

PROJECT INFORMATION SHEET

PIP No :

779

(To be allocated by MOP)

PART A : BASIC PROJECT INFORMATION

(Must be completed in all cases)

1. PROJECT NAME: **Promote and Enhance Media planning on Quality Safety Agriculture products and Local Agribusiness to contribute protection Public Welfare and increase Supply chain**
2. PROJECT DATES:
- PROJECT START: **1/1/2020**
- ESTIMATED COMPLETION: **12/31/2022**
3. TOTAL PROJECT COST: **\$946,000**
4. RESPONSIBLE MINISTRY: **Ministry of Agriculture, Forestry and Fisheries**
- RESPONSIBLE UNIT: **Department of Agro-Industry**
- អង្គភាពទទួលខុសត្រូវ: **នាយកដ្ឋានកសិឧស្សាហកម្ម**
5. PROJECT STATUS: **Planned**

DETAILED PROJECT INFORMATION

6. TYPE OF PROJECT: **Free-standing technical assistance**
7. SOURCE OF PROJECT FUNDING: **Donor Sought**
8. THE POLICY AREA OF THE PENTAGON STRATEGY PHASE I THAT THIS PROJECT FALLS UNDER:V
Side 2. Promotion of Micro, Small, and Medium Enterprises, Startups, Entrepreneurship, and Development of Informal Economy
9. THE CONTRIBUTION OF THE PROJECT TO ACHIEVE THE ABOVE POLICY:
The project contributes to improving the quality of agricultural products, agro-products, and local agriculture, according to the proper technical standards to meet the needs of the buyers to the extent.
10. SUPPORT TO CAMBODIA INDUSTRIAL DEVELOPEMENT POLICY:
Does this Project support to the implementation of the Cambodia Industrial Development Policy? **No**
11. SECTOR:
Agriculture, Fisheries & Land Management: Research and Extension Services
excluding seasonal Crop production
12. PROJECT LOCATION: (Describe the location of the project and its components.)
All Provinces,
13. PROJECT OBJECTIVE: (Describe the major purpose of the project.)
- **Immediately publish information by issuing orders to farmers to select agro-products, agriculture, crops, cultivated crops with the right quality of safety.**
 - **Expand the potential of disseminating information from the production of agricultural crops (agriculture, agro-industrial, agro-industry) to promote wider scope.**
 - **Contributing to crop production owners, suppliers have a good market scope.**
 - **Make it easy for consumers to get true and accurate information.**
 - **Contributing to promoting agricultural agribusiness and agriculture.**
 - **Reduce the risks to users for unsafe and unsafe products.**
 - **Promote significant contributions through promotion to market to domestic farm owners throughout the country.**
14. PROJECT DESCRIPTION: (Provide a description of the project and all its components.)

By observing that in the Kingdom of Cambodia is developing, while local agricultural products are facing challenges in terms of quality and safety, therefore, the creation of a plan to promote promotion by promoting the quality of agricultural products, agribusiness, domestic agriculture is an important part of helping the consumer understand the benefits. Safe crop protection with confidence and confidence in local products.

15. PROJECT JUSTIFICATION: (Give reasons why this particular project is considered worthwhile.)

The project was chosen because agricultural products in the Kingdom of Cambodia faced some of the challenges facing the quality and safety of widespread consumers in the domestic agricultural markets, due to the lack of coverage of information on scattered domestic agricultural products.

16. BENIFITS: (Who will benefit, directly and indirectly, from the project?)

Those who benefit directly are local and foreigners living and using agricultural products in the Kingdom of Cambodia.

- The indirect beneficiaries are the Royal Government and the entities responsible for agribusiness, agro-industry, agro-industry, and related entities.

This program is invaluable because it is an essential input for the protection and promotion of public health welfare by providing information, training, sharing of quality control of agro-industrial products in the Kingdom of Cambodia. Because at present, a great deal of food from agriculture, including farming, processing, manufacturing, and distribution in the Kingdom of Cambodia is not safe, lacking control, no proper verification signs, and general public, including the head of the government, are concerned about the above issues. Therefore, this project may offer many benefits and contributes to mitigate the major risks as outlined above.

