

IP Format

This template points which information are essential in the presentation, while showing several examples and ideas on how they should be presented.

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ICN/IP
Sub-sector : (Name)

Date: (when are you presenting)

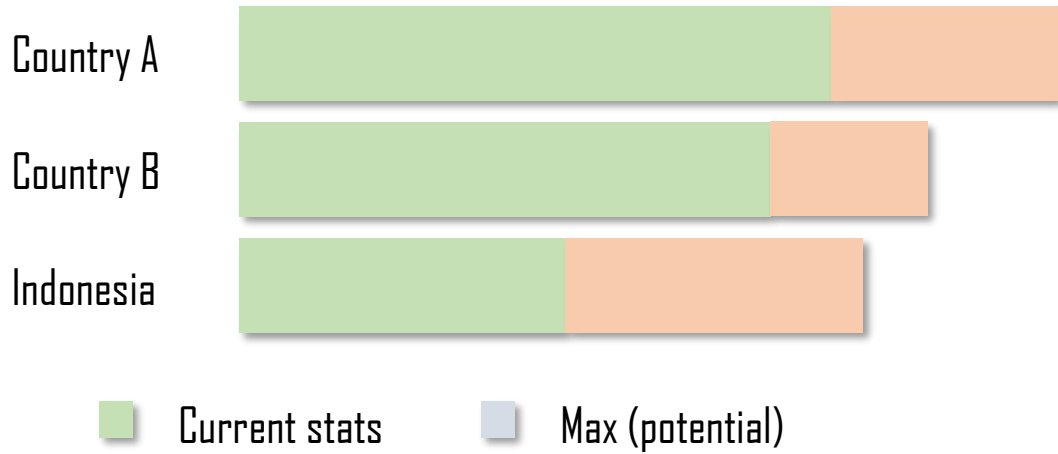
Sub-sector team: (mention the team involved with intervention)

Rationale for Sub-sector

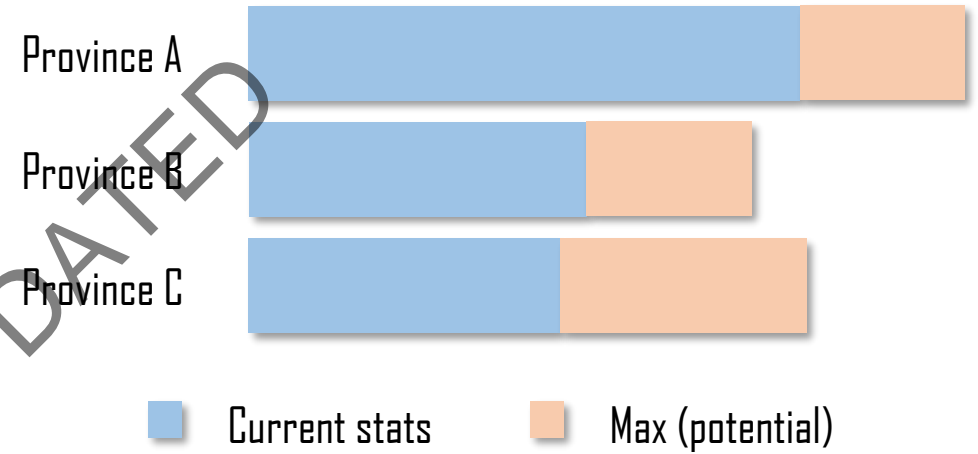
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Sector Profile (global and national trend)

Global trend by country
(production, acreage, productivity, export-import)



National trend by province
(production, acreage, productivity, export-import)



Growth potential, demand and supply gap (Global/Local)



Tips:

Put explanation on the gap between current, ideal, and potential situation in terms of production, acreage, productivity, export-import, etc.

Always provide source of information

Sub-Sector Background

Number of farmers in XX sub-sector

100,000 farmers

Geographic concentration of farmers

70% of farmers are located in XXX district



Tips:

Always provide source of information

Reasons for selecting particular district

1. Reason A
2. Reason B
3. Reason C



Sub-sector feasibility

Availability of market players

**Super
Seedling**

HERBICIDE

GROWER



batan

Explanation on which market players exist in the market, including their current roles and leverage potential.

