



**GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH**

**NATIONAL AGRICULTURAL TECHNOLOGY PROGRAM  
PHASE II PROJECT (NATP-2)**

**NATP2**

**REPORT**

**CLIENT SATISFACTION SURVEY AND SUBSEQUENT ACTION**



**PROJECT MANAGEMENT UNIT  
AIC BUILDING, BARC COMPLEX, FARMGATE, DHAKA**

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## **LIST of ABBREVIATIONS**

AIF:	Agricultural Innovation Fund
BARC:	<i>Bangladesh Agricultural Research Council</i>
CCMC:	Commodity Collection and Marketing Centre
CIG:	Common Interest Group
DAE:	<i>Department of Agricultural Extension</i>
DLS:	<i>Department of Livestock Services</i>
DOF:	<i>Department of Fisheries</i>
FGD:	Focus Group Discussion
FIAC:	Farmers' Information and Advice Centre
FO:	Field Organizer
GDP:	Gross Domestic Product
IFAD:	<i>International Fund for Agricultural Development</i>
KII:	Key Informants Interviews
LBF:	Local Business Facilitator
MOA:	<i>Ministry of Agriculture</i>
MOFL:	<i>Ministry of Fisheries and Livestock</i>
USAID:	<i>United States Agency for International Development</i>

## Executive Summary

### Executive Summary

The Project Management Unit (PMU) in collaboration with PIU-DAE, PIU-DOF and PIU-DLS has conducted a Client Satisfaction Survey followed by action taken. The objective of the study was to determine the current levels of satisfaction of the farmers about the services of the NATP-2 project and action taken to address the findings. The focus was on; technical and technological services, input and materials support and services of the extension workers in order to increase productivity and market access including value chain development. The survey was conducted in 1620 CIG by covering 270 upazila. The survey involved total 56,000 respondents both of women and men CIG farmers within the project areas. The respondents were selected randomly. The survey utilized a cross-sectional study design using both qualitative and quantitative data collection methods.

The findings show that overall the farmer's satisfaction index varies from activity to activity and sex, category and type of the respondents. On an average about 94 percent respondents were expressed their satisfaction about the services of the NATP-2 project where satisfaction of the respondents by PIUs were almost 94, 97 and 91 percent respectively for PIU-DAE, PIU-DoF and PIU-DLS. The satisfaction level of the farmers by services was measured as 94.42, 94.71, 92.64, 87.91 and 95.15 percent respectively for CIG operation, extension services, FIAC services, marketing services and services for women development. The overall satisfaction of the women and men was 93.8 percent and 94.3 percent respectively. The farmers were explained the reason about to give their level of satisfaction. In this respect the most of the considerable issues were identified about the nature of assistance and support of the project in regards to better operation and management of CIG; technical assistance of extension worker, training, demonstration, field Day, AIF-2 support, etc. under extension services, technical and equipment support from FIAC services, information, assistance and advice for marketing, and technical and other services are being provided for the development of the women. The opinion of the farmer's has reflected based on their expectations of the services. The field offices of PIUs i.e. PIU-DAE, PI-DOF and PIU-DLS have identified the specific reasons of farmers' opinion i.e. satisfaction level and accordingly undertaken effective action to minimize the gap. The identified actions were categorized by immediate and future implementation. Some of the major actions are: Strengthen field activities of the field based employees in order to provide extended support to CIG operation, accelerated the extension services, FIAC services and intensive support for the development of the women; initiatives have taken to enhance the activities of CCMCs and POs in order to increase market access of the farmers.

## CHAPTER 1: INTRODUCTION

### 1.1 Context of the Project

Agriculture plays a vital role and is known as the most important sector of the economy of the country. Most of the people of the country are directly or indirectly involved in agricultural related activities to earn their livelihood. Agriculture has a great contribution to the Gross Domestic Product (GDP) of Bangladesh which has been estimated 19 percent. The Government of Bangladesh gives priority for the development of the agriculture sector through strengthening agricultural research and transferring technology at grassroots level in regards to increased productivity as well as development of agricultural value chains. In its consequences, GOB sought the support of development partners such as the World Bank to provide technical and financial support. In order to improve the overall agricultural production, productivity and farm income, the World Bank agreed to support a long term agricultural development program over a period of 15 years to be implemented in three phases of five years each with the first phase beginning in July 2007. IFAD also agreed to become a co-financial partner. In this regard a project was designed entitled “National Agricultural Technology Program (NATP)” in regards to technology generation, extension and agricultural value chain development to increase agricultural productivity, farm income, and market access. Upon successful implementation with satisfactory performance of the NATP-1, the World Bank, jointly with IFAD and USAID, decided to provide financial support to GOB for National implementation of the Agricultural Technology Program- Phase II Project (NATP-2).