17. FEASIBILITY STUDY

Is a Feasibility Study for the project required? **Yes**

If YES, has it been carried out? **Not yet**

18. SOCIAL & ENVIRONMENT IMPACT: (Briefly describe the effects of the project, if any, on the people and the surrounding enviroment. Will the project assist in alleviating poverty?)

The project will help to reduce the poverty of Cambodians through access to information, highlighting high quality and safe agricultural products that make healthy eating health, reducing the cost of health services to a large extent, making the economy of the nation and the nation prosper. In addition, the project enhances the potential of adding agricultural products through the dissemination of quality product sources, making local producers profitable with no difficulty finding a lot of markets.

19. CLIMATE CHANGE

a. Is any activity or output of the project related to Climate Change? **No**

b. How is the project relevant to Climate Change?

Please select a Climate Change related sector of the project and fill up the contribution of the climate change related expenditure compared to the total project cost.

Climate Change-Related Sector	Percentage	Climate Change Relevance
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20. DISASTER RISK REDUCTION

Is any activity or output of the project related to Disaster Risk Reduction? **Yes**

If Yes, please indicate **Preparedness**

21. GENDER ANALYSIS: (How does the project affect the roles of the men and women in the project area? Will women be actively involved in the implementation of the project?)

The project does not affect the roles of men and women in a different location of the project, because men and women have equal rights in the implementation of the project without any discrimination, especially women's activities all are encouraged to actively participate and receive training on quality safety of agricultural products to support the local Health and Social . Instead, all activities are encouraged to participate in training, access information from selected quality products.

22. CAPACITY TO IMPLEMENT: (Does the Ministry have the skills and experience required to implement the project?)

The ministry has sufficient expertise and experience in implementing this project because the ministry has worked closely with agricultural products, technicians who play a key role in the quality and safety of domestic agricultural products. The ministry also has experience from various institutions to implement better and successful strategies in the Royal Government.

23. STATUS OF PROJECT IMPLEMENTATION: (Provide a brief update on the progress of the project to date. Discuss any major problems causing delays in project implementation.)

The project's progress is well-defined, well-governed, and invested in project activities. About the challenges that cause delays in project implementation, there is a lack of public participation, poor understanding of the health benefits, and as a widespread factor that hinder development.

24. PROJECT PRIORITY: (Please indicates the priority ranking of the project decided by the ministry/agency.)

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25. DONOR INVOLVEMENT: (Provide any information on current or potential donor involvement in the project.)

PART B : PROJECT COSTS AND FUNDING SOURCES
(In US\$'000)

INVESTMENT COST	2023		2024 Budget	2025 Estimate	2026 Estimate	2027 Estimate	3yr Total 2025-2027	Recurrent Cost Est.
	Budget	Actual						
Operational Expenditure	0.0	0.0	0.0	210.0	200.0	200.0	610.0	0.0
Salaries	0.0	0.0	0.0	100.0	100.0	100.0	300.0	0.0
Materials + Admin	0.0	0.0	0.0	110.0	100.0	100.0	310.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital Expenditure	0.0	0.0	0.0	112.0	112.0	112.0	336.0	0.0
Construction	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consultancy (i.e. TA) + Admin	0.0	0.0	0.0	50.0	50.0	50.0	150.0	0.0
Equipment+ Furniture	0.0	0.0	0.0	12.0	12.0	12.0	36.0	0.0
Training	0.0	0.0	0.0	50.0	50.0	50.0	150.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL COST	0.0	0.0	0.0	322.0	312.0	312.0	946.0	0.0
FUNDING SOURCES	2023		2024 Budget	2025 Estimate	2026 Estimate	2027 Estimate	3yr Total 2025-2027	
	Budget	Actual						
Project Revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Government Funding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Cash Input	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other Resources	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Donor Funding								
TOTAL COMMITTED FUNDING	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
FUNDING REQUIRED	0.0	0.0	0.0	322.0	312.0	312.0	946.0	
(Total Cost - Funding Available)								

**Seen and Approved by
Minister**

(Signature)

Date :