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SINDH AGRICULTURE RECOVERY PROJECT

COOPERATIVE AGREEMENT NO. 391-A-00-11-01213-00

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Introduction

After the July-August 2010 floods in Pakistan, the United States Agency for International Development (USAID) began providing massive support to meet the emergency and early recovery needs of the flood victims. One significant project being funded and supported by USAID is the Sindh Agriculture Recovery Project (SARP), which was launched in 7 districts of Sindh from December 2010 in partnership with the Rural Support Programmes Network (RSPN), Sindh Rural Support Organisation (SRSO) and Sindh Abadgar Board (SAB). The total value of this USAID SARP project is \$ 15 million. The launching ceremony was held in Jacobabad on December 13th, 2010 where was attended by representatives from the Sindh Government, USAID, RSPN, SRSO, SAB, and other stakeholders. With USAID support, SARP will provide agricultural inputs to flood affected small farmers to grow sunflowers. Under SARP, the target beneficiaries are to 50,575 small farmers (owners, tenants, and share croppers) and 101,150 acres, i.e. 2 acres per beneficiary.

Assessments, Trainings & Distribution

The beneficiary assessments began in early December 2010. The methodology used is that SRSO social mobilization teams enter villages and gather people through announcements. A project introduction is held where project details are shared with the people along with the selection criteria for beneficiaries. People who are interested in the project and meet the selection criteria are then asked to meet with SRSO team 1 to 2 days later at a chosen time and place. Once the people have gathered the team fills out assessment form for those who fall within the selection criteria for the SARP project. Note that assessments are not done for those who do not meet criteria as this leads to resentment within the community if they feel their information has been taken down and they do not receive inputs later on.

The assessment data is then sent in soft copies to the head office where the Monitoring, Evaluation and Research (MER) Officer checks the data for inconsistencies, duplication and completeness for each beneficiary. The approved list is then sent back to the district team.

Once the list is received at the district level, the approved beneficiaries are contacted by the SRSO team and asked to gather at a chosen time and place. After the beneficiaries are gathered, there is a 2 hour training session held at the distribution point where they are introduced to the agronomy of sunflower. Sindhi language hand-outs on sowing and care for sunflower are also distributed at this point. After the training session, beneficiaries receive seeds and fertilizer and told that they will receive further inputs such as cash for work once they have planted the seeds and applied the DAP fertilizer and that it has been verified by the SRSO team. Distribution tokens are also handed out which say exactly which of the project inputs they are receiving at that point.

By January 03, 2011, 51% of the beneficiaries had been assessed (Table 1). The process of assessment is expected to be completed by mid January 2011. Distribution of agricultural inputs has begun in two districts (Table 2).

Table 1: Assessments undertaken as of December 31st, 2010

District	Target	Assessment	% of Total
Jacobabad	9,756	5,711	59%
Qambar Shahdadkot	8,053	4,878	61%
Shikarpur	7,128	4,555	64%
Kashmore	5,549	3,512	63%
Larkana	2,795	1,476	53%
Dadu	8,079	2,519	31%
Thatta	9,215	3,024	33%
Total	50,575	25,675	50.8%

Table 2: Distribution of Agricultural Inputs as of December 31st, 2010

District	Target beneficiaries	Distribution	% of Total
Jacobabad	9,756	150	2%
Qambar Shahdadkot	8,053		0%
Shikarpur	7,128	64	1%
Kashmore	5,549	20	0%
Larkana	2,795		0%
Dadu	8,079		0%
Thatta	9,215		0%
Total	50,575	234	0.5%

Training Material and Trainings

The main materials that have been developed for the project so far are:

1. Sindhi language flyers to be handed out during the first distribution
2. Urdu documentary on Sunflower covering sowing to harvest – shown during distribution

Trainings are an interactive dialog that takes place at each distribution point before inputs are handed over to the farmers. As the project moves forward beyond sowing, material will also be developed which focuses on pest and disease control along with harvest techniques. This will be administered at later stages of the project and will be conducted in group sessions similar to the distribution training sessions.

Procurement

Procurement of fertilizers has been slow due to shortages in the market. SRSO has also focused on procuring known brands only rather than generic material which are more easily available. For DAP and Urea, the focus has been on Engro brand (and Sona from Fauji Fertilizer). Procured material is stored at district warehouses (Table 3).

Table 3: Agricultural Inputs in District Warehouses as of December 31st, 2010

District	DAP	Urea	Seed
Target	50,575	50,575	101,150
Jacobabad	2,020	1820	15624
Qambar Shahdadkot	1400	1400	12380
Shikarpur	1800	2000	13100
Kashmore	3000	3000	13235
Larkana	1800	2100	8155
Dadu	2600	2050	16310
Thatta	1800	1200	14905
Total	14,420	13,570	93,709
% of Total	28.5%	26.8%	92.6%

Engro has agreed for direct sale of 40,000 bags of DAP for SARP project and delivery is expected by January 10, 2011. SRSO also have an additional 20,000 bags of DAP ordered from Engro and being delivered currently. This leaves a shortfall of about 27,000 bags of DAP for which Engro has been approached and will be the first choice, otherwise SRSO will purchase 7-star brand which is available to us right now.

The urea situation is more difficult with acute shortages in the market for known brands and a sudden unexpected increase in price by manufacturers. SRSO is in talks with Engro as well as 3 other distributors and will make sure that procurement is complete by mid January 2011. Urea quality is more consistent and SRSO will pursue other brands from the open market if procurement looks to become a bottleneck for distribution.