#### 1.1.1 Objective of the Program

The overall objective of the NATP is to “Support the strategy of the Government of Bangladesh (GOB) to improve national agricultural productivity, market linkage and farm income, with a particular focus on small, marginal and women farmers”.

#### 1.1.2 Project Development Objectives

Project Development Objective (PDO) of National Agricultural Technology Program-Phase II Project (NATP-2) is to “Increase agricultural productivity of smallholder farms and improve smallholder farmers’ access to markets in selected districts”.

#### 1.1.3 Project Beneficiaries

Smallholder farmers are the main beneficiaries of the project (i.e., landless, marginal, small farmers with special emphasis to women).

#### 1.1.4 Geographical Coverage of the Project

NATP-2 will be extended its support at different geographical location which varies based on program. The program specific geographical coverage/location(s) of the project are as follows:

Program area	Geographical Coverage
Research (technology generation)	All over the Bangladesh
Extension (Technology Adoption)	Total 270 Upazila from 57 districts
Integration in Value chain	Crop: 30 clusters in selected 30 upazilas; Fisheries: 22 POs in 22 upazilas; Livestock: 120 POs in 60 upazilas;

### **1.1.5 Components of the Project and their Implementation Arrangements**

**Component-1 (Enhancing Agricultural Technology Generation):** Is being implemented by the Project Implementing Unit of Bangladesh Agricultural Research Council (PIU-BARC), MOA;

**Component-2 (Supporting Crop Development):** Is being implemented by the Project Implementing Unit of Department of Agricultural Extension (PIU-DAE), MOA;

**Component-3 (Supporting Fisheries Development):** Is being implemented by the Project Implementing Unit of Department of Fisheries (PIU-DOF), MOFL;

**Component-4 (Supporting Livestock Development):** Is being implemented by the Project Implementing Unit of Department of Livestock Service (PIU-DLS), MOFL;

**Component-5 (Project Management):** Is being implemented by the Project Management Unit (PMU), NATP-2, MOA.

### **1.2 Objective of the Study**

The overall objective of the study is to assess the scale of farmer's satisfaction about the extension services of the NATP-2 project and initiatives taken based on the opinion.

## CHAPTER 2: METHODOLOGY

This study used a descriptive cross-sectional survey design. This facilitated comparison of satisfaction levels of the farmers about the extension services served by the PIU-DAE, PIU-DOF and PIU-DLS of the NATP-2 project. The survey was designed for collecting the primary data from the selected sample unit.

### 2.1 Data source and Sample size

Both the CIG and Non-CIG men and women farmers of each PIU were considered as data sources both for questionnaire surveys, FGD and KII.

**2.2.1 Individual survey:** A total of 56,000 CIG respondents both the men and women were selected for individual surveys. The details sampling procedure, sample source and sample size are given below:

	Qus. No. 1, 2, 3 & 5 each				Ques. No. 4			
No. of Upazila	DAE: 270; DOF: 270; DLS: 270				DAE: 30; DOF: 22; DLS: 60			
No. of CIG/PO Upazila	DAE: Men CIG: 5, Women CIG: 3; DOF: 5 CIG; DLS: 6 CIG				DAE: Men CIG: 5, Women CIG: 3; DOF: 5 CIG; DLS: 2 PO			
No. of respondents per CIG	DAE: Men-10; Women-10; DOF: Men-6; Women-4; DLS: Men-6; Women-4;				DAE: Men-10; Women-10; DOF: Men-6; Women-4; DLS: Men-6; Women-4;			
Total respondents	Qus. No. 1, 2, 3 & 5 each				Qus. No. 4			Grand Total
		Men	Women	Total	Men	Women	Total	
	DAE	13,500	8,100	21,600	1,500	900	2,400	
	DOF	8,100	5,400	13,500	660	440	1,100	
	DLS	9,720	6,480	16,200	720	480	1,200	
Total	31,320	19,980	51,300	2,880	1,820	4,700	56,000	

**2.2.2 Focus Group Discussions (FGDs):** A total of 20 FGDs (DAE: 10, DOF: 5 and DLS: 5) were conducted with the men, women and mixed group.

