



MARKET DEVELOPMENT FORUM
BANGLADESH

Business Plan 2010

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Market Development Forum (MDF)

Business Plan 2010

1. Vision of MDF

To alleviate poverty in Bangladesh in an efficient and united method of all market development stakeholders in the country.

2. Mission of MDF

The mission of the MDF is information sharing among its members to identify opportunities for creating synergy and avoiding duplication among interventions by the member organizations.

3. History of MDF

MDF started its mission in 2005 and was formed as a joint effort of CARE-Bangladesh, GTZ-PROGRESS, KATALYST and IFC-SEDF with an aim to create greater collaboration and coordination among organizations and projects applying different market development approaches and to make those approaches more effective, synchronized and sustainable.

Year 2009 was a very significant year for MDF. In this year MDF has carried out large number of activities, implemented interesting events, progressed for a more focused on strategic goals for future. The Executive Committee (EC) of MDF took various important decisions. Dr. Martin Godau (Director-Katalyst) took charge as the Chair - 2009 of EC this year in place of Mr. Rajiv Pradhan. (This decision was based on the internal responsibility distribution within Katalyst)

MDF also hosted number events and activities that were opted by its member. For example, in this year MDF hosted discussion events on climate change and adaptation to agriculture, participation of development agencies in health sector etc. MDF also hosted three major events on the major export products of Bangladesh.

Horticulture, shrimp and leather sector were the topics of the major events. High officials and Ministers of important ministries of Bangladesh Government attended these major events. Ambassadors of USA and EU also participated in the Shrimp Seminar on September 30 and October 1.

One of the major objectives of MDF had been to establish its mandate among its member through engaging in regular activities. For this reason, MDF organized various major events which attracted attention from various quarters. In most of the event, MDF announced its presence through branding and continuous communication with its stakeholder.

4. Objective of Business plan 2010

The year 2010 will be an important year for MDF and its members. In this year, steps will be taken to enrich MDF with contents to support its members, take up more strategic activities to achieve the objectives of MDF.

The activities and events will be targeted to address the cross cutting issues of the MD development practitioners and develop a resource pool for the MD practitioners. The MDF will also advocate the use of MD for poverty alleviation for Bangladesh.

The business plan of 2010 will give the opportunity for the member of MDF to develop more 'knowledge content' regarding the Market Development practices. The plan will also try to address the interest of the members as they have expressed in their feedback.

5. Highlights of the year 2009

Year 2009 has been a very successful year for MDF.

- MDF has hosted 4 major events, including one training.

- Additional Secretary of Ministry of Commerce, Secretary of Ministry of Commerce & Secretary of Ministry of Fisheries and Livestock, Governor of Bangladesh Bank, Ministers of Ministry of Commerce and Ministry of Fisheries and Livestock attended the major events of MDF
- 3 associate members and 4 members joined MDF
- 4 General discussion meetings were accomplished
- Establishment of 3 marketing committees for MDF were done

5. A. Members feedback on the year 2009

- More participation, from regular members required.
- More events linking with private sector, similar networks and government institutions
- Activities to be more centered on Market Development Approaches.
- Different types of activities which will allow more knowledge sharing and orientation to different types of new activities are requirede.
- Send different people for different meetings based on interest. Instead of organization representation, personnel of these organizations could pursue their learning and knowledge sharing interest through MDF. In this way the participation would be livelier.
- Consistency required for one person to represent on specific topic from each organization. This is particularly specific for the Thematic Working Groups and events.
- MDF should network with other networks around the world for increased learning
- Resource library to be established. Members have expressed interest to have facility from where various documents such as government papers, international development documents would be available.

5. B. Methodology of collecting feedback

To serve the mandate of the forum, the secretariat of MDF took initiatives of collecting feedback and used these feedbacks to design the business plan of 2010. The feedback were collected using following,

- i) **Structured questionnaire:** After each event all the participants were given a questionnaire and asked to give their feedback on topic of the program, what other topic they'd like have and on overall organization of the program. At the end of the program a report was prepared and further program were listed for next year. (example of a questionnaire at annexure 1.)
- ii) **Structured questionnaire in the year:** one questionnaire was circulated among the members at the end of one year (November). The findings of the questionnaire was also used for the business plan 2009. (example of questionnaire at annexure 2)
- iii) **General feedback from regular conversation:** MDF coordinator tried to encapsulate the members' feelings whenever he had opportunity to meet any member representatives. Valuable feedbacks were also found through this process.