Presence of large businesses

Willingness of private sector and prospect of attracting market players

- Investment in the sub-sector ✓
- Expansion of businesses ✓
- Profitable and potential market

Regulatory environment

Explanation on government's regulation that related with the sub-sector and could be a challenge for the intervention in the future (e.g. certification or license for producing and promoting certain products).

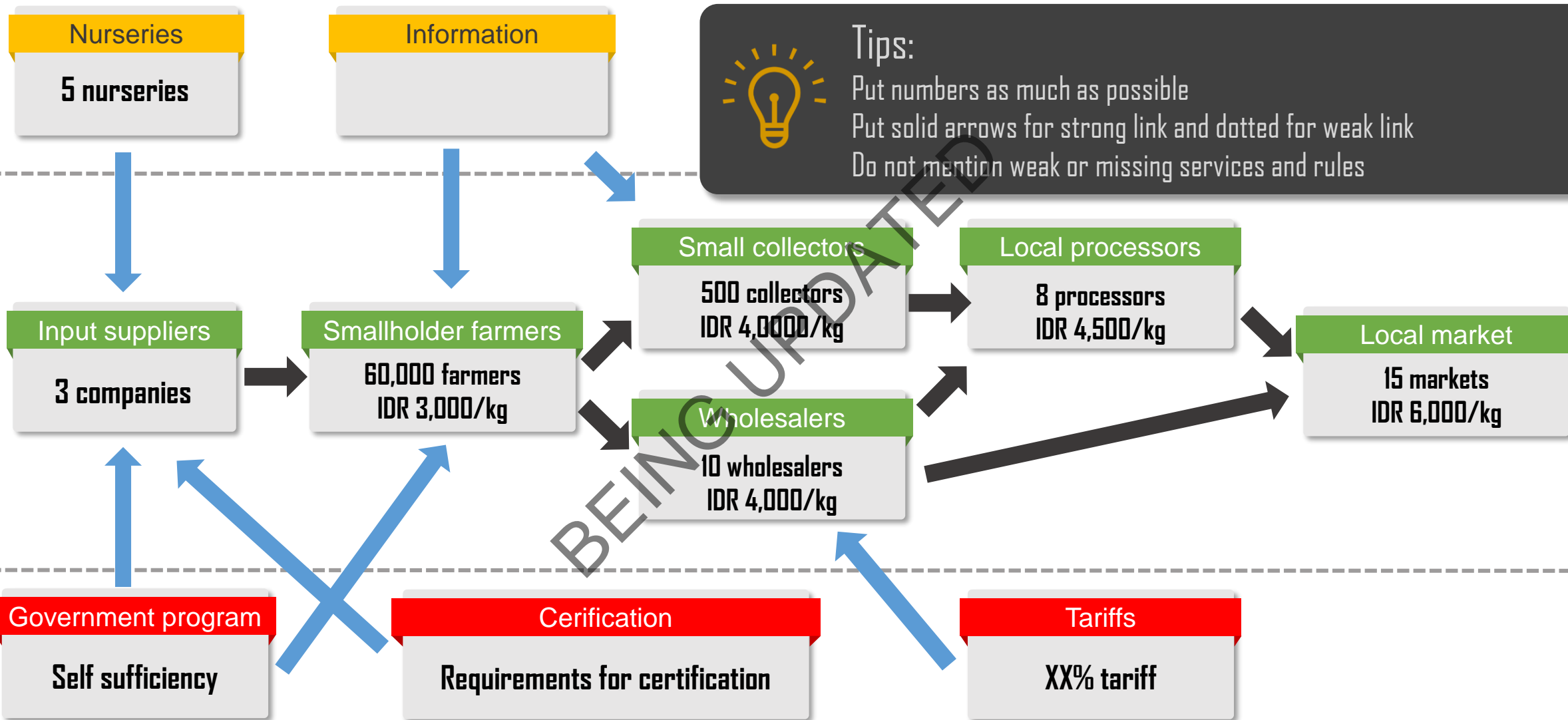
Level of market distortions

Explanation on how other market players could distort the intervention, especially when their action contradicts with what the intervention wants to achieve (e.g. government keep distributing free seeds to farmers).

