

Short Presentation

Monitoring Mission

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Content

1. Brief from monitoring mission to TPD (Top Ten Products Project)
2. Some positives and challenges learnt from monitoring mission conducted in May-June

1. Brief from Monitoring Mission to TPD (Top Ten Products Project)

About Top Ten Product Project

Name of IA: Trade Promotion Department (TPD)

MoU Date : 14 July 2010

Completion Date (Original):

13 November 2010

Revised Completion Date:

31 March 2012

Approved Budget:

\$48,211.00

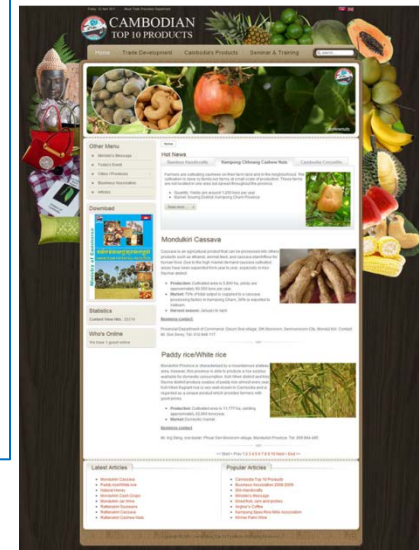
Disbursement Status:

81%

The main objective of project is that by making information available, the booklet is expected to promote linkage and integration of value chains and improve business/investment opportunities.

Many Outputs Produced

- 16,800 units of the booklet titled “**Cambodian Potential Products**” published in April 2011
 - Distributions were made to various audiences.
 - By end of May 2012, the booklet is remaining of 7,003 units in TPD stock.
- A new domain created:
<http://www.tpd.gov.kh/cambodiaproduct/> This new portal has attracted 150-200 online guests to visit the site every day. By 29 May 2012, there were 437,029 hits.



Many Outputs Produced

- 2,000 copies of Digital-CD of Cambodian Top Ten Products produced and disseminated
 - 815 units of the CD remaining in the stock



- Three seminars organized to disseminate on Top Ten Products between Sep 2011 and Jan 2012 in Phnom Penh, Siem Reap, and Preah Sihanouk.
 - There were 274 people attended the seminars



Project Risks/Issues

- There is no significant risk
 - Lack of incentive for staff involved in project
 - Weak M&E system and feedback mechanism
 - Lack of clarity of operations staff in project
 - Early difficulty in project budgeting
 - IA difficulties in TDSP procedure

Overall Assessment

The project is ranked “**Moderately Satisfactory**”

Based on:

- (1) the completion of all activities and deliverables;
- (2) enhancement of IA capacity in implementing its mandate;
- (3) project management in relation to schedule, cost, M&E, and staffing;
- (4) Impact on the intended beneficiaries.

2. Some positives and challenges learnt from monitoring mission conducted in May-June

Some Positives

- IA provides very good cooperation to M&E team
 - Agree for meeting during busy period
 - Try to answer any questions
 - Share existing reports
 - Frankly and openly
- Senior Management expresses commitment to strengthen M&E

Some Challenges

- Monitoring team have some challenges:
 - Hard to collect existing reports for reviewing before conducting mission
 - IA staff lack of understanding on their project proposal
 - IA staff not engaged in project implementation (programmatic area)
 - IA lack of understanding of result chain (e.g. outcome and impact)
 - Weak result tracking system and feedback mechanisms

Thanks !