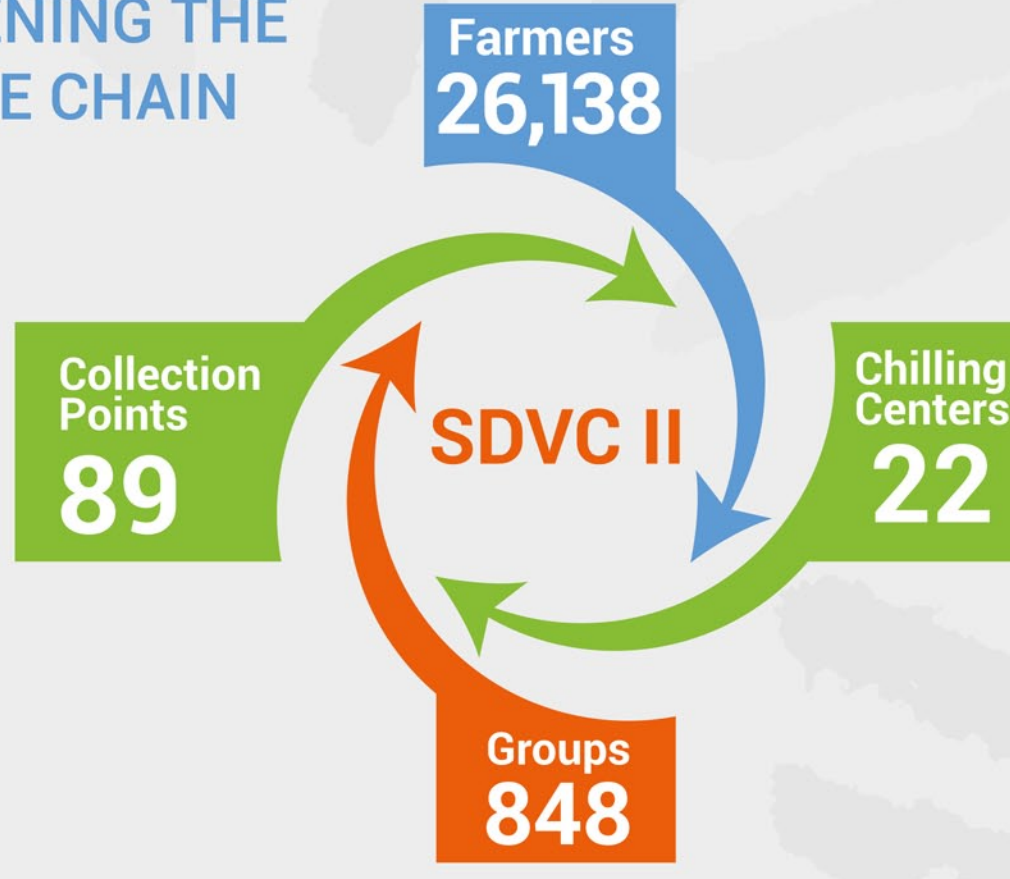


GUIDELINE FOR USING GPS MAP OF STRENGTHENING THE DAIRY VALUE CHAIN PROJECT



Overview

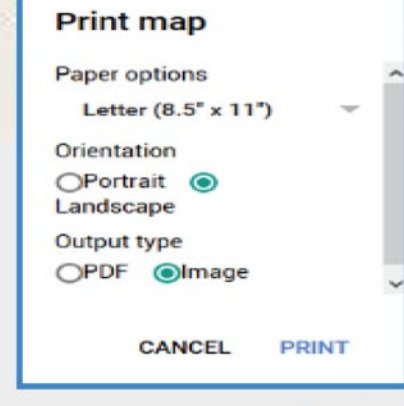
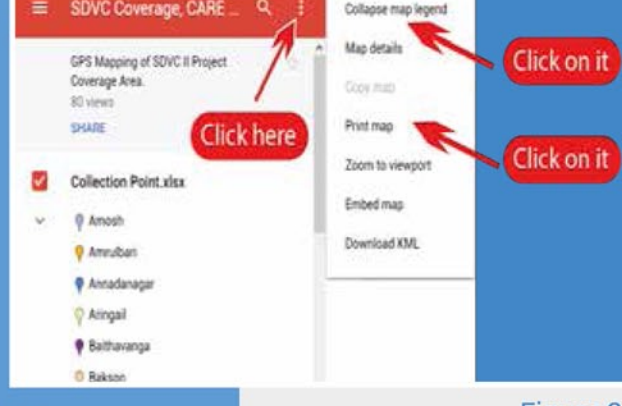
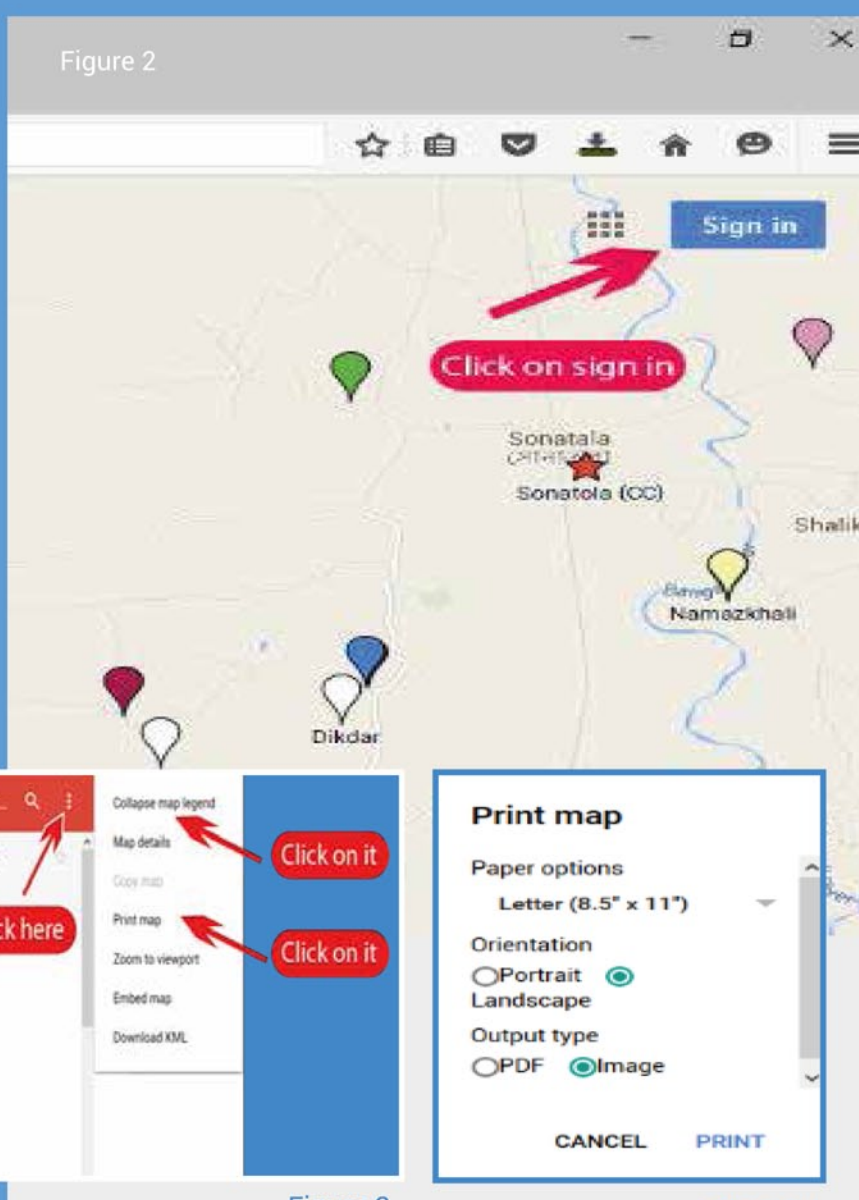
CARE Bangladesh's Strengthening the Dairy Value Chain (SDVC II) project is being implemented in 7 North-Western districts of Bangladesh comprising 26,138 farmers in 848 groups. Funded by the Bill and Melinda Gates Foundation the project is operating since 2013. The project has been working with a number of dairy value chain actors such as milk processing company, Livestock Health Workers (LHW), Artificial Insemination Workers (AIW), feed sellers, input shop owners, local milk collectors, collection point managers, etc., for making dairy sector more structured and sustainable for the pro-poor farmers. The project introduced a digitalized process (Digital Fat Testing