Analysis of the Underperforming Market System

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Sub-Sector Market Map



Gender Analysis – 1) activity 2) decision making

Activity in production cycle	Men	Women	Men labors	Women portion	Explanation
Decision on type of commodity	0.0	4.0	0.0	0.0	Using labor is not common, women in household usually make decision in almost every activities
Buy seeds	4.0	0.0	0.0	0.0	No seeds can be found in near location, thus it became men's job to go purchase the seed in neighboring sub-districts
Planting	2.0	2.0	0.0	0.0	Planting is seen as responsibility of every single household member
Fertilizing	0.5	0.5	1.5	1.5	Fertilizing is not really seen as an important activity. Even if it does, using labor is more preferable
Harvesting	1.0	1.0	1.0	1.0	Due to limited time, using labor service is very common when farmers harvest the crops
Sell crops	1.5	2.5	0.0	0.0	Sell crops mostly done by women, women then keep and manage the money

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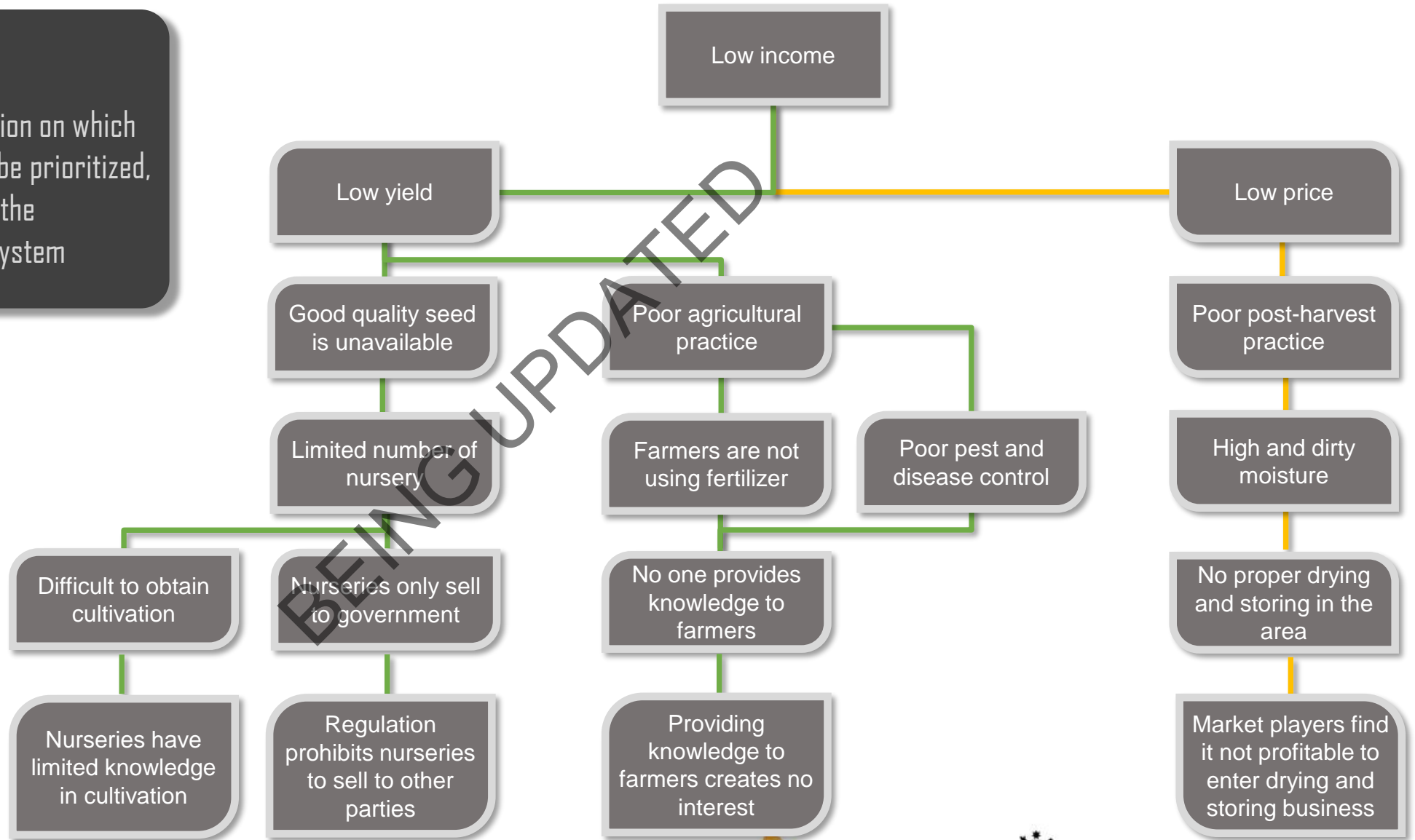
 **Tips:**
 Breakdown the relevant activities at household level as much as possible, along with who does the work and makes decision
 Explanation part should present fact on why the portion happens (e.g. activity totally done by men because women focus more on other household activities)