**2.2.3 Key Informant Interviews (KII):** Key Informant Interviews were conducted with the men and women CIG farmers. A sum of 20 KIIs (DAE: 10, DOF: 5 and DLS: 5) were conducted separately with the men and women having sufficient knowledge about the project activities.

### 2.2 Data Management and Analysis

After data collection, all the data were extracted and merged from and exported to excel spreadsheet. Cleaning and editing was done. Then each data was checked carefully to avoid any missing values or any further inconstancy. Data was analyzed using the Excel program to obtain statistical outputs including frequencies and percentages in tabular and graphical forms. The statistical outputs were later extracted and presented in more acceptable tables ready for interpretation.

### 2.3 Report Preparation

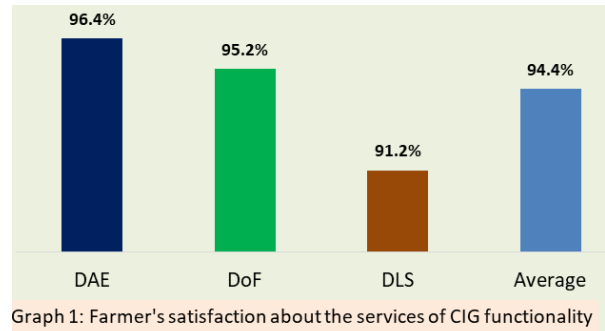
Report has been prepared based on the findings of the field data analysis and output tables.

## CHAPTER 3: FINDINGS

This section presents the results from the client satisfaction survey including quality of service provided to the farmers under NATP-2 project. The results presented on the major extension services of the NATP-2 project.

### 3.1 Satisfaction about the support and services of the project to make the CIG functional and sustainable

The study assessed the key determinants and factors of satisfaction of the farmers about the support and services of the NATP-2 project in operation of the CIG activities to make the CIG more functional and sustainable. The findings described that about 94 percent CIG farmers expressed their satisfaction about the support and services (Figure 1). Of them level of satisfaction by the PIUs was 96.4, 95.2 and 91.2 percent respectively for DAE, DoF and DLS. The table 1 shows that almost 43.7 percent farmers were highly satisfied where men were 44 percent and women were 17 percent. The study also noted that the satisfactions of women CIG members are comparatively higher than the men CIG members. The farmers expressed their opinion considering the assistance of PIUs to make the CIG functional and sustainable.



The FGDs and KIIs have identified that the support and services of the project in regards to registration of CIG, organize meeting, maintain register book, opening bank account, make group savings and invest for IGA, and relevant activities were the considerable reasons to state the views of satisfaction. The study reported that some of the farmers did not pass their comments and some of the farmers expressed their dissatisfaction about the support and services of the project to make the CIG functional and sustainable. The analysis says that 2.4 percent farmers were taken their stand as neutral as they do not have active participation in the activities of CIG. Regarding dissatisfaction, the farmers informed that the project support was not sufficient enough to meet their expectation like more financial support to operate the activities, financial and furniture support for office setup etc.

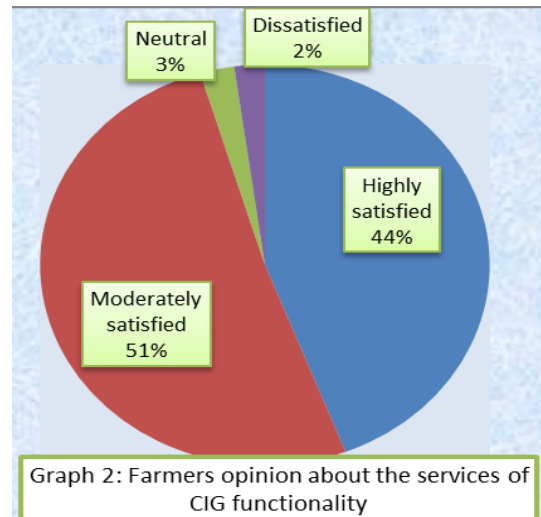


Table 1: Farmer's satisfaction about the services of CIG operation

PIU	Highly (%)			Moderately (%)			Total satisfied		
	Men	Women	Average	Men	Women	Average	Men	Women	Average
DAE	27.18	23.0	25.6	70.00	72.00	70.75	97.18	95.00	96.36
DOF	89.75	96.22	92.3	2.98	2.70	2.87	92.73	98.93	95.21
DLS	29.55	24.1	27.4	61.66	67.02	63.80	91.20	91.13	91.17
Total/Average	44.10	16.81	43.7	50.08	51.66	50.69	94.17	94.80	94.42