technologies) of milk collection and marketing system with the partnership of BRAC (one of the largest milk processing company of Bangladesh) through establishing 89 community based milk collection points and 22 chilling centers.

Aiming to visualize it's all operations/ coverage and to find out the scope of improvement, identifying how scattered way the services are placed and connected with each other, exploring the number of producers connected with and other important and useful information of core actors through a single means, the project has collected GPS data in the entire project areas and explored using Google Map.

HOW TO USE THIS MAP

- Copy any one of the above the link as required and paste it on browser address bar and hit enter key. A new page through Google Map will be opened.
- Click on the sign in button in the top right hand corner. No sign in is required if Gmail remains signed in. (see figure 2)
- Sign in using any Gmail account. After signing in, all relevant features will be shown on the google map.
- Use left menu panel to view the desired location on the map based on levels or legend i.e. collection point (CP), service provider (SP), chilling center (CC) and by project team. Check mark on the level which you want to see its details on the map such as collection point, chilling center or service provider (See figure 3).
- Use hand cursor and zoom in/out (also work on mouse rolling button) to see the map features in more customized way.
- If you want to print the map, use the print command (press Ctrl+P key from keyboard) and then select landscape orientation and jpeg mode to print it (Figure 4).
- Click on the 3 vertical dots (near the search icon) and then click on "collapse map legend" to view the map in full width.



RESTRICTIONS

- The link is not sharable to others (Other NGOs/INGOs, Livestock Department or GOs) without written permission of SDVC management and CARE Bangladesh.
- The link is sharable within CARE projects but an email request of the link from SDVC management is required.

BENEFIT OF USING GPS MAP IN SDVC PROJECT

Two fold benefits of the online means of the project are:

Internal (within the project)

Identifying services and create a scope of improvement by rearranging services or developing new services in the project areas.

Know details information on service providers and service point i.e., contact details, number of producers connected, performance grade, volume of milk collected, etc.

Measuring the distance and route of the service providers, collection points, and chilling centers.

Identifying the areas where the services needs to be strengthened and where the services are abound or excess.

Know visually about how far, close or scattered the team is located from the coverage areas.

Know the detail information about the specific point and service of interest and need of project.

Identify strength and weakness of service coverage and helps to think alternatives.

Communication will be easy through visualization, especially to the donors and stakeholders related to livestock, dairy etc.

It will help to other relevant projects of CARE Bangladesh to link with it.

It will help other NGOs/INGOs to link with it and to prevent service overlapping.

Handy to develop project proposals regarding dairy and livestock

Help private sector to identify potential service providers

This will help other milk processors to identify farmers and production status in those areas

Will help CARE BD to represent project through a map during advocacy work

Map based reporting.