Constraint Analysis



Tips:

Put short explanation on which constraint should be prioritized, and was it caused the underperformed system



Sub-sector Vision & Interventions

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Sub-sector Vision

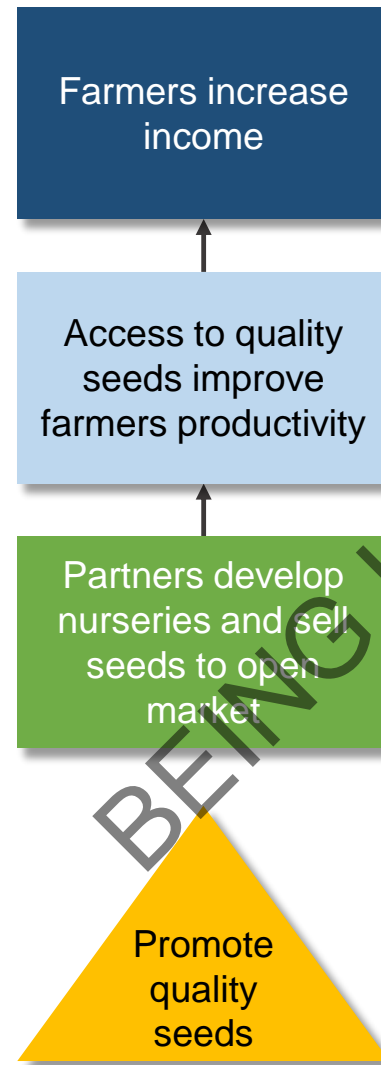
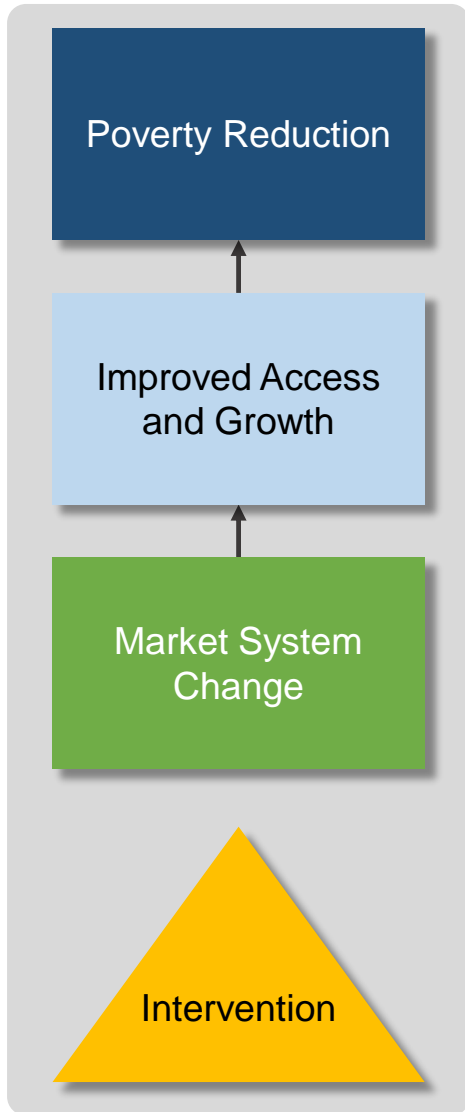
Example 1: By 2018, *local processors and large traders increase their sourcing of chilli from the chars of Borga district due to improved quality, increased production and better organized chilli producers benefitting 20,000 chilli producers*

