

## PROJECT DESCRIPTION

### Capacity Building Project for the Fishing Federation of the District of Asongo

#### Mali

#### I. Introduction

This appendix describes the activities to be undertaken and the results to be achieved with the funds obligated under this Agreement. Nothing in Appendix A shall be construed as amending any of the definitions, conditions, or terms of the Agreement.

#### II. Background

The Federation of the Fishing Cooperatives ("Federation") in the district of Asongo, Mali has 3,545 members, including 691 women. It is an umbrella organization for six cooperative fishing unions, namely, Asongo, Bourra, Bara, Tessit, Outagouna, and Karou. Member unions formed the Federation to improve socio-economic development in their communities by organizing their fish management activities and expanding market opportunities. The rivers in the area can produce high yields of fish capable of meeting a growing market demand in the region. However, the Federation's weak financial and accounting systems and weak marketing skills leave the Federation's members unable to seize this market opportunity.

#### III. Funding

The financial plan for ADF's contribution is set forth in Appendix A-1 to this agreement. The Parties may make changes to the financial plan without formal amendment, if such changes are made in accordance with Article 7 of the Agreement and do not cause ADF's contribution to exceed the obligated amount specified in Article 4, section 4.1 of the Agreement.

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#### IV. Project Goal

The goal of the Project is to improve living conditions of residents of the district of Ansongo, Mali.

#### V. Project Purpose

The purpose of the Project is to position the Federation to expand its services to its members as evidenced by the development of a service expansion plan deemed suitable for funding by ADF or other donors.

**VI. Project Outputs**

- A. Improved marketing capacity of the Federation, as evidenced by the following.
1. The number of written, signed contracts with wholesale buyers that are negotiated by the Federation for its union members increases from a baseline of zero contracts to six contracts by the end of the Project.
  2. The Federation negotiates fish prices for members that are at or above current market price.
- B. Improved management and operations capacity as evidenced by the preparation of timely quarterly and annual financial reports, annual certification of financial statements and the use of financial documents produced by management in its decision making.

**VII. Project Activities**

- A. Management and Operations
1. The Federation will improve its management capacity by establishing a Head Office in Asongo to coordinate the activities of the member unions. To staff the Head Office, the Federation will hire a project coordinator, accountant, sales agent, and administrative assistant. The accountant will coordinate and monitor the accounting systems of the three member unions and produce annual financial reports and financial statements. He will also collaborate with and lead the three assistant accountants employed at the member unions. The accountant will use a computer, purchased for the Project, to track sales and produce and maintain accounting records for all three member unions.
  2. A consultant will train 12 leaders of the Federation in ADF reporting requirements. Another consultant will train Federation leaders in financial management and accounting, emphasizing the use of standardized management tools that meet international standards. In order to produce quarterly reports for the project, the Federation will hire a consultant to teach the Federation's management activity planning and reporting techniques. M
  3. The Federation will improve its ability to represent its member unions as an umbrella organization by training the leadership in management tools, operating mechanisms, and policies and laws relevant to umbrella organizations. A consultant will conduct informational sessions about national policies that pertain to leadership of the umbrella organizations. Another consultant will teach best practices for managing umbrella organizations, and a different consultant will train members in the functions, roles, and responsibilities of umbrella organizations.

**B. Marketing**

1. The Federation will coordinate the marketing of the all fish products sold outside the local markets of the member unions. A consultant will design a training module to teach Federation leaders how to draft contracts with wholesale buyers. The sales agent, hired at the onset of the Project, will research and record potential customers in a database that will be stored on a computer. The Federation will also develop marketing statistics to aid in fish sale negotiations on members' behalf. To increase marketing outreach, the Project, the Federation will pay the registration fee required to enable the Federation to participate in the annual agricultural fair in Bamako. The Federation will represent its member unions at the agricultural fair and establish contacts with wholesale buyers and fish export traders from Burkina Faso, Niger, and Nigeria.
2. The Project will also raise the visibility of the Federation's processed fish products. To promote the Federation to potential buyers and attract new markets, the Project will fund advertising on local radio stations and create and disseminate 500 brochures about the Federation's processed fish products.

**VIII. Roles and Responsibilities of the Parties**

The Federation of the Fishing Cooperatives of Asongo has ultimate responsibility for ensuring the proper implementation of this Project.

**IX. Monitoring and Evaluation**

ADF's partner in Mali will closely monitor the activities of the Federation of the Fishing Cooperatives of Asongo to ensure proper reporting, adherence to the project implementation plan, and progress toward the achievement of Project objectives. The Partner will continuously assess the Project's risks and take remedial actions as needed. Monitoring by the Partner will be an important aspect of the ongoing coaching and advisory service. The Partner will review ADF's quarterly reports and will submit comments and observations to the management of the Federation of the Fishing Cooperatives of Asongo as a part of the on-going performance assessment.

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