

# LEARNING ROUTE

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*“Strengthening Farmers Organizations, Developing Sustainable Business Models and Public Private Partnership in Agriculture in Vietnam”*

## 1. The Learning Route

The Learning Route “Strengthening Farmers Organizations, Developing Sustainable Business Models and Public Private Partnership in Agriculture” addresses the innovative experiences in the Decentralized Programme for Rural Poverty Reduction in Quang Binh (DPRPR) and the Improving Market Participation of the Poor in Ha Tinh (IMPP), in the frame of IFAD interventions in Vietnam.

During the last phase of their implementation, both DPRPR and IMPP have been developing decentralised and participatory bottom-up approaches and strategies that demonstrated to be successful in reducing rural poverty and strengthening grassroots organizations. Their strategy included: capacity building for decentralization for poverty reduction; participatory and bottom-up approaches for action planning and gender mainstreaming; diversification of incomes for poor households, women, youth and ethnic minorities, among others. Currently, both Programmes are entering on a new implementation phase that will build upon the best practices and innovations, successful strategies and approaches developed during the previous ones.

In this framework, the LR will analyse the good practices and innovations of DPRPR and IMPP Programmes in the promotion of decentralized operations, stakeholders' participation, pro rural poor PPP and inclusive businesses. In order to learn from these good practices, the LR will visit 3 successful models in the provinces of Quang Binh and Ha Tinh (2 collective and 1 individual model).

These experiences are demonstrating success in generating new opportunities for rural women and men to develop and diversify their livelihoods, increasing market access and participation, strengthening networking and establishing pro-rural poor Private and Public Partnerships and in empowerment and mainstreaming gender.

In the frame of the ROUTASIA Programme, PROCASUR is supporting knowledge management and capacity building strategies for scaling up best practices and innovations for poverty reduction among IFAD stakeholders in the Asia and Pacific Region.

For more information visit:  
[www.asia.procasur.org](http://www.asia.procasur.org)

### *Decentralized Programme for Rural Poverty Reduction in Quang Binh (DPRPR)*

The Programme started in 2005 and successfully completed its second phase in 2012, entering now in its third phase. With the main objective of improving the socio-economic condition of poor rural households, the Programme worked to improve food security and living standards, strengthen grassroots organizations and producers' skills providing capacity building and vocational training and to stimulate the integration of decentralized development approaches at provincial level. The Programme gave special attention to ethnic minorities and women, mainstreaming gender since the planning phase of the activities at village level. The Programme achieved significant effectiveness, demonstrated by the poverty rate reduction from 43.57% in 2006 to 18.61% in 2011. The Programme also brought positive changes in terms of market access for the poor, thanks to promotion of value chain development and better linkage between enterprises and farmers, which helped for sustainable job creation and income generation.

### *Improving Market Participation of the Poor in Ha Tinh (IMPP)*

After completing successfully 6 years of its first phase in 2012, the Programme is now entering in the second phase of implementation. Through the years, IMPP made remarkable achievement in poverty reduction, improving poor rural people's market knowledge, advanced production skills, improved access to new businesses and opportunities for employment, giving special attention to women. During the project cycle, poverty rate in the project area (8 poor districts of Ha Tinh province) has decreased from 33.4% to 15.4%. With the main objective of increasing income of poor rural households by strengthening their access and involvement into various markets, the Programme has put in place successful integrated approaches for the development of new businesses, the strengthening of PPP and the design of market-oriented socio-economic development planning.

## **2. Learning Route's objectives**

**The main objective** of the Learning Route is to analyze and disseminate the best practices and innovations in pro-poor rural development and sustainable business, in order to promote their scaling-up at larger scale in Vietnam.

**Specific objectives** of the Learning Route are the followings:

- To identify best practices, innovative solutions and lessons learned in pro-poor rural development;
- To analyse sustainable business models to enhance food security, diversify livelihoods and promote income-generating activities for poor households;
- To recognize the interlinks between communities' internal organizations and external factors in the market;

- To extract lessons on the main strategic steps taken by communities in the process of developing sustainable business, including cooperation and negotiations with local governmental authorities and partner institutions;
- To strengthen policy dialogue and to promote the role of public sector and private sector in developing and facilitating pro-poor PPP programs.

