Galachipa	405	5	14	0	
	Hatiya	251	0	5	0	
	Noakhali Sadar	363	5	6	0	
	Subarna Char	381	4	9	0	
Total			27	66	0	



Section 2 DEMONSTRATION PLOTS



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Demo Profits and Productivity

Table 3: Average demo costs and profits. All results are calculated per 250 square metres.

Crop	No. of Demos	No. of Plants	Costs (Taka)	Returns (Taka)	Profits (Taka)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Tomato	27	315	3,125	13,292	10,168	2.22	2.25 - 3	667
Pumpkin	16	52	2,977	14,034	11,056	7.00	15 - 20	61
Bitter Gourd	8	76	4,410	20,742	16,332	3.00	3 - 5	200 - 222
Watermelon	6	229	3,124	17,770	14,646	4.00	4 - 5	182
Cucumber	4	300	5,399	14,551	9,152	1.00	2 - 3	667

Table 3 Notes

During this period, 66 demos were completed, including 27 tomato demos, with a 325% ROI; 16 pumpkin demos, with a 371% ROI; and 8 bitter gourd demos, with a 370% ROI.



Section 2 IMAGES OF DEMO PLOTS



Shafiqul Islam Pada's hot pepper demo in Galachipa.



Saleka Begum's home garden in Subarna Char, Noakhali.



Seedlings in Marzina Akter's nursery. The leaf roll pot is becoming popular with farmers.



Johurul Haque's yard long bean demo in Noakhali Sadar, Noakhali.



Field Day at Johurul Haque's yard long bean demo.



Home garden training in Char Fasson.



Section 3

FARMER TRAINING



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During this quarter, there were a total of 178 trainings on 10 modules. The total number of Field Days was 54, and 302 farmers received advice directly from EWS-KT staff at agro-input dealer shops or received advice from agro-input dealers that was monitored by EWS-KT staff.

Training Sessions

Table 4: Number of farmers trained by region in this quarter.

Project	Demonstration Location (District)	No. of Trainings	Total Farmers	Male	Female	Youth %
Smart Farming, Healthy Food	Bauphal	17	233	80	153	27%
	Bhola Sadar	27	261	142	119	41%
	Char Fasson	41	925	498	427	44%
	Galachipa	20	320	111	209	36%
	Hatiya	7	164	104	60	54%
	Kalapara	15	146	122	24	21%
	Noakhali Sadar	16	313	175	138	33%
	Subarna Char	35	457	254	203	65%
TOTAL		178	2,819	1,486	1,333	43%

Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location	No. of Field Days	Total Farmers	Male	Female	Youth %
	District					
Smart Farming, Healthy Food	Bauphal	2	38	20	18	29%
	Bhola Sadar	3	39	21	18	18%
	Char Fasson	5	139	62	77	22%
	Galachipa	11	144	76	68	40%
	Hatiya	2	33	7	26	21%
	Kalapara	4	138	115	23	14%
	Noakhali Sadar	3	88	66	22	28%
	Subarna Char	24	302	176	126	50%
Total		54	921	543	378	34%

Agro-Input Dealer Kiosks

Table 5-2: Agro-input dealer kiosks are regularly scheduled times when EWS-KT staff are present in an agro-input dealer's shop and give direct advice to farmers or monitor the advice given by the agro-input dealer.

Project	Location	Agro-Input Dealer Kiosk	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
Smart Farming, Healthy Food	Bauphal	TFO or agro-input dealer	Farmers	Advice	38	20	18	21%
	Bhola Sadar	TFO or agro-input dealer	Farmers	Advice	37	37	0	30%
	Char Fasson	TFO or agro-input dealer	Farmers	Advice	55	51	4	71%
	Galachipa	TFO or agro-input dealer	Farmers	Advice	70	37	33	44%
	Hatiya	TFO or agro-input dealer	Farmers	Advice	15	14	1	53%
	Subarna Char	TFO or agro-input dealer	Farmers	Advice	87	87	0	59%
Total					302	246	56	49%



Section 5

DIGITAL MEDIA



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Digital Platform Members or Followers

Table 6: Number of members/followers at the end of each quarter.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Members)	4,780			
WhatsApp Group (Members)	91			

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
60	19,407	221	2,102

Digital Outreach

Table 8-1: Number of digital platform users, viewers, or views.

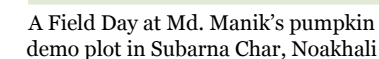
Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Viewers)	19,407			
EWS-KT YouTube (Views)	225			
EWS-KT GrowHow (Users)	131			



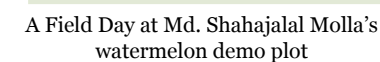
Facebook posts with the most engagement.



Reactions



Reactions



Reactions

