



Rural Development and Cooperatives Division
Ministry of LGRD & Cooperatives



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Swiss Agency for Development
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Making Markets Work for the Jamuna, Padma and Teesta Charis (M4C)



Introduction



- Inception Period – December 2011 to May 2012
- Implementation Period – June 2012 to Nov 2016
- Budget – CHF 8 Mill ~ BDT 56 Crore
- Mandated by
 - Swiss Agency for Development and Cooperation (SDC)
 - Rural Development & Cooperatives Division, Ministry of LGRD & Cooperatives
- Implemented by
 - Swisscontact and Practical Action, in collaboration with Rural Development Academy, Bogra





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Locations

- Bogra
- Gaibandha
- Jamalpur
- Sirajganj
- Pabna
- Tangail
- Kurigram
- Rangpur
- Nilphamari
- Rangpur



Life in the Chars



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Context

Systemic Change Constraint
Public and private sector
services hardly reach the
chars

Geographic
Isolation

Poor Access
to Basic
Services

Weak
Markets

Fragmented
Economic
Activities

Exposed to
Climatic
Hazards

2.5 Mill People
< USD 1.25 Per
Capita
50% Women
Livelihood
Options -
Agriculture
Livestock
Migrant Labor



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M4C Objectives

- Sustainability of poverty graduation
 - *of the char HHs attained through asset transfers and infrastructure investment made by an asset-transfer project of Ukaid and AusAid named Chars Livelihoods Programme*
- Facilitate sustainable changes in market systems
 - *related to inputs/outputs/services in selected sectors, where poor char HHs participate as producers, workers and consumers, to improve productivity, profitability and opportunities for employment*

M4C Targets

- Increase income for 60,000 HHs
- Create opportunities for employment on the chars
- Reduce vulnerability
- Economic empowerment of women



Strategies

- Partner with public/ private entities to sustainably address constraints/ opportunities of char HHs i.e. *delivery of input/ services, strengthen supply chains*
- Support innovative and char-suitable business/ service models, technologies
- Facilitate systemic changes in provision of inputs/ services/ information
- Enhance role of women in economic activities
- Promote means to mitigate affects of disaster/ climatic hazards

Sector Portfolio



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Maize

Jute

Chilli

Ground
nut

Onion

Mustard

Rice

Handicrafts

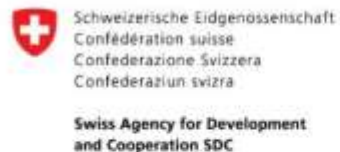


Char Transport Services (River/Inland)

Financial Services, Media/Communication Services



Project Partners



Public



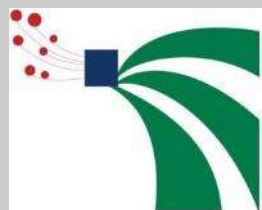
Private (Agro)



Private (Others)



Private (Others, Local)



Maize Contractors (45), Traders (300)
 Shelling Service Providers (87)
 Drying Material Service Providers
 Transport Service Providers



DRR Strategies

Interventions/Activities:

- Promotion and distribution of char-suitable agri-inputs e.g. wind and drought resistant seeds, fungicides etc.
- Promotion of char-suitable cultivation techniques e.g. transplantation, timely sowing, irrigation etc.
- Promotion of char-suitable post-harvest practices e.g. shelling, drying, storage etc.

Sector Selection:

- Selection of char-suitable agricultural sectors such as maize, groundnut, mustard etc.

Dialogue:

- Trainings, workshops, exchanges of farmers and other market actors (public/private organizations, local service providers)

WEE Strategies

Targeted Interventions/Activities:

- Forming women groups
- Facilitating skills training on handicrafts
- Linking to markets

Integrated Interventions/Activities:

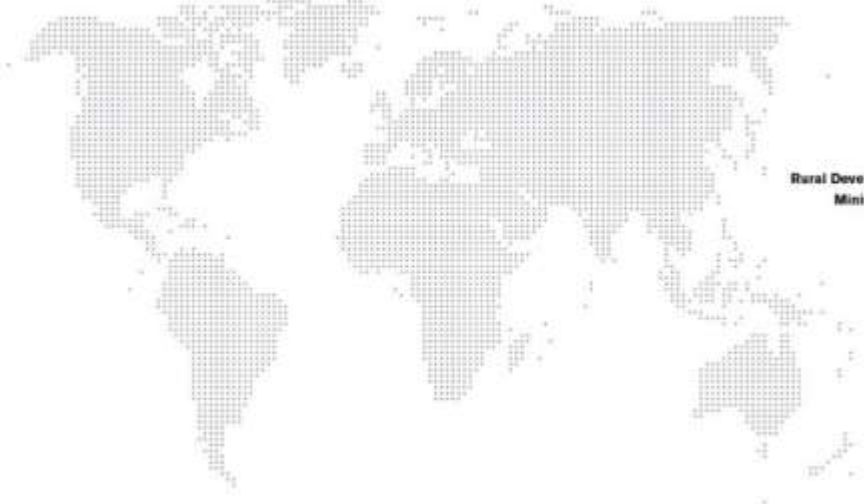
- Facilitating knowledge provisions in services / business models

Sector Selection:

- Selection of sectors with high involvement of women such as handicrafts, chilli, maize, onion, groundnut, vegetables, etc.