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A **Learning Route** is a continuous process of “training in the field” organized thematically around successful experiences and best practices on innovative rural and local development in which local actors themselves become trainers. Through workshops, group works, case studies, interviews, conversations and other activities in the field, the Learning Route generates a space for individual and collective learning for visitors and hosts

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### 3. Host Experiences

#### Quang Binh province

Officially established in 2008, the **Quang Phuong Bamboo Cooperative** counts today with 50 members plus 200 employees who that work from home, being the most of them women. From starting off very small with limited understanding of the market, the cooperative has made considerable success in recent years; today, their bamboo products reach markets in Vietnam as well as in Laos, Thailand, and Cambodia. The Cooperative has been providing regular jobs for poor farmers not just for Quang Phuong commune, but also in other neighbouring communes and districts where the artisans from Quang Phuong regularly offer training and assistance. The products from the cooperative has become well-known and considered a top brand of Quang Binh. As Based on its success, Quang Binh province has replicated the model in other districts such as Minh Hoa and Bo Trach to help provide stable jobs and reduce poverty rate in these areas.





The **sustainable eco-agriculture and income generation experience of Cat Ngoc Farm** is a very successful model recognized not only at local level but also a provincial and regional level, as the number of farmers that every year come to learn from this experience demonstrate. Mr Le Ngoc, a talented farmer that was able to take the maximum of the profit from a large sandy area, where others considered impossible cultivating a tree or any creature, runs the farm. With enthusiasm, desire to escape poverty and improve dead area on his homeland, Mr. Le Ngoc Le was eager to explore and pilot a worm (earthworm) farming. With initial support from DPRPR Quang Binh, Mr. Le has successfully built up a large farm, and become a rich man. The farm is ecologically sustainable since everything is reused in the production cycle. This model has been adopted by at least 400 poor households in Quang Binh. Technology transfer to farmers have been made to these farmers as well as those in neighbouring provinces of Ha Tinh, Quang Tri and Thanh Hoa.

## Ha Tinh province

With the support of IMPP, the **Hoang Ha Safe Vegetable Production Cooperative** was established in 2009. Practical training was held with members on the use of technology and safe production a wide range of vegetable. IMPP also helped organize a study tour for group members to Hai Duong and Nghe An to observe techniques of safe vegetables. The Cooperative counts today of 175 members and 5 production groups. Their solid linkage with local and external markets makes the model a great example of best practice in re-modeling cultivation, forming business linkages and improving capacity of the local communities in value chains.



The learning exchange is aimed at enhancing analytical skills of participants; by reflecting on current rural development practices, participants would be able to identify alternatives for addressing opportunities and challenges in their own context. Furthermore, the Learning Route is expected to strength networking among participants and their institutions/ organizations.

#### **4. Location and dates**

The Learning Route will have place from Sunday the 21<sup>st</sup> to Saturday the 27<sup>th</sup> July 2013 in Quang Binh and Ha Tinh.

#### **5. Participants' profile**

Public and private rural and agriculture development practitioners from Vietnam are welcomed in the Learning Route and particularly: (a) IFAD project staff and public sector at the national and sub-national level; (b) farmers' economic and social organizations.

#### **6. Conditions and Services**

The organizer will cover the programme related expenses including workshop facilities, field visits, and meals included in the programme.

Participants will cover her/his traveling expenses from her/his own place of origin to Quang Binh on July 21<sup>st</sup> and from Ha Tinh to her/his place of origin on July 27<sup>th</sup>, accommodation during the program in Quang Binh and Ha Tinh, and free meals which are not included in the programme.