Example 2: PRISMA's vision of change is that by 2018, coffee farmers in Flores (NTT) Island will be able to improve their productivity and quality to supply the potential export market, and be engaged in more efficient marketing resulting in obtaining a higher market value for their harvest. This vision can be achieved through:

- Coffee companies (processor, exporter, and other buyer) collaborate with cooperatives through their local processing unit providing farmers with access to information on GAP, post-harvest skills and technology, and
- Financial institutions providing loans to cooperatives and individual farmers to improve the production of good quality coffee.

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Sub-sector vision of change



What is the vision of change in service level?

What is the vision of change in sector level?



Tips:

Explain general strategy on each level in order to achieve the vision

Existing Intervention(s)

Intervention name



Development of nurseries XXX

Area



Intervention works in knowledge area, strengthening nurseries capacity in seed cultivation

Location



Intervention located in District A, B, and C of XX province

Expected changes

Increase nurseries quality and seeds production capacity

Retailers link nurseries with farmers in new areas

Farmers increase their income after increasing their productivity

Proposed Intervention(s)

Intervention name



Post-harvest process of XXX farmers

Area



Intervention works in Good Post-Harvest practice area, strengthening farmers knowledge and capacity

Location



Intervention located in District A, B, and C of XX province

Expected changes

Bigger buyers are attracted to enter the market, provide knowledge to farmers and buy their quality crops

Collectors link big buyers to farmers with quality crops

Farmers increase their income through selling quality crop with higher price

Proposed Partner(s)



PT. Herbicide

Explanation on the partner's background, activities that could be done by the potential partner, how it is relevant with the intervention, and justification of choosing the partner.

gROWER

Cattle Grower Co.

Explanation on the partner's background, activities that could be done by the potential partner, how it is relevant with the intervention, and justification of choosing the partner.

Super Seedling Inc.

Explanation on the partner's background, activities that could be done by the potential partner, how it is relevant with the intervention, and justification of choosing the partner.

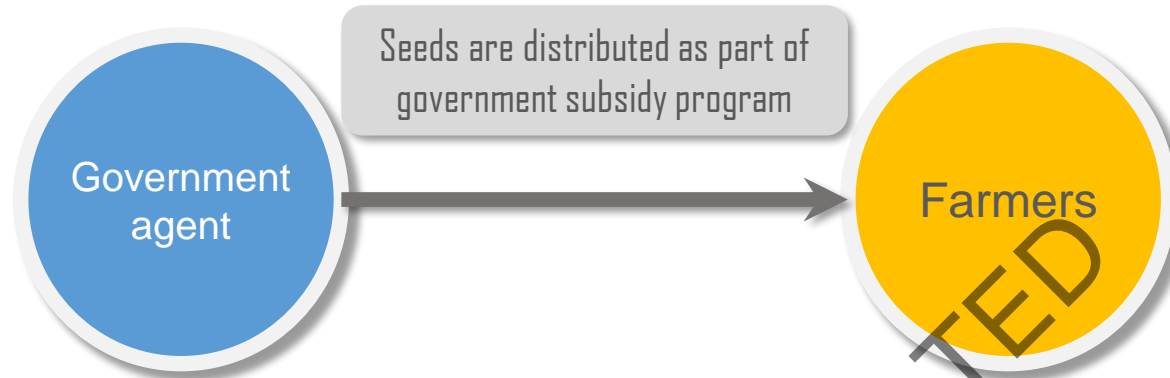


Tips:

Put as much potential partner related information as you can. Other information regarding other potential partners can also be added here.

Business Model

Current business model



Proposed business model



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WEE and Environment



Will the intervention involve women?