5. C. EC Feedback

EC members have been kept informed regularly about the events and activities. To develop the business plan for year 2010, EC called a meeting and decided on the draft of the business plan for year 2010.

6. Business plan 2010

Based on the mandate of the MDF, a set of activities were proposed. In general, there will be 10 activities for the year 2010.

1. Executive Committee meeting

2. MD study group
3. General Discussion events
4. Major event
5. Field trip
6. Thematic working group
7. Knowledge centre
8. Publications
9. Public Relationships
10. External collaboration

The additional activities to the previous years would be the establishment of the MD study group and the field trip. In addition to these events, MDF members will have the opportunity to carry out any other activities which are in line with MDF's vision, mission and objectives. It has been found that jointly organized activities have more impact among the members and other stakeholders.

6.1. Executive Committee meeting

The EC requires to meet every four months for reviewing the activities. In these meetings, important decisions regarding administrative, marketing decisions are to be taken. Three such events will take place. In addition, the EC members will have the opportunity to call meeting at any time if it is required.

SL	Date	Facilitated by
1	February 2, 2010	IDE - Bangladesh
2	April 21, 2010	Katalyst
3	June 10, 2010	Practical Action
4	August 12, 2010	Winrock International

5	October 7, 2010	CARE Bangladsh
6	December 2, 2010	IDE Bangladesh

6. 2. Market Development Study Group

MDF is the only forum that gathers the MD development practitioners and interested consulting groups in Bangladesh. There will be two study groups on the topic selected by the members to conduct research, study discussion, publication, events & activities to promote the MDA in Bangladesh. The group will be headed by one member organization. However, the group will have to demonstrate at the end of the year how MD has or will benefit to alleviate the poverty from Bangladesh. For the year 2010, following study group has been selected.

Topic	Facilitating organization	Members
Sustainability of agriculture input supply	IDE Bangladesh	IDE Bangladesh, Practical Action, USAID PRICE

The group will have the responsibility of linking the above mentioned topic with MDA and demonstrate the effectiveness of MDA in these areas. The group will follow a ToR approved by EC. (Annexure 3)

6. 3. General Discussion event

Based on the members' feedback, it has been observed that general members would like to have 5 discussion events. These events allow the member to network with the resource person, gain valuable technical insight, allows them to pursue personal interest and look for new dimension for their own work.

Among the following topics, 5 topics was finalized for the year 2010 in the AGM 2010. All the meetings to be arranged in Wednesday.

Sl	Date	Topic	Facilitating organization
1	March 24, 2010	Impact of rural electrification promoting local economic activities in Bangladesh	ICEA/NRECA
2	May 12, 2010	Financing issues including insurance (micro) for rural farmers in agriculture including dairy or livestock farming.	CARE & Winrock, Practical Action
3	July 7, 2010	Private sector development through technology transfer	MIDAS, IDE Bangladesh
4	August 25, 2010	Contract firming & Working with Lead firms	Action for Enterprise, USAID PRICE & Winrock International
5	November 3, 2010	Youth/Self employment & Social Entrepreneurship	Futureleaders, IDE - Bangladesh & GTZ.

6. 4. Major event in year 2010

MDF will carry out 3 major events (1 training and 2 workshop/ seminars) in the year 2010. These major events could be used to reach wider audience.

Sl	Date	Topic	Facilitating organization
1	April	Haats (A discussion event will be held in February)	Katalyst
2	September	Meeting environmental challenges	GTZ, IFC-SEDF & BICF, USAID PRICE
3	July	Entrepreneurship development for the illiterate (Training)	GTZ

In addition, members can opt for any event to be organized through MDF.