#### **7. Application and Information**

For more information on how to apply please contact us by email or phone:

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<h2 style="text-align: center;">Learning Route Schedule</h2> <h3 style="text-align: center;">Quang Binh and Ha Tinh provinces, 21-27 July 2013, Vietnam</h3>				
Date	Place	Time	Activity	
<b>Sunday 21/07</b>	Quang Binh Province	Morning/ Afternoon	Arrival of LR participants and check in at the Hotel	
		14:30 – 15:15	Introduction of the Team and presentation of the Learning Route	
		15:15- 15:30	Coffee break	
		15:30 – 16:30	Experience Fair	
		18:30	Welcome dinner, <i>stay in Quang Binh city</i>	
<b>Monday 22/07</b>	Quang Binh Province	08:30 – 10:00	Opening Panel Quang Binh provincial authorities, DPRPR, PROCASUR	
		10:00 – 10:15	Coffee break	
		10:15 – 11.30	Opening Panel	
		11:30 – 13:00	Lunch break	
		13:00 – 14:00	Travel to Quang Phuong Commune	
	Quang Phuong Commune, Quang Binh	<b>CASE STUDY I: QUANG PHUONG BAMBOO COOPERATIVE</b>		
		14:00 – 14:45	Welcome to participants and Introduction to the Cooperative	
		14:45 – 15:30	“Learn how to produce bamboo handicrafts with your hands”, practical training in groups for open contest	
		15:30 – 16:15	Open Contest: awarding the best bamboo products	
		16:15 – 16:45	Talk Show and open discussion: strengthening linkages with private sector and access to market	
		16:45-17:00	Move to the Hotel in the district	
		<b>18:30</b>	<b>Free Dinner, Stay in Quang Trach district</b>	
	<b>Tuesday 23/07</b>	Quang Phuong Commune, Quang Binh	08:30 – 10:15	Panel discussion: Cooperative management and value chain approach; Governmental policies in support of small cooperatives
10:15 – 10:30			Coffee break	
10:30 – 11:30			Panel discussion: learning exchanges make income increasing, the experience of neighboring cooperatives	
11:30 – 14:00			Lunch break and time to rest	
14:00 – 15:15			Case Study Analysis	
15:15 – 15:30			Coffee break	
15:30 – 16:00			Case Study Analysis	
16:00 – 16:45			Feedback to the Cooperative	

		16:45 – 17:45	Travel to Quang Binh province
		<b>19:00</b>	<b>Free Dinner, stay in Quang Binh city</b>
<b>Wednesday 24/07</b>	Quang Trach district, Quang Binh	<b>CASE STUDY II: SUSTAINABLE ECO-AGRICULTURE AND INCOME GENERATION, CAT NGOC FARM</b>	
		08:00 – 10:00	Panel discussion: the experience of Mr Le's eco-farm
		10:00 – 10:15	Coffee break
		10:15 – 11.15	Visit to the Farm
		11.15 – 13:30	Lunch by the sea
		13:30 – 16:00	Case Study Analysis and feedback session
		16:00 – 18:30	Traveling to Ha Tinh province
		19:00 – 21:30	Cine Session: IMPP Programme, followed by Q&A with project staff Dinner, <b>stay in Dong Hoi City</b>
<b>Thursday 25/07</b>	Ha Tinh province	08:30 – 11:30	Introduction and work on the Innovation Plans
		11:30 – 13:30	Lunch break and time to rest
	Tuong Son Commune	<b>CASE STUDY III: HOANG HA SAFE VEGETABLE PRODUCTION COOPERATIVE</b>	
		13:30 - 14:00	Travel to the cooperative
		14:00 – 16:30	Panel discussion: Introduction to the Cooperative
		<b>18:30</b>	<b>Free Dinner, stay in Dong Hoi City</b>
<b>Friday 26/07</b>	Tuong Son Commune	08.00 – 09:15	Field visit: Harvesting cucumber and discussion with farmers
		09:30 – 11:30	Case Study Analysis
		11:30 – 13:30	Lunch break
		13:30 – 14:00	Travel to Ha Tinh province
	Ha Tinh province	14:30 – 17:00	Work at the Innovation Plans
		<b>18:30</b>	<b>Free Dinner, stay in Dong Hoi City</b>
<b>Saturday 27/07</b>	Ha Tinh province	08:00 – 10:00	Finalise the Innovation Plans
		10:00 – 10:15	Coffee break
		10:15 – 12:00	Innovation Contest
		12:00- 14:30	Closing ceremony and lunch