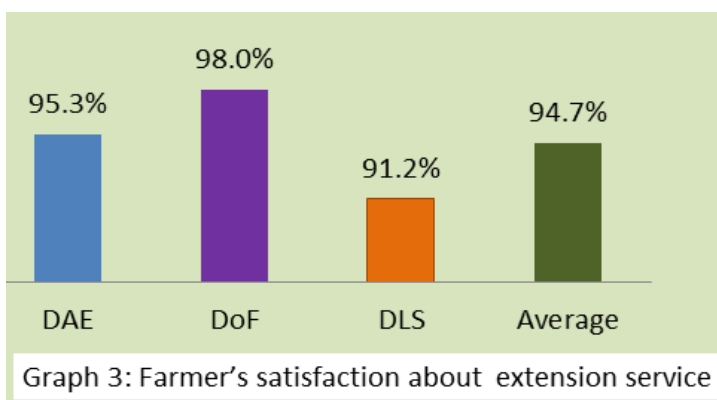
Data Source: PIUs

### 3.2 Satisfaction about the extension services of the project



The respondents indicated their level of satisfaction about the extension services provided by PIUs in order to increase crop, vegetables, fisheries and livestock production. The CIG farmers communicated their opinion about the extension services where almost 95 percent farmers stated their satisfaction (Figure 2).

The figure says that about 95 percent CIG farmer of PIU-DAE have expressed their satisfaction and this was about 98 percent and 91 percent for PIU-DOF and PIU-DLS respectively. Almost 39 percent farmers found highly satisfied about the extension services where men were 40 percent and women were 15 percent. The FGDs and KIIs have identified the reasons of different opinion about the extension services. In this connection the



farmers expressed their satisfaction level considering the on-going extension services of PIU-DAE, PIU-DOF and PIU-DLS. The farmers of the crop, fisheries and livestock have stated their specific reasons in favour of their opinion where the most common services are; (i) training, (ii) technology demonstration, (iii) field day, (iv) technical support of the extension personnel in regards to – use of improved variety, - application of improved technology, - disease and pest control, -feeding, - test of pond water, - health and treatment service etc.) (v) information services, (vi) equipment and machineries support provided by the PIUs.

Table 2: Farmer's satisfaction about the extension services

PIU	Highly (%)			Moderately (%)			Total satisfied		
	Men	Women	Average	Men	Women	Average	Men	Women	Average
DAE	23.72	12.57	19.5	72.34	81.42	75.75	96.06	93.99	95.28
DOF	80.53	90.02	84.3	17.63	7.83	13.71	98.16	97.85	98.04
DLS	29.55	24.10	27.4	61.66	67.02	63.80	91.20	91.13	91.17
Total/Average	40.22	14.50	39.1	54.88	56.86	55.65	95.10	94.10	94.71

Data Source: PIUs

### 3.3 Satisfaction about FIAC services

Both the men and women CIG farmers were found satisfied about the FIAC services are being provided under NATP-2 project. On average about 93 percent CIG farmers have expressed their satisfaction about FIAC services (Figure 3). The figure 3 also informed that 93.34 percent men and 91.53 percent women found satisfied about the services of FIAC. The table 3 shows that almost 38 percent of CIG farmers passed their high level satisfaction about FIAC services. The FGDs and KIIs information reported that regarding communicated the satisfaction about the FIAC services, the farmers expressed their opinion in consideration of the information and services about improved variety, health and treatment services, pest-disease and pest control and related information in regard to crop, vegetables, fisheries and livestock production. About six (6) percent respondents did not pass their comments about the FIAC services. In this respect they informed that they have no sufficient knowledge about the role of FIAC. The study reported that about two percent farmers found dissatisfied about FIAC services.