Will help donors to identify beneficiaries and output input market status

External (outside of project and beyond CARE)

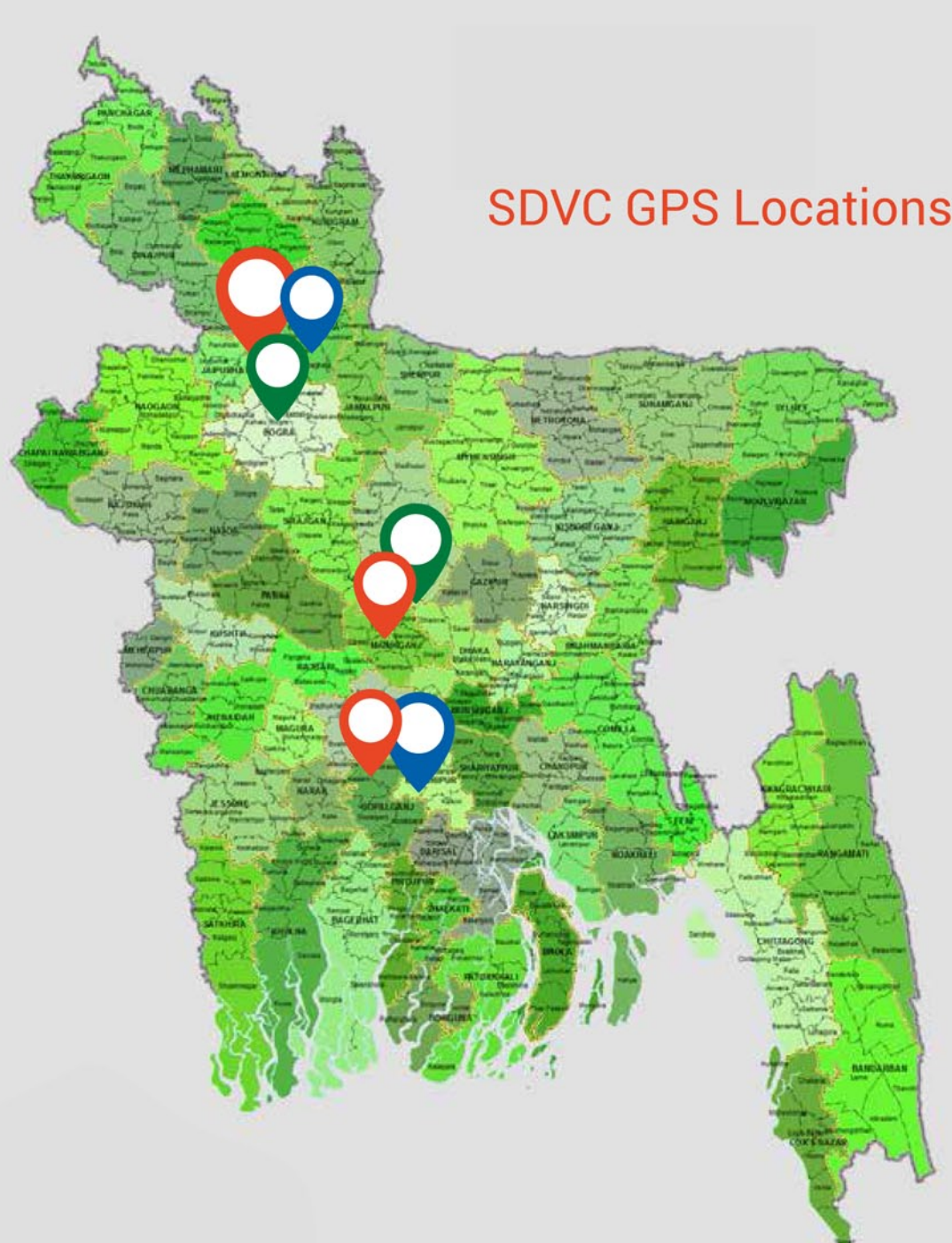
REQUIREMENTS FOR USING THIS MAP

- A Gmail account
- A computer or android device
- Internet connectivity
- A link of GPS map
- Any Internet browser (Mozilla firefox or Google Chrome works better)



GPS Map Link

SDVC Project Coverage (All areas)
<http://goo.gl/yy7SJT>



For Further Query or Technical Assistance

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