Short explanation on how women will be incorporated as a part of the intervention

Will it bring negative impact to women?

Short explanation on what kind of negative impact will happen (if any) once women involve in the intervention



What would be the risk?

Short explanation on what environmental risk will be faced once the intervention is running

What would you do to mitigate the risk?

Short explanation on what the strategy to reduce the environmental risk

Additionality from us

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Who Does / Who Pays

Tasks / Activities	Before intervention		During intervention		After intervention		Remarks
	Does	Pays	Does	Pays	Does	Pays	
Develop promotion and production plan			P, R	R			One off
Run demo plot			P, R	P, R	P	P	Periodic
Produce promotion material			P, R	P, R	P	P	Periodic
Develop nurseries			R	P, R	P	P	One-off intervention phase, regularly later
Produce and distribute seeds	P, G	P, G	P	P	P	P	One-off intervention phase, regularly later

Legend: R = AIP Rural

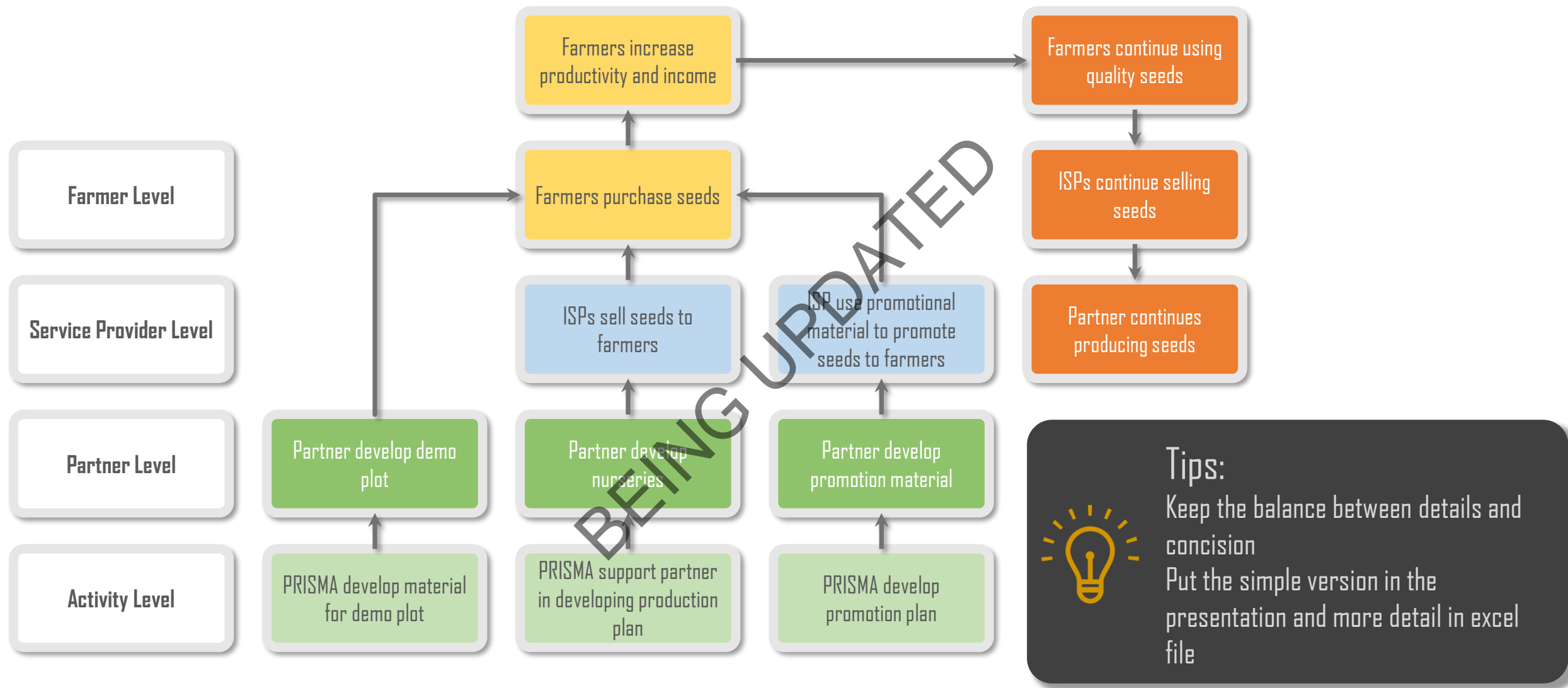
P = Private sector

G = Government

Intervention Budget & Contribution

Activity	Cost	Private Partner Contribution	Public Partner Contribution	AIP Rural Contribution
Nurseries development	IDR 250,000,000	IDR 200,000,000	-	IDR 50,000,000
Seeds production 1 st season	IDR 600,000,000	IDR 550,000,000	-	IDR 50,000,000
Seeds production 2 nd season	IDR 900,000,000	IDR 800,000,000	-	IDR 100,000,000
Demo plot for 2 seasons	IDR 300,000,000	IDR 50,000,000	-	IDR 250,000,000
Promotions for 2 seasons	IDR 200,000,000	IDR 30,000,000	-	IDR 170,000,000
Total Cost & Contribution	IDR 2,250,000,000	IDR 1,630,000,000	-	IDR 620,000,000

Initial Result Chain



Tips:

- Keep the balance between details and concision
- Put the simple version in the presentation and more detail in excel file

AAER (Vision)

ADAPT (partner has invested further in the initial business model or changed the model to suit their needs)

