




Competitive value chains for better functioning market systems

The experiences of Samriddhi project

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Samriddhi
enhancing rural prosperity through
market systems development in Bangladesh

funded by SDC and implemented by HELVETAS Swiss Intercooperation

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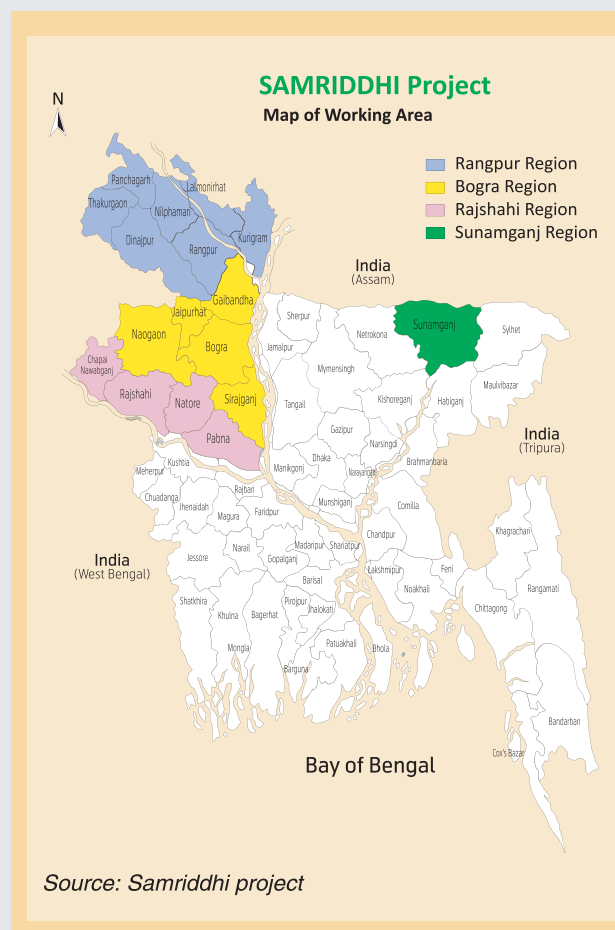
About the Samridhi project

Goal: To contribute to inclusive and sustainable well-being and resilience of poor and extreme poor women and men through economic empowerment.

Objectives: Strengthening the competitiveness of rural products, value addition at producers' level and the improvement of value chain performance through market systems development; enhancing the capacity of rural producers' groups or Micro and Small Enterprises (MSE) in business management and in the acquisition of financial capital; and strengthening local service provision through the capacity building of Local Service Providers (LSP) and their associations, the Service Providers' Associations (SPA), through collaboration with government line agencies and private sector enterprises.

Approach: Samridhi follows the Making Markets Work for the Poor (M4P) approach. Based on systemic actions, the project aims to bring about large-scale impacts and sustainable changes. It identifies systemic problems of markets and addresses them through bringing together incentives and capacities of market actors.

Working areas: Samridhi is active in North-West and North-East parts of Bangladesh, areas with high prevalence of poverty.



Value Chain Development in Samriddhi Project

Samriddhi undertook farm and non-farm value chain studies in August 2010 to identify key constraints of the market systems which have since been addressed by the project. Nine value chains in the field of agriculture, livestock, fisheries and crafts, form the technical core element of Samriddhi.

9 value chains promoted by Samriddhi are bull fattening, chicken, duck, milk, fish, fruit, Medicinal plant, vegetables and cotton crafts. The project selected value chains based on a set of criteria considering inclusiveness of poor and extreme poor men and women, growth potential and sustainability. Value chain development and number of producers involved are given in the following table:

Value chain	Number of producers involved (December 2014)	Assets/inputs required
Vegetables	89,150	Land, seed, fertilizer, collection centre
Fruits	56,000	Land, seedling, fertilizer, plastic crate, initial investment
Medicinal plants	60,000	Land, seed and seedling, collection centre
Duck	100,000	Duckling, feed, coop, vaccine
Chicken	115,000	Chick, cooperative shed, feed, medicine, vaccine
Bull fattening	45,236	