Further purchase orders for seeds will be placed with ICI this month to bring the bags up to the required 101,150.

Quality Control

One of the strategies used so far has been to buy only Engro and Fauji brands which are the most reliable ones in the market. In addition, SRSO is working with Tando Jam University for sample testing for each consignment that it receives from each supplier. As the consignment reaches the warehouse, a small sample is obtained from each location and sent to the head office. This is then sent to the laboratory at Tandu Jam University for testing. This procedure is currently underway for our first consignment in the warehouses. Results will be shared once received from the laboratory.

Marking and Branding

RSPN has made presentations on the description and objectives of the project both at the Local Support Organizations (LSO) Convention held in Islamabad on the 13th of December and at the 2010 Annual RSPs' Strategy Retreat held in Bhurban, Murree, December 22-23, 2010. The LSO Convention was attended by community members from across Pakistan representing approximately 100 Union Councils. The RSPs Retreat was attended by RSPN and RSP senior management, government officials, donors, including

USAID representatives, and other stakeholders; Alternate AOTR Mohammed Ghani Khan was also present at the Retreat.

RSPN has also entered into negotiations with the Dawn Group to produce the project documentary on the Sindh Agriculture Recovery Project.

The main branding is around the agriculture inputs. ICI has already branded the seed bags (Figure 1). For the fertilizer bags SRSO has developed stencils for the USAID logo and this will go on all the bags before they move out of the warehouse.

Figure 1: Branding of USAID SARP Sunflower Seeds and Fertilizer



Launching Ceremonies

USAID funded SARP project launching ceremony was held in Jacobabad on Dec 13th, 2010 which was attended by 20 beneficiaries, USAID representatives and government officials. During this ceremony, seeds and fertilizers were handed out to 20 beneficiaries. The event was highlighted in the national and local media.

In addition to this main launching ceremony, SRSO has conducted smaller ceremonies in 2 other districts with plans to conduct ceremonies in 4 more in January (1st, 3rd, 5th and 7th). These ceremonies are

smaller with beneficiaries, land owners and local government officials invited. These ceremonies create necessary publicity and serve the purpose of taking on board government officials and land owners, whose cooperation is considered important for the success of the project going forward. The beneficiaries invited for these ceremonies are pre-assessed before being invited. Distribution of inputs at these launching events is show in Table 4 below.

Figure 2: USAID SARP Project Launching Ceremony at Jacobabad



Table 4: Agricultural Inputs Distributed at Launching Ceremonies

Human Resources

RSPN finalized its project staff, including the hiring of the Chief of party, Senior Monitoring Officer, Monitoring Officer and an Admin and Finance Officer. SRSO has recruited a Deputy Chief of Party. The month of December 2010 was also spent putting together the teams for each district especially the increased number of field agronomy staff (approved in the revised budget) which will be needed for monitoring and providing extension services to the farmers. The current picture is given below in Table 5. While all team members at the district level are filling in for gaps, SRSO expects all hiring gaps to be filled in by mid January 2011.

Table 5: SRSO's District Staff under SARP Project

Designation	Head Office	Kashmore-Kandhkot	Jacobabad	Shikarpur	Larkana	Qamber/ Shahdad kot	Dadu	Thatta
Monitoring Officer	Nazia Shah							
Finance Officer	Shoaib-ud-din Shaikh							
Logistic Officer	Hari Lal							
Procurement Officer	Ameet Raja							
District Project Officers		Zulfiqar Narejo	Samad Phulpoto	Ali Bux Mangi	Saeed Buledi	Saeed Buledi	Vashoo Parmar	Krishan Kumar
Social Organizer 1		Rafique Khushk	Javed Shaikh	Zahid Hussain	Zulfiqar Chajro	Muhd. Khan	Muhd. Hussain	M. Anees
Social Organizer 2		Shagufta	Rukhsar	Miss Saima Bhutto	Aslam	Siddique Abro	Niaz Dawach	Miss Zainab
Agriculture Professional		Barkat Ali	Naeemullah Chajro	Ahmed Samejo	Moula Bux Hullio	Miss Afshan	Imtaiz Kalhoro	Asif Usman
		Farman Illahi	Fayaz Shaikh	Bandah Ali	Barkat Ali Mangi	Hyder Nonari	Zohaib Hussain	
		Nazir Ahmed	Mazhar Kango	Abid Khokhar	Zameer Ali Rahoojo	Tanveer Rehman		
		Aslam	Iqbal Ahmed Maheser	Muhammad Umer Soomro.	Shahzad Ali Abbassi	Bakahat Ali Tunio		
		Sikander	Fiaz Ahmed Koondher	Nazir Metlo	Ghulam Hussain Burdi	Ghulam H.Noonari		
Warehouse Assistant		Waqar Ali	Nadeem Zeeshan	Ali Asghar Malik	Abdul Ghafoor	Shahid Memon	Mehendro	
Finance Assistant		Naveed Fatah	Hafeezullah	Zain-ul-Abdin Shah	Mansoor Ali			

Also note that for the assessment and distribution process, SRSO social mobilization team has been extensively used due to large scale of the project.

After the December 13, 2010 SARP launch at Jacobabad, COP and DCOP travelled to all the districts and conducted orientation trainings which covered SARP project details, sunflower background in Sindh and sunflower agronomy. RSPN's and SRSO's Senior Monitoring Officers have conducted visits to the SRSO head office as well as field locations.

In addition, policy and procedures with regards to warehousing and material movement has also been shared with the staff by the District Project Officers.

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