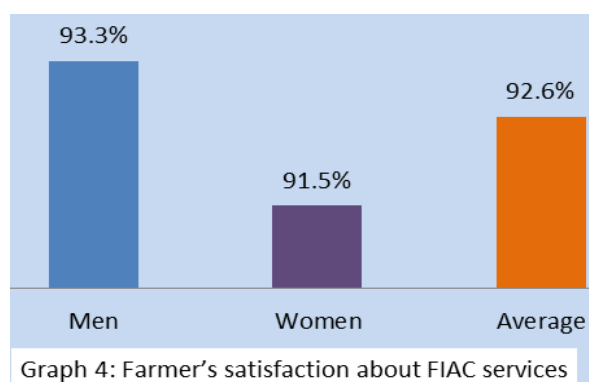


Table 3: Farmer's satisfaction about FIAC services

PIU	Highly (%)			Moderately (%)			Total satisfied		
	Men	Women	Average	Men	Women	Average	Men	Women	Average
DAE	20.07	15.99	18.5	72.96	74.01	73.36	93.04	90.00	91.90
DOF	89.64	82.15	86.6	8.28	15.65	11.23	97.93	97.80	97.87
DLS	22.07	27.5	24.2	67.87	60.73	65.01	89.94	88.23	89.25
Total/Average	38.68	14.65	38.3	54.66	53.93	54.37	93.34	91.53	92.64

Data Source: PIUs

### 3.4 Satisfaction about the services in marketing

The data were collected from the upazila having availability of CCMCs and POs. The study acknowledged the overall services of marketing of agricultural commodity mainly vegetables, fruits, aromatic rice, fish, milk, meat etc. Both the POs and CIG members were interviewed to assess the satisfaction level. The study result said that about 88 percent farmers were satisfied about the services in regards to sell their commodity where 29.7 and 58.21 percent farmers expressed their satisfaction in the scale of high and moderate level of satisfaction respectively (Graph 5). About 89.17 percent men and 85.93 percent women were found satisfied (Table 4). As the reasons of satisfaction, the farmers considered the services of the POs about - marketing information for selling the commodity at fair price, - transportation facilities of commodities etc.

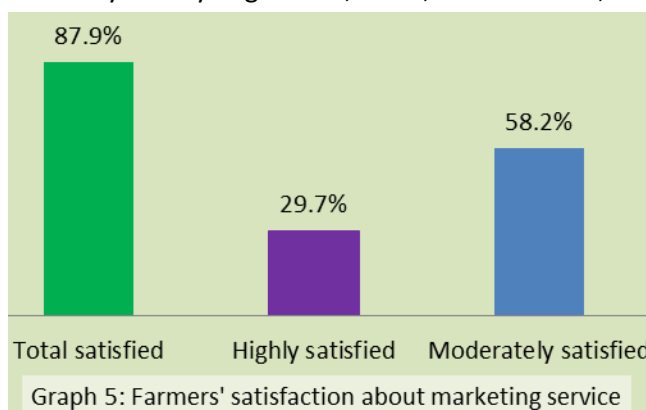


Table 4: Farmer's satisfaction about the services in marketing

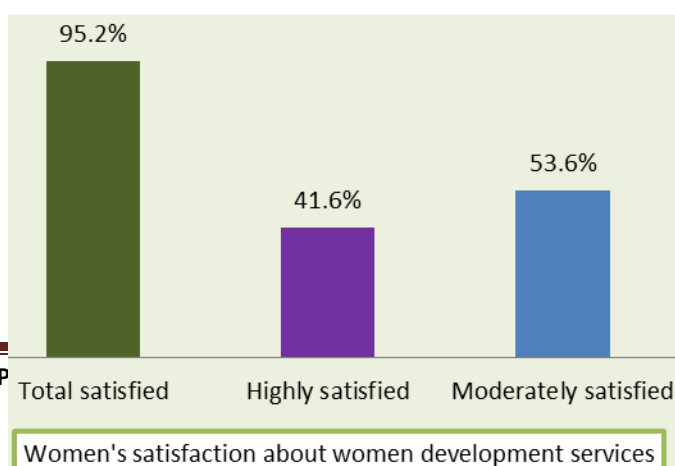
PIU	Highly (%)			Moderately (%)			Total satisfied		
	Men	Women	Average	Men	Women	Average	Men	Women	Average
DAE	12.40	8.89	11.1	74.27	73.78	74.08	86.67	82.67	85.17
DOF	77.12	69.09	73.9	18.64	22.05	20.00	95.76	91.14	93.91
DLS	28.47	23.33	26.4	59.86	63.96	61.50	88.33	87.29	87.92
Total/Average	31.25	10.55	29.7	57.92	58.68	58.21	89.17	85.93	87.91

Data Source: PIUs

The study revealed that about 9 percent farmers found neutral about to pass their comments in regards to marketing services. In this respect the study identified the communication gap between the core management committee and general members of CCMCs/POs and farmers. Some of the farmers informed that they cannot sell their commodities due to lack of transportation support. Some of the farmers stated that they don't have knowledge about the services of CCMCs/POs.

