

Project Title: Project on Export Development Capacity Building for Agricultural Products**Brief Project Description**

Agricultural products are not only Myanmar's second-largest export commodity but also exported to all over the world. By improving the capacity of MSMEs in the agricultural sector of Myanmar, they need to produce high-quality export products for getting higher prices, and market access is indispensable. The agriculture sector normally contributes nearly one-third of the country's GDP, accounts for 20 to 30 percent of total export, and employs more than 70 percent of the workforce. In Myanmar, 70 percent of the country's population lives in rural areas, and their livelihood drives the agriculture sector as an important growth engine of rural development.

Sector: Agriculture

Project Duration: 12 months

Proposed Commencement Date: 1st April 2026

Proposed Completion Date: 31st March 2027

Proposed Project Budget (total in USD): US\$ 75,000

2. PROJECT JUSTIFICATION, REGIONALITY AND BENEFICIARIES**(a) Current Problem**

Most processors do not have in-house laboratories to conduct regular quality controls and sometimes do not have a clear understanding of client requirements. Exporters should assure their products conform to client requirements. They should understand the current international market situation and learn experiences from other nations for producing quality agricultural products in order to increase earning and living standards.

(b) Project History

The agricultural sector in Myanmar faces significant challenges in export development, primarily due to inadequate quality control measures among processors. Insufficient in-house laboratories and limited in comprehensive understanding of client requirements lead to inconsistencies in product quality. This situation places a substantial burden on exporters, who must ensure compliance with international standards. With successful practices in other nations, the project aims to enhance knowledge and capacity within the nations. Moreover, it seeks to improve product quality and increase earnings, thereby uplifting living standards across these nations.

(c) Beneficiaries

Number of Farmers of project's participating countries who will take part in training workshop, seminar and study visit are the direct beneficiaries. They can exchange knowledge on many issues related to agricultural products.

3. PROJECT RESULTS

Project Objective/ Outcome:

- (1) To enhance knowledge of quality requirements for agricultural products.
- (2) To strengthen and exchange of best practices in agricultural product promotion and exporting.

Outputs	Indicators (to measure the project's achievements)	Means of Verification
<p>Output:1 The project will include training workshop, seminar and study visit designed to disseminate knowledge gained from participants of other countries and to enhance participants' skills in agricultural export development. The seminar will feature expert speakers from the agricultural sector, while the workshop will provide hands-on training in quality control practices and market analysis and market development.</p> <p>Output:2 The another output of the project will be a study trip to Vietnam/Cambodia with an emphasis on best practices in export development and quality control of agricultural products. In order to obtain knowledge about efficient quality control procedures and market demands, participants will interact with regional processors, governmental organizations, and export</p>	<ul style="list-style-type: none"> • one training workshop, one seminar and study visit are attended by participants (farmers) from Myanmar and other countries. • Number of attendees at the training workshop (target: 50 participants). • Number of attendees at the seminar(target: 70 participants). • Number of attendees at the study visit (target: 20 participants). • Feedback on the relevance of topics covered, collected via post-event surveys. • Percentage of participants reporting increased understanding of quality control and other agricultural production practices. (target: 80%). • Number of new partnerships or collaborations established between participants and processors from foreign 	<ul style="list-style-type: none"> • Training workshop, seminar and study visit reports. • Attendance list of the Training workshop, seminar and study visit. • Pre- and post-trip surveys to measure changes in knowledge and understanding of quality control measures.

specialists.	countries (target: 10 partnerships). • Evaluation of the quality and relevance of new connections through participant feedback.	
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Main Activities:

- 1.1 Organize training workshop and seminar, one on the topics of quality, organic, logistic in relations to issues pertaining to agriculture sector. The experts from other countries will be invited as speakers.
- 1.2 The project will conduct the study trip to at least one or two countries to get knowledge and experiences in high quality value-added agricultural products producing.

4. PROJECT MANAGEMENT ARRANGEMENTS

(a) Management Arrangements

As the Implementing Agency, Myanmar Trade Promotion Organization (Myantrade) is responsible for ensuring the success of the project's implementation and will act as the Focal Point:

- ❖ Prepare the necessary documents including invitations, administrative arrangements, tentative programmes and other related activities.
- ❖ Select the participants – Most appropriate participants will be selected among farmers through the relevant association.
- ❖ Coordinate with the relevant stakeholders for project.
- ❖ Submit the project's completion and financial reports to the donor association within 60 days of the implementation of the project.

(b) Human Resource Inputs

Myantrade will propose at least 10 experienced government staffs to implement the project. Foreign Experts will also be hired as an outsourcing.

(c) Monitoring and Evaluation Arrangements

In order to monitor and evaluate the project, all participants will receive questionnaire as online survey at the end of the project. The questionnaire aims to obtain information of their level of satisfaction on each session and activity as well as overall implementation of the seminar and workshop. The questionnaire will also include additional suggestions and feedback from the participants for further improvement of the project.

5. PROJECT SUSTAINABILITY

Capacity of processors can be developed, and experiences from other countries' capacities can be explored to improve agriculture production. To ensure the sustainability of the capacity development program, efforts will be made to

institutionalize the training curriculum within national training institutions and agriculture agencies.

6. GENDER AND OTHER CROSS CUTTING ISSUES

(a) **Gender** – The project will consider the gender-related issues aspects in the implementation and will ensure equal opportunity to all parties in the project. Female processors will be invited to participate in the training workshop, seminar and study visit. The estimated ratio is 20% female to 80% male because most of the farmers are male.

(b) **Other Cross Cutting Issues** – Issues on languages, taxes and duties, transportation and logistics.

7. POTENTIAL RISKS

Risk / threat	Mitigation strategy
The number of participants who will attend the training workshop, seminar and study visit may have some different points of view to meet the target.	Increase coordination and cooperation as well as actively follow-up with Cambodia, Lao PDR and Viet Nam on the participation of farmers prior to the conduct of the training workshop, seminar and study visit.
Exchange rate fluctuations could impact project costs, especially if funding is provided in a different foreign currency than the one used in project implementation. Differences in Budgeting system of Myanmar's government and funding organization should also be considered.	

Budget Estimation

No	Description	Total Cost (US\$)	Remarks
1	Training workshop and Seminar package	25,000	
2	Accommodation and Domestic Travel Expenses	10,000	
3	Study Visit (at lest two countries)	25,000	
4	Small equipment for farmers (Testing kits, etc)	10,000	
5	perdiem	5,000	
Total		75,000	