6. 5. Field trip 2010

MDF will organize 1 field trip outside Dhaka for its members. The objective of the event would be to showcase examples of Market Development practices to fellow members. In the month of July, 1 field trip will be conducted in the northern region of Bangladesh. This will organized to facilitate the first hand learning for the MDF members on the projects of development organizations (MDF members) working in northern region. The visitors will have the opportunity to visit projects of following organizations.

- i. Winrock
- ii. Practical Action
- iii. IDE - Bangladesh
- iv. CARE Bangladesh
- v. Action for Enterprise
- vi. Helen Keller International
- vii. World Fish Center

6. 6. Thematic working group

In the year 2009, two thematic working groups were conducted (LED and Working with government institutions). Based on the interest of the members, another thematic group will be carried on Private-Public Partnership in development sector/ development projects.

Programs and schedules of any working group event will be decided by the respective working group members. These working groups shall be formed based on a specific theme or issue. For any specialized event by the working groups, the respective working group members will sponsor the event or find alternative source of funds.

These groups would start their activities from February 2010 and then would decide their own schedules and plan of operation

Each of these thematic groups would be requested to come up with publications and organize one event. These events could be either internal or could be organized in more broader perspectives such as major events.

Each of these thematic groups will be organized by one or more member organizations. These groups will have meetings in every two months.

1	LED	InterCooperation
2	Working with Government Institutions	Katalyst
3	Public Private Partnership	GTZ (in cooperation with RTM International and FutureLeaders)

6. 7. Knowledge Centre

MDF will carry on establishing the knowledge centre. A virtual knowledge storage and dissemination system will be built by the MDF. To make it useful and serve the members of MDF more professionally, the knowledge centre will be developed by a professional organization. SEEP Network will also add value to the Knowledge Center.

6. 8. Publications

For the year 2009, four publications were planned.

- i. Market Failures by IDE-Bangladesh & Practical Action: The publication was planned to capture various development/ government activities and their

effect on the market system and how those failed to meet the expectations.

- ii. SMES' Access to Finance: This is intended to produce a handbook which would be helpful for the SME sector to address their financial need. Also a directory of financial organization was planned. Preliminary works have been completed.
- iii. One publication from Katalyst.
- iv. One publication from RTM International

Remaining two topics were not finalized. These publications were planned by Katalyst and RTM – International. This year (2010), the priority will be to publish above mentioned publications.

6. 9. Public relationships

A number of activities will be undertaken.

Marketing

For a forum to be effective, networking efforts to be undertaken to offer services. In year 2009, 3 committees were functional. In 2010, there will not be any specific committee activities. However, members can request Secretariat to carry out related activities.

In year 2010, a public relation committee has been formed comprising all the EC members. The committee will develop a communication strategy (by October) and will implement it from 2011.

Website

Website proves to be an important media for disseminating the information. All the members are requested to share their documents through website. For this reason, MDF secretariat will remind every two months for sharing the information.

As one of the objectives of MDF is to eliminate duplication, all members will be requested to share description of the projects. In addition, in all stakeholder meeting and EC meeting, review of website services to be made.

In addition, as the members responded in their feedbacks, MF website needed to be resourced with more materials for the members to be utilized. In the feedbacks, members have requested following facilities to be available through MDF website.

- i) Govt. documents/ database accessing in digital form.
- ii) Documents from other similar networks.
- iii) Research/ study of other organizations including MDF members.

This task will not be possible for MDF secretariat to accomplish it on its won. For this reason, a professional organization will be outsourced with this task.

In the year 2010, MDF will offer a space in the website where each of the member organizations will be able to control. The member can upload and share their materials using this platform.

6. 10. External Relationships

SEEP network, a pioneer network on value chain development has shown interest to partner with MDF on capacity development of MDF members on network development and also help in the resource center of MDF. This collaboration will help the members gain international insights in carrying out MD networking activities and help the network operate efficiently. The following are the areas of the collaboration. Industry assessment of the enterprise development industry in Bangladesh

- i. Member need assessment
- ii. Institutional Capacity Building Need Assessment through Network Capacity Assessment Tool (NCAT)
- iii. Capacity development of members on network development and strengthening based on the NCAT results

- iv. Support and collaboration on resource center development for MDF
- v. Advocacy and lobbying