Behavior change

Actors

RESPOND (other players/stakeholders have made changes in their business due to the actions of partners)

Behavior change

Actors

ADOPT (partner takes up business model and shows concrete plans to continue it in the future)

Behavior change

Actors

EXPAND (similar or competing stakeholders are seen to copy the business model or part of it)

Behavior change

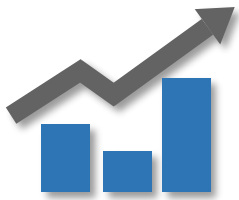
Actors

Exit Strategy / Sustainability



Timing

Short explanation on how long the intervention will work with the partner and when is the best time to withdraw.



Sales

A growing sales is a good sign of sustainability. To ensure that this will happen, the intervention team should keep themselves aware that helping the partner to pump up their sales is also part of their responsibility. Put short explanation on how the intervention team will work on this (i.e. track and analyze their sales, expand to new area, arrange promotional event).



R&D and Investment

The more partner invest their money, the more likely that they will put more effort to support the intervention. Put short explanation on the intervention strategy in persuading partner so that they will invest more in the sub-sector.

Business Calculation & Intervention Milestone

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Farmers & PSP NAIC

Before intervention

After Intervention

Attributable change

	Before intervention	After Intervention	Attributable change
PSP sales	IDR XXX,XXX,XXX	IDR XXX,XXX,XXX	IDR XXX,XXX,XXX (XX%)
ISP sales	IDR XX,XXX,XXX	IDR XX,XXX,XXX	IDR XX,XXX,XXX (XX%)
Farmers prod.	X,XXX kg per season	X,XXX kg per season	X,XXX kg (XX%)
Farmers cost	IDR XXX,XXX per season	IDR X,XXX,XXX per season	IDR X,XXX,XXX (XX%)
Farmers sales	IDR X,XXX,XXX per season	IDR X,XXX,XXX per season	IDR X,XXX,XXX (XX%)
Farmers income	IDR XXX,XXX per season	IDR X,XXX,XXX per season	IDR X,XXX,XXX (XX%)

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Tips:

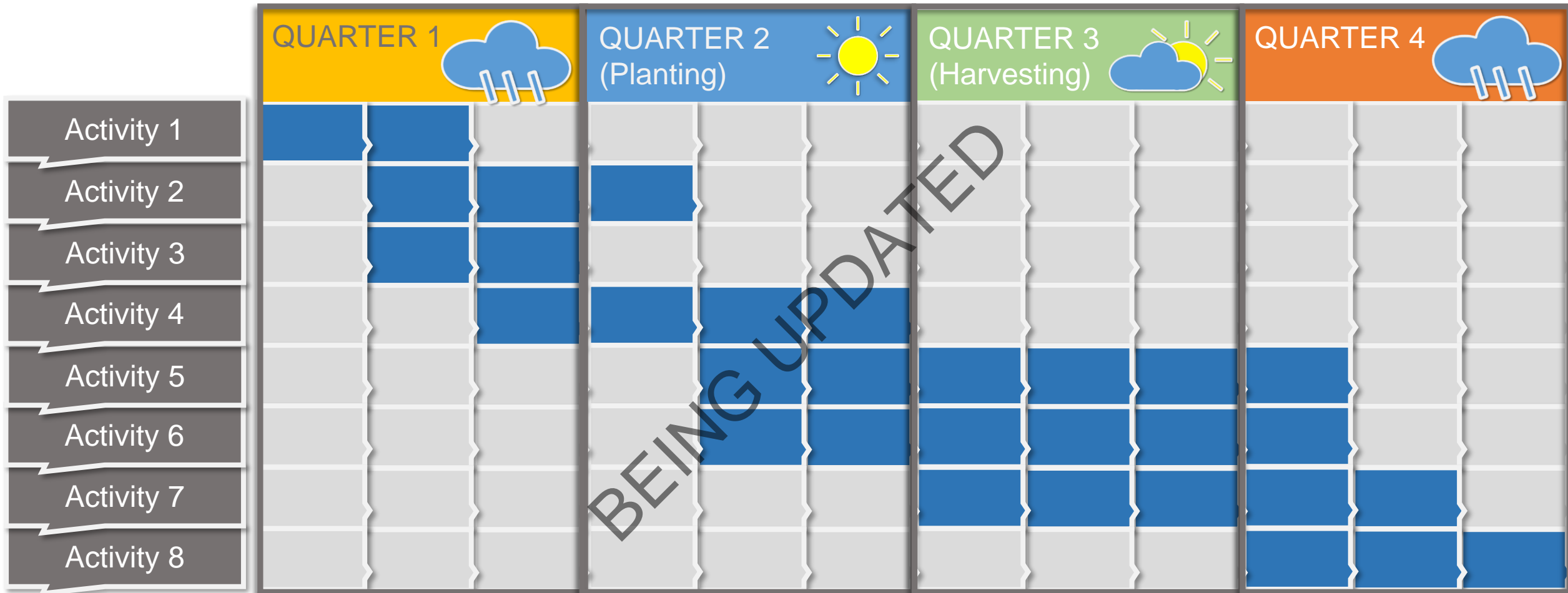
Put the summary in the presentation, keep detail of the calculation in excel file

Expected Date of Contract Signing



Contract signed

Intervention Timeline – Make a GANTT chart



Key Indicator Calculations

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Projected Outreach & Major Assumptions

# ISP	30
# District	2
Outreach 2017	
Access	3,000
User (70% of access)	2,100
Benefit (70% of users)	1,470

# ISP	40
# District	3
Outreach 2018	
Access	4,000
User (80% of access)	3,200
Benefit (70% of users)	2,240

# Total ISP	70
# Total district	5
Total outreach up to 2018	
Access	7,000
User (76% of access)	5,300
Benefit (70% of users)	3,710

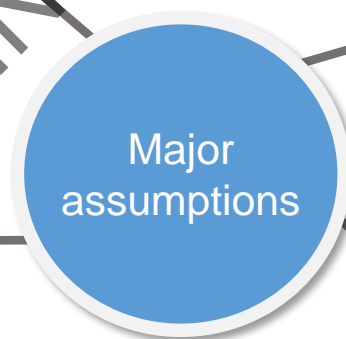


Land size and number of plants remain constant after intervention



Crop price remains stable

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Farmers in second year are easier to be convinced after seeing result in the first year



On average, an ISP can sell seeds to 100 farmers



3 VfM indicators

1. Social return: NAIC/cost
2. Investment per farmer: Cost/Outreach
3. Investment Leverage: Partner contribution/AIP contribution

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Opinion of Respective HOP & Decision / Suggestion by Panel

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Opinion/Suggestion/Decision Taken

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