Branding and Marking

All SANREM posters, publications, websites, handouts, signs, and other materials must have the following elements:

1. SANREM CRSP logo

![SANREM CRSP logo](image1)

2. USAID logo

![USAID logo](image2)

3. USAID agreement text

“SANREM CRSP is made possible by the United States Agency for International Development and the generous support of the American People under terms of Cooperative Agreement No. EPP-A-00-04-00013-00.”
Website

• Each LTRA and CCRA has its own page on the website.
• Right now, most of them just include the abstract and names of the research team.

Future website features:
• Photo Gallery
• Video Section
• Interactive map on the homepage

LTRA-11: CAPS among tribal societies in India and Nepal

Principal investigator

Catherine Chan-Halbrendt, professor and chair of the Department of Natural Resource and Environmental Management, College of Tropical Agriculture and Human Resources, University of Hawaii at Manoa

Research team

• Travis W. Idol, associate professor of natural resources and environmental management, University of Hawaii at Manoa
• Chitteranjjan Ray, professor of civil and environmental engineering and researcher, Water Resources Research Center, University of Hawaii at Manoa

Overview

Traditional agriculture in tribal and ethnic agricultural societies in India and Nepal is increasingly relegated to less productive land, often on steep slopes, resulting in lower productivity, degradation of soil and water resources, impairment of health, and loss of livelihood options.

Particularly affected are the smallholder tribal communities of the Kalahandi-Balangir-Koraput regions of Orissa state, India, and the Arun River Valley and Trishuli watershed of Nepal. Environmental degradation has driven these tribal and ethnic communities engaged in subsistence agriculture into severe malnutrition and loss of livelihood options.

This project will apply a participatory agroecological framework to prioritize local resource use preferences, develop improved conservation practices, and identify market opportunities to enhance livelihood options. It will identify spaces of opportunities as well as structural barriers to women’s participation in sustainable agricultural production to ensure that the project’s recommendations stay relevant to tribal women’s realities. Results will be documented in baseline surveys and follow-up evaluations of conservation practices, with particular attention to women’s participation in management and decision making.

University of Hawaii faculty will collaborate with local non-governmental organizations, including Avasarana in India and the Local Initiatives for.
Website

Team Room features you can make use of:
• Forms and Instructions
• Official Documents – contains logos for download and USAID agreement text
• Calendar of deadlines

Budget, Subawards, and Sub-recipients
• Form 01 - Budget form instructions (pdf)
  • Budget Form A (Excel file) (For lead institutions administering subawards)
  • Budget Form B (Excel file) (For lead institutions not administering subawards)
  • Budget narrative form (doc)
• Form 02 - Procedures for setting up host-country sub-awards (pdf)
• Form 03 - Procedures for setting up US-international sub-awards (pdf)
• Form 04 - U.S. university procedures to establish host-country sub-awards (pdf)
• Form 05a - SANREM_sub-recipient data sheet - US (pdf)
• Form 05b - SANREM sub-recipient data sheet - host country (pdf)
• Form 06 - Points of contact - sub-recipients (doc)

Wire Transfer Information and USAID Certifications
• Form 07 - Wire transfer information form (doc)
• Form 08 - USAID_certifications (doc)
• Form 09 - USAID_certifications for host-country institutions (doc)

TraiNet and Training Information
• Form 10 - TraiNet-HAC instructions (pdf)
  • Form 10A - TraiNet U.S. training required information (doc)
  • Form 10B - TraiNet third country training required information (doc)
  • Form 10C - TraiNet in-country training required information (doc)

Accounting Procedures and Invoice Reporting
• Form 11 - Accounting procedures for sub-awardees (pdf)
  • Form 11A - SANREM CRSP invoice for U.S. universities, IARCs, and international NGOs (Excel)
  • Form 11B - SANREM CRSP invoice for host-country institutions (Excel)
Website

SANREM receives award to improve rural roads in Ethiopia

The SANREM CRSP has received an associate award from the U.S. Agency for International Development (USAID) to train Ethiopians to improve the construction and sustainability of their roads. A better road design could lessen erosion and more efficiently disperse water to ponds for agricultural use during Ethiopia’s dry season. Full Story >

New book on cacao-cashew systems

A new book details SANREM studies and makes recommendations to significantly increase cacao production in Vietnam by growing the crop under cashew canopies. The book, “Vegetable Agroforestry and Cashew-Cacao Systems in Vietnam,” includes research by a team of scientists from LTRA-5. They successfully tested adding cacao, also known as cocoa, to cashew farming systems in Nghia Trung, Vietnam. Full Story >

Feed the Future: a new way of doing development

Food price spikes in 2008 left the over 1 billion chronically hungry in worse shape than ever while adding to their number. The U.S. government's new global hunger and food security initiative, Feed the Future (FTF), is unique in its approach. Instead of merely providing money in an emergency-like response, FTF will address barriers to food security with two objectives: increase agricultural growth and improve nutrition. SANREM CRSP and the other CRSPs are in the process of being transferred to the new USAID Bureau of Food Security, which...
The SANREM CRSP newsletter is a quarterly publication. It is posted to the website and it goes out to 590 people. Each one features a research spotlight on work in one of our host countries. It also includes announcements, USAID news, summaries of meetings and conferences, photos and captions.
What I can offer

Branding and marking guidance

Placement for announcements about relevant conferences and workshops on the website or through the SANREM email list

Production of policy and research briefs based on SANREM peer-reviewed publications

General communications and editing concerns

Social media exposure – SANREM is now on Facebook and Twitter

Increasing the visibility of your projects and of the SANREM program
What I need from you:

**Photos** -- We use photos for our brochure, on the website, posters, presentations and other materials.

**News** – If you or one of your SANREM partners is hosting a conference or big meeting, I will include it in our announcement section on the website, newsletter, and on Facebook and Twitter.

**Stories** – If you write something for your college of a department publication, let me know. I’d like to read it, and I would like to link it from our website.

**Video** – We are going to start using video on the website and as resources on the Knowledgebase very soon.
Flip Cameras

**Show how a process works.** Make a short video on a field with CAPS and show the main principles, or how a piece of minimum tillage equipment operates.

**Portray a real environment.** Help people connect with smallholders without being physically present.

**Document changes.** Record differences in crop growth, farming practices, or behavior over time.

**Elevate visibility of the program and our partners.** Allow the public to “meet” our researchers and partner organizations.

**Document site visits.** Record your host country partner telling you about progress, or record a tour through the experimental and on-farm plots.

**Remote communication.** Record yourself giving a presentation or explanation that can be shown at meetings and conferences you cannot be present for.
Flip Cameras

Requires no cords – the USB port will plug into any computer to charge and upload video

4 GB of memory = 1 hour HD video

FlipShare software – basic editing, use Flip Channel function to share videos with each other and to send videos to us for the website
Flip Cameras