### 3.5 Satisfaction about the services in women development

The satisfaction level about promotion of d women's development was assessed in consideration of on-going women friendly technology and activities & services for the development of women. Both qualitative and quantitative data was collected from the women member only. The study reported that almost 95 percent CIG women member expressed their satisfaction about the services where 41.55 percent and 53.6 percent expressed their high



and moderate level satisfaction respectively (Figure 6). Table 5 shows that most of the women CIG members have expressed their moderate level of satisfaction with the services in development of women.

Table 5: Satisfaction of women farmer about the services in women development

PIU	Highly (%)	Moderately (%)	Total satisfied
DAE	22.04	73.41	95.44
DOF	85.57	12.44	98.02
DLS	29.26	63.13	92.39
Total/Average	41.55	53.60	95.15

Data Source: PIUs

The detailed analysis noticed that around three (3) percent of CIG women member did not pass any comments about the services of the project in women development. Almost two percent women farmers expressed their dissatisfaction about women development services provided by the project.

## CHAPTER 4: ACTION INITIATED BASED ON STUDY RESULT

The client satisfaction is largely a function of perception where farmer's opinion has reflected based on their expectations of the services. The study data were collected by the field level extension professional. Immediate after collection of data, the local offices reviewed the findings and determined the specific reasons of farmers' opinion i.e. satisfaction level. Accordingly the field offices of PIUs i.e. PIU-DAE, PI-DOF and PIU-DLS have undertaken effective action to manage and minimize the each gap. The identified actions were categorized by immediate and future implementation which has presented below:

### 4.1 Immediate Action

The following actions are being taken by PIUs in consideration of study findings:

- Strengthen field activities to minimization of gap and maximize the level of satisfaction;
- Filed offices planned to organize beneficiaries training at village level (where possible);
- Field based employees have advised to made frequent visit to the CIG and non-CIG farmers in order to enhance their knowledge and skills on improved technology of crop, fisheries and livestock production;
- Field based employees have accelerated their services in order to adopt improved technology;
- Field based employees have been advised to provide extended support to the women farmers towards dissemination of women friendly technology;
- Initiatives have taken to enhance the activities of CCMCs and POs in order to increase market access of the farmers;
  - The extension officials of Agriculture, Fisheries and Livestock are advised to closely monitor the activities of CCMCs and POs;
  - LBF/FO is advised to develop communication with respective Upazila Agriculture Offices, Upazila Fisheries Offices, Upazila Livestock Offices;
  - LBF/FO is advised to meet the CIG and non-CIG farmers and inform about the activities of CCMCs and POs;
  - LBF/FO will mobilize the CIG and non-CIG farmers so that they can sell their produce through CCMCs and POs;

### 4.2 Action under process

In realization of the field situation the following actions were taken in to the consideration by PIUs for future implementation:

- Farmers friendly training module will be prepared;
- Display of video clip on improved technology during farmers training and field day.

**Annexure 1: Survey Questionnaire on Client Satisfaction Assessment in Agriculture and Rural Services under the Project**

**National Agricultural Technology Program-Phase II Project  
Client Satisfaction Assessment in Agriculture and Rural Services under the Project**

Questionnaire

Name of PIU:

Information of the farmer/respondents:

Name of the farmer:		
Father/Husband Name:		
Name of CIG		
Age (Years):	Sex: Men/Women	
Union:	Upazila:	District:

Question (Minimum 35% women for question 1-4 and 100 for question-5)		Level of Satisfaction			
		High	Moderate	Neutral	Dissatisfy
Question-1: Functioning of CIG	How are you satisfied with the support and services provided by the NATP-2 project to make the CIG functional and sustainable?				
Question-2: Extension Service	How are you satisfied with the support and advisory services of the NATP-2 project to increase crop/fisheries/livestock production?				
Question-3: Extension Service	How are you satisfied with the information and advisory services provided from FIAC on crop/fisheries/livestock production under the NATP-2 project?				
Question-4: Extension Service	How are you satisfied with the information, collaboration and advisory services provided by the NATP-2 project on crop, vegetable marketing?				
Question-5: Extension Service	How are you satisfied with the technology and other support and advisory services provided by the NATP-2 Project for the Advancement of Women?				

Signature of data collector:

Name of data collector:

Designation: