

namdevco



THE NATIONAL AGRICULTURAL
MARKETING AND DEVELOPMENT
CORPORATION



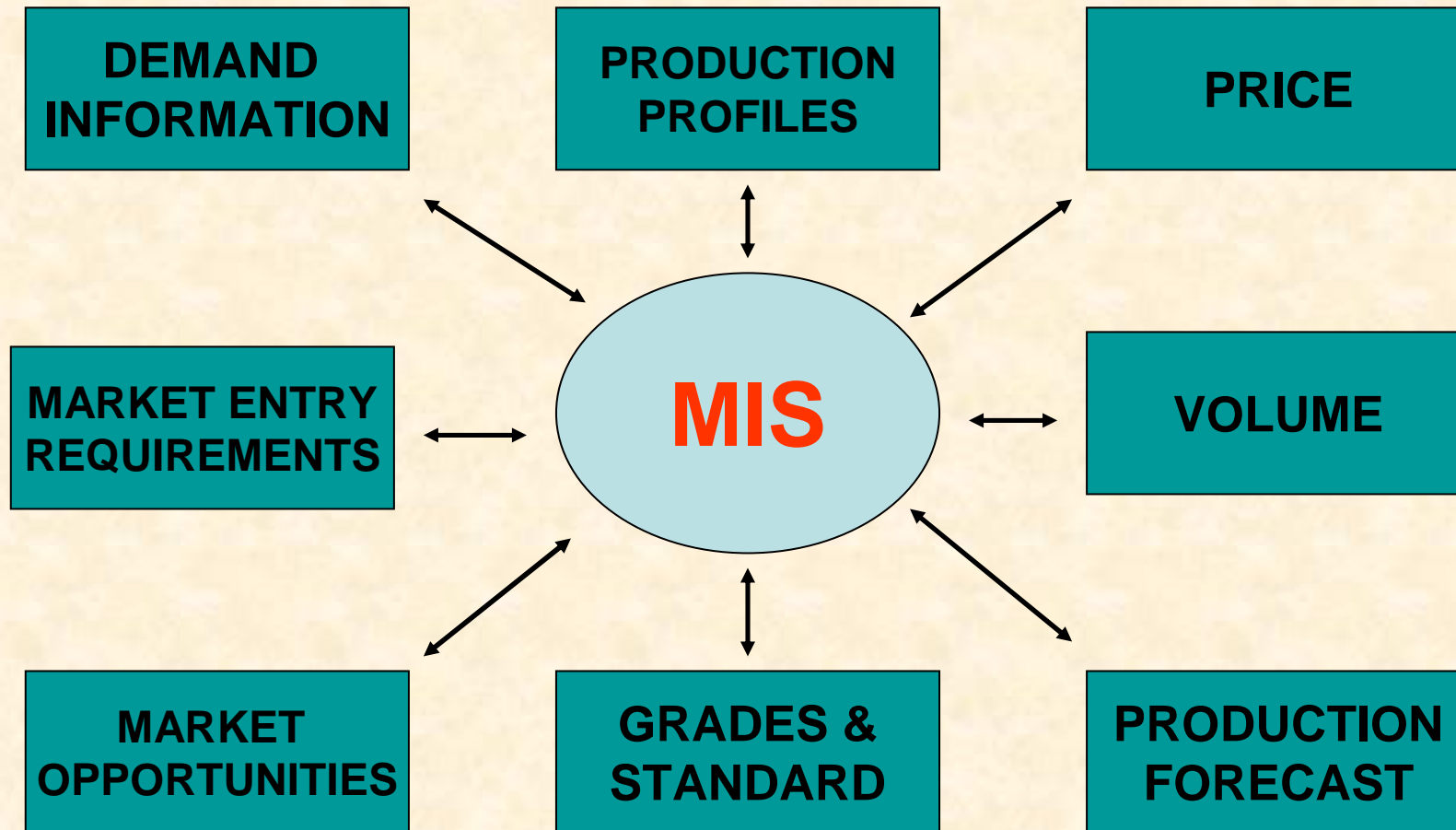
The NAMDEVCO EXPERIENCE

Prakash Ragbir

Avenesh Ali

15-17 Feb. 2011

Conceptualization of MIS



Identify who are the key stakeholders of this system

- ❖ Farmers
- ❖ Importers/Exporters
- ❖ Supermarkets
- ❖ Fisher-Folk
- ❖ Agro processors
- ❖ Hotels and Restaurants
- ❖ Caterers
- ❖ Policy Makers
- ❖ General Public
- ❖ Agri- Entrepreneurs

Identify the types of information each category of stakeholders requires

Engaged the stakeholders

You cannot be all things to all Men

- Prioritize – Identify the most critical issues

START SMALL

DATA COLLECTION METHODOLOGY



- Define the area of collection
- Define WHAT data
- Define HOW
- Define Frequency
- Define the checks and balances
- Document the policies and procedures
- Training

Remember Garbage In Garbage Out

Information should have some basic Properties

- **Timeliness**
- **Accurate**
- **Relevant**

The screenshot shows a web application interface. At the top, there is a blue header bar with the text 'WelcomeS...pen' and 'Journal'. Below the header, the main content area is divided into two columns. The left column is titled 'NAMIS Extension' and features a logo for 'THE NATIONAL AGRICULTURAL MARKETING AND DEVELOPMENT CORPORATION' (namdevco). Below the logo, there are four menu items: 'Price Entry', 'Daily Prices', 'Supply Data', and 'Save', each with a corresponding icon. The right column is titled 'Field Journal' and features a photograph of a field. Below the photo, there are three menu items: 'Pesticide Monitoring', 'Crop Certification', and 'Projections', each with a corresponding icon. At the bottom of the page, there is a date 'Thursday, February 23, 2006' and the text 'Welcome Price Collector:'. On the right side, there are four green arrows pointing right, each followed by a text item: 'Farmers Visited This week', 'Farmers Harvesting next week', 'New Certified FarmLands this Month', and 'Farmers Completing Harvest next week'.

Your collection strategy would determine how fast you can get the data out

Examples of why information should have some basic properties

namdevco **NAMDEVCO** Issue 172 - 2 Dec, 2010

MARKET WATCH Compare before you **BUY**

THE NATIONAL ENVIRONMENTAL MARKETING AND DEVELOPMENT CORPORATION

 Tomato \$17.64 - 33.00/kg	 Cassava \$4.41 - 13.55/kg	 Chive \$1.00 - 5.00/bdl
 Callaloo \$3.00 - 8.00/bdl	 Melongene \$4.41 - 15.40/kg	 Pineapple \$6.61 - 17.64/kg
 Banana \$11.02 - 13.23/kg	 Ochro \$0.20 - 0.70/ea	 Carrot \$11.00 - 17.60/kg

Retail prices collected at Farmers' Markets (6), Municipal Markets (19), Veggie-Marts (14) and Supermarkets (43) for the period 26-28 November, 2010 throughout Trinidad and Tobago

Visit us online @ www.namistt.com or call us @ 647-3218

NAMDEVCO Grocery Basket Issue 18 - November 2010
 Helping You Stretch Your Food Dollar

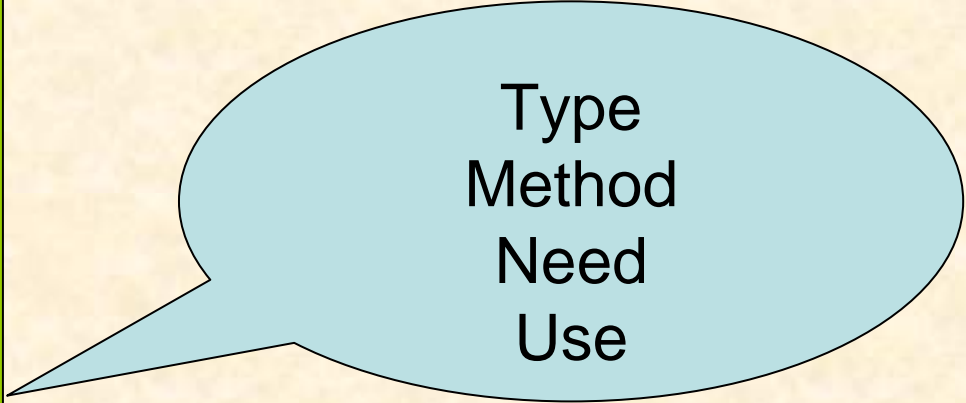
PRICES COLLECTED FOR THE PERIOD 18-21 NOVEMBER 2010

Supermarket Item	Unit	Trinidad Min-Max	Tobago Min-Max
DAIRY PRODUCTS			
Powdered milk	800g	43.29 - 46.99	44.99
Condensed milk	395g	8.24 - 9.59	8.99
Evaporated milk	250ml	4.99 - 6.25	5.50
Liquid milk	1 L pack	8.99 - 10.25	9.45 - 9.50
Eggs (L)	Doz	13.49 - 15.99	17.50
Butter	250g	22.95 - 28.99	25.99
Cheddar cheese	kg	37.46 - 44.07	37.80
BAKERY PRODUCTS			
Bread (white)	Loaf	10.50	10.50
Bread (whole wheat)	Loaf	11.00	11.00
Salted biscuit	284g	8.99 - 9.50	9.45 - 9.50
SUGAR			
Brown	1800g	11.99 - 19.29	16.80
White	1800g	13.99 - 17.99	15.25 - 17.30
CEREALS & STARCHES			
Flour (white)	2kg	10.99 - 14.49	14.55
Flour (whole wheat)	2kg	12.99 - 15.99	NA
Rice (brown)	2kg	14.29 - 18.99	17.55 - 19.80
Rice (white)	2kg	14.99 - 16.99	16.35
Macaroni	400g	3.49 - 6.28	3.70 - 5.05
Potato	kg	4.96 - 8.82	8.60
Yeast	500g	15.99 - 23.99	17.40 - 19.85
Baking powder	115g	2.29 - 2.99	2.30 - 2.95
Corn flakes	500g	17.37 - 18.99	17.36
OILS & FATS			
Soyabean oil	900ml	12.25 - 19.99	13.55
1L		13.99 - 23.99	NA
Margarine	250g	4.75 - 7.99	4.50
PROCESSED ITEMS			
Chicken hot dog	400g	9.89 - 14.90	10.90 - 11.90
Chicken sausage	141g can	2.89 - 4.69	3.20 - 3.65
Corned beef	340g can	8.99 - 14.99	9.55 - 15.20
Sardine	141g can	4.97 - 7.49	5.60 - 6.25
Tuna flakes	170g can	3.99 - 6.90	4.55 - 5.40
Tuna chunks	170g can	4.97 - 9.99	6.95 - 8.30
CONDIMENTS			
Curry powder	230g	8.99 - 11.99	NA
Salt	400g	1.30 - 2.19	1.65
Black pepper	30g	2.29 - 3.30	2.90
Onion	kg	4.45 - 11.00	9.75
Garlic	kg	28.55 - 35.27	39.95
Ketchup	750ml pack	3.69 - 8.99	3.99 - 5.05
NON ALCOHOLIC DRINKS			
Tea	50 bags	14.49 - 17.99	16.70 - 17.60
Coffee (ground)	230g	9.65 - 12.49	9.99
Coffee (instant)	100g	22.99 - 27.99	NA
Cocoa	200g	12.49 - 23.99	12.35
Malted breakfast drink	300g	16.65 - 19.50	15.25 - 18.80
Orange juice	1 L pack	8.49 - 9.99	8.99
Soft drink (flavoured)	2 L	4.99 - 7.99	NA
Soft drink (black)	2L	6.49 - 7.99	8.50 - 8.60
PULSES			
Unit: 254g (1 lb)		Trinidad	Tobago
		Municipal Market	Supermarket
Lentil	5.00	3.99 - 4.99	4.00
Red Bean	7.00 - 8.00	5.49 - 6.99	5.46
Channa	5.00 - 6.00	3.99 - 5.99	3.77
Split Peas	3.00 - 4.00	1.99 - 3.99	2.23
Black Eye	5.00 - 6.00	4.25 - 5.25	4.20
MEAT			
Unit (kg)		Trinidad	Tobago
		Farmers' Market	Supermarket
Chicken			
Mixed Parts	19.80	29.99 - 37.46	NA
Whole	29.00	22.99 - 30.84	NA
Breast		22.99 - 40.79	45.25
Leg		27.99 - 37.49	45.95
Thigh		21.94 - 36.99	36.99
Beef Stew		34.39 - 48.48	45.69
Lamb Stew		27.01 - 49.99	NA
Goat Stew		19.99 - 49.60	44.50
Pork Stew		28.11 - 48.29	32.70

For further information visit our website: www.namistt.com

Construct the MIS

- WHAT
- HOW
- WHY
- WHO



Type
Method
Need
Use

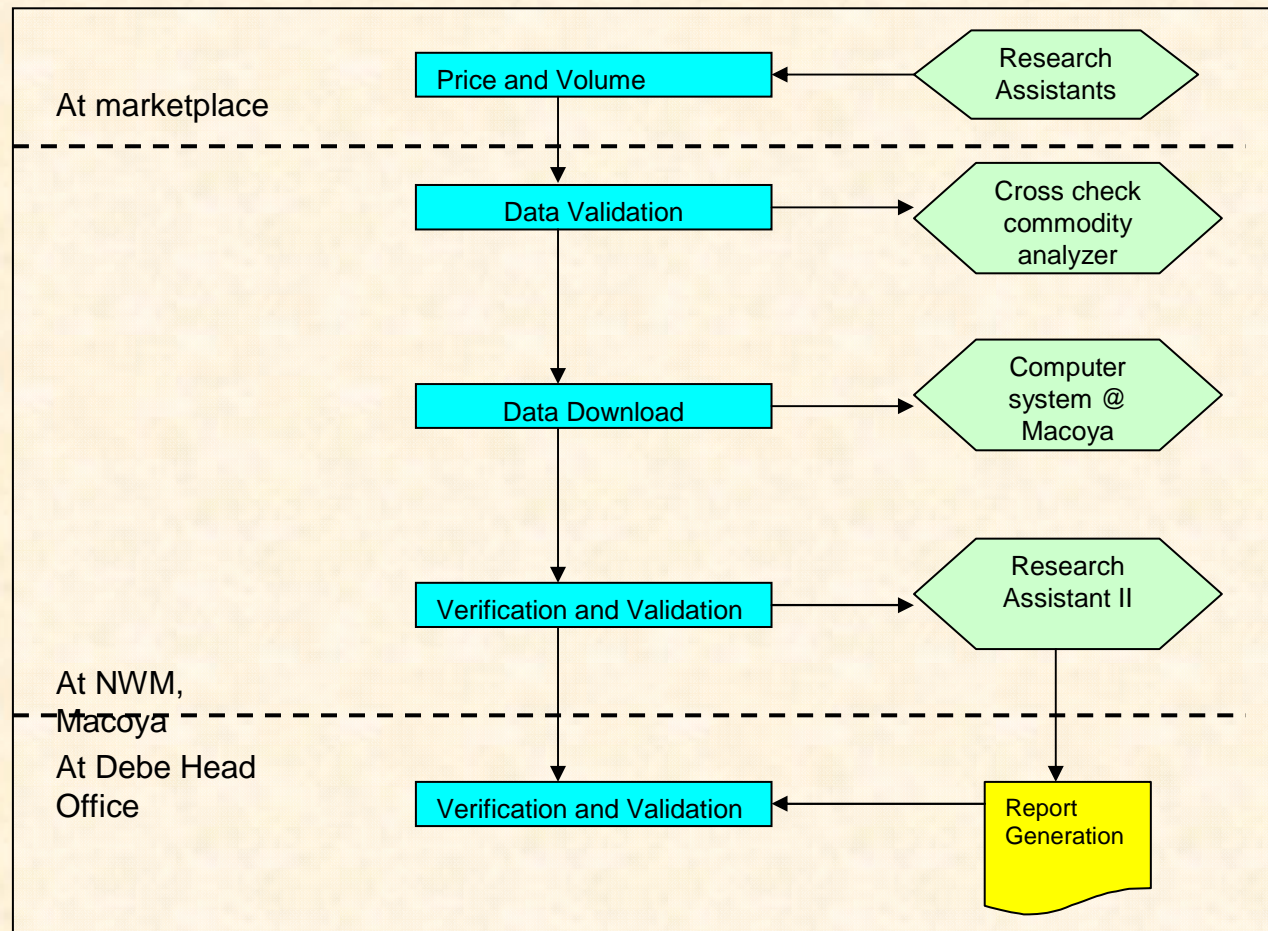
BUILD WITH FLEXIBILITY IN MIND

MANAGEMENT STRUCTURE

ACCOUNTABILITY FOR DATA

OPERATION OF MIS

DBA
DATA COLLECTORS
RESEARCH ASST.
STATISCIAN
ECONOMIST



DRIVER

Market Intelligence Reports

The following reports were prepared by the Department for the Prices Committee as well as to guide decision-making on possible commodities for import substitution

- Price Spreads for Imported Fruits & Vegetables (2007)
- Analysis of Imports of Mutton and Potato (2006)
- Price Spreads for Imported Meat – Beef, Goat and Mutton(2006)
- Price Spreads for Imported Whole Chicken and Parts (2000)
- Analysis of Imports of Poultry Imports
- Hatching Eggs, Baby Chicks and Corn (2006)
- Price Spreads for Onion, Garlic, and Potato (2006)
- Survey of Supermarkets in Trinidad – “Demand for Fresh Produce” (2007)
- Analysis of Imports of Root Crops from St. Vincent and Grenada (2008)
- Analysis of Imports of Pulses and other Commodities (2008)

Data Dissemination

- ***Website***
- ***Newsletter***
- ***Newspaper publications***
- ***Digital Display Boards***
- ***SMS***
- ***Telephone, email and fax***
- ***Email***
- ***Radio/Television***



SUSTAINABILITY

MIS

COST

MONEY

- HR COST-STAFF/TRAINING
- EQUIPMENT
- COMMUNICATION
- DISSEMINATION STRATEGIES

“ DEMONSTRATE THAT MIS HAS TANGIBLE AND INTANGIBLE BENEFITS ”

CHALLENGES

- **Lack of Co-operation from key stakeholders**
- **Adaptation to new technologies and new way of doing things**

IT takes time

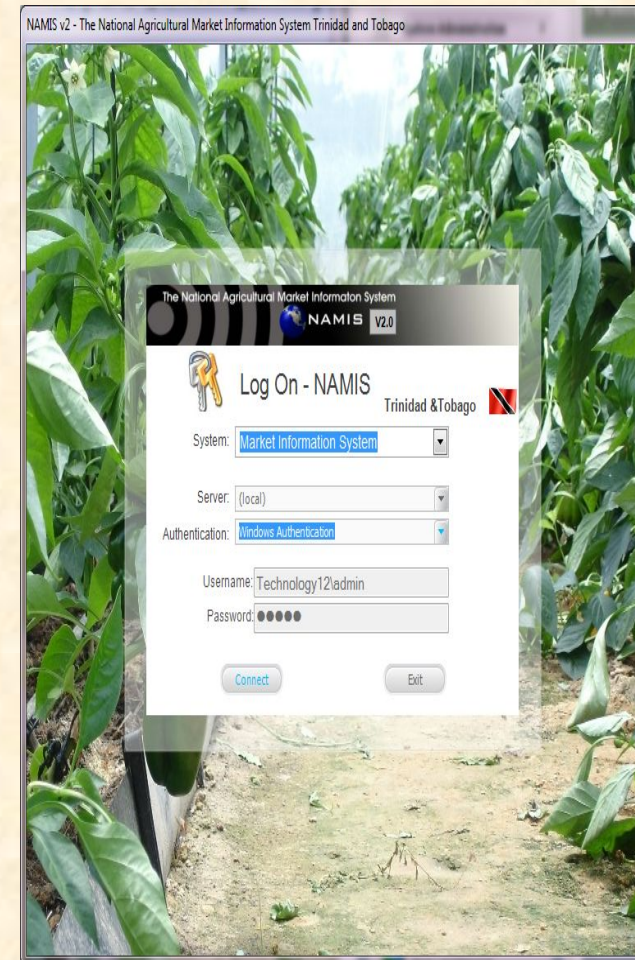
BENEFITS OF THE MIS SYSTEM

- Created greater level of transparency in the market –more level playing field.
- Provided a benchmark for traders to use
- Consumer had more access to pertinent information to better informed their purchasing decision
- Timely access to information for decision making
- Dependency for information by key institution



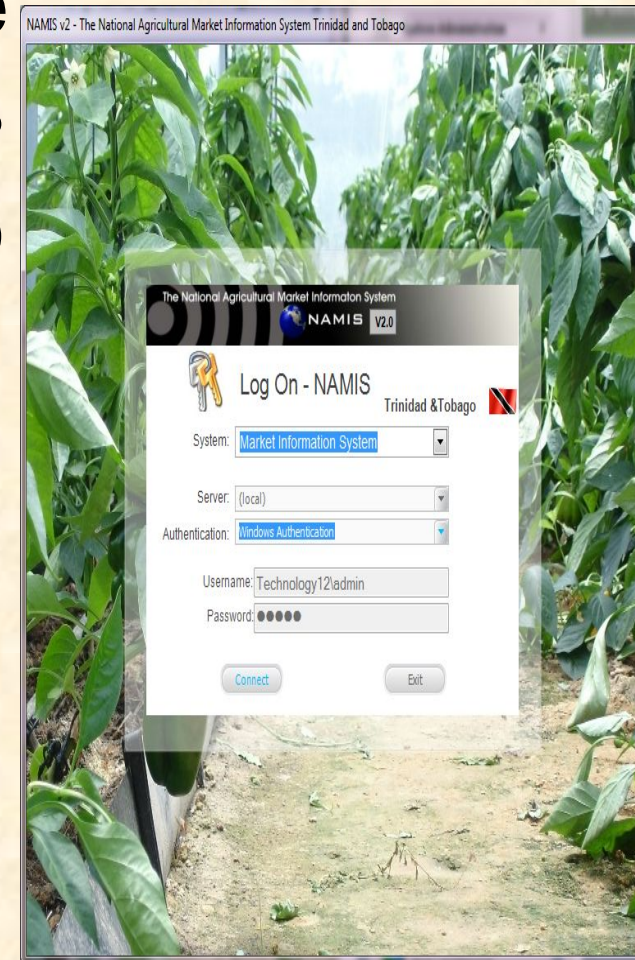
Introduction of NAMIS VER 2.0

- Producers database for the Ministry
 - Picture of the Producers
 - Thumb print scanning of the producers
 - Scanning all document into the database
 - Badges automatically printed out of the system
 - Each badge is bar coded for easy input back into the system
 - Increased reporting capabilities



Introduction of NAMIS VER 2.0

- Registering all traders at the markets and issuing badges
- Using netbook computers to collect producers information
- Building the agricultural incentive programme into the system



Thank You!