Dialogue:

- Motivating public/ private sector on WEE issues)
- Testing pilots
- Feeding back from research findings



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Glimpse of Project Activities/ Outcomes



Cultivation



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Post-harvest



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Handicrafts



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Transport



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Financial Services



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Results (by June 2015)

- 40,000 char HHs will be directly benefitted due to project interventions (project target 60,000 HHs);
- Increased accumulated net income by ~ CHF 3.5 million (~45% of target) for char HHs
- 419 producer groups (18% women) mobilized and linked to national/local market actors
- 21,000 char women will have access improved knowledge/ skills to enhance their economic empowerment
- Enhanced capacity to adopt quality inputs/practices by char HHs that reduce their loss due to disasters/climatic hazards



Expected Outcome

Systemic Change Outcome
Public and private sector
adopt and expand services to
the chars

Infrastructure
development

Availability of
new products
/services

Improved
distribution/
sourcing

Improved
economic
integration

Capacity to
mitigate
disaster risks

2.5 Mill People
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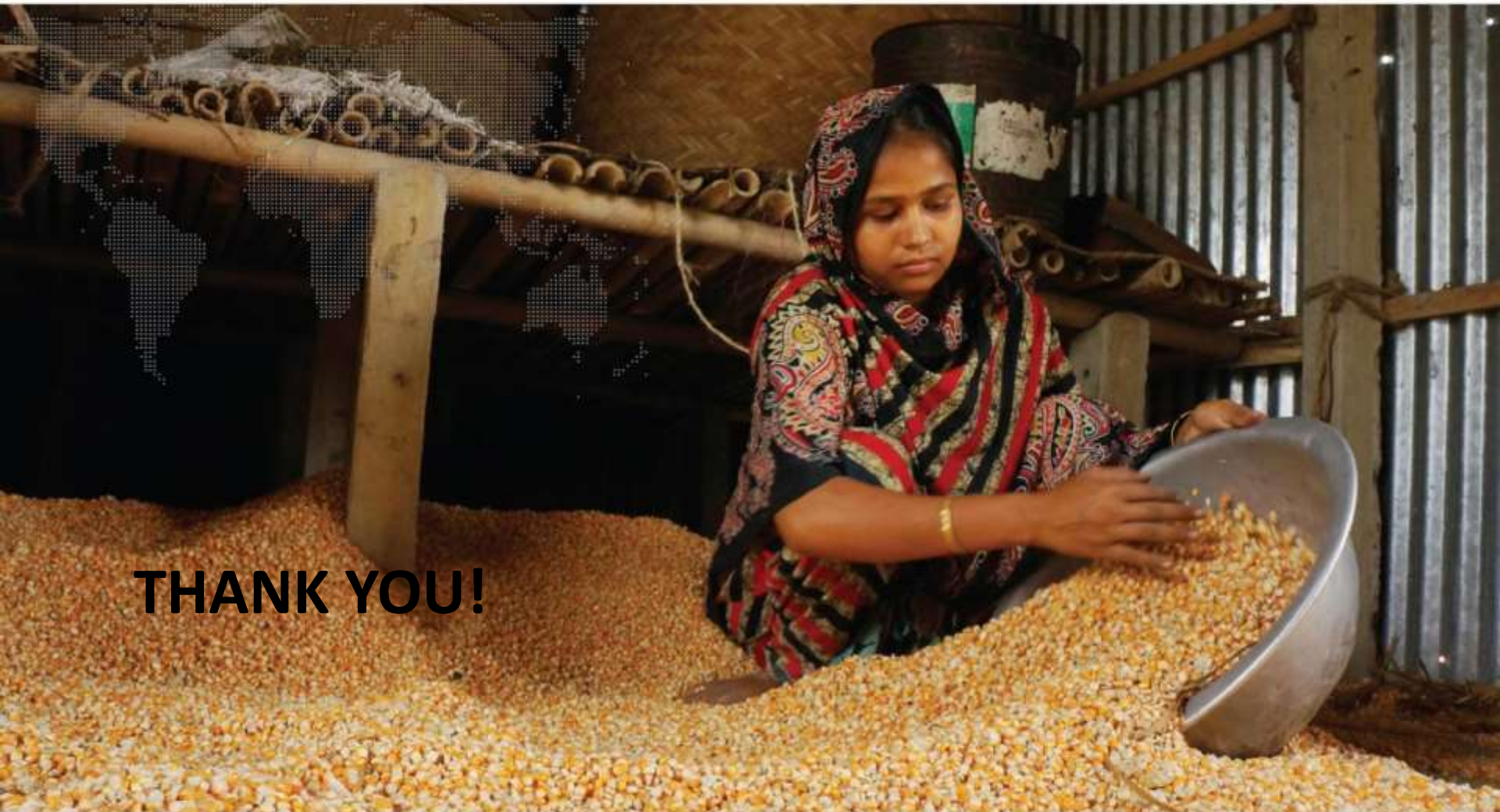


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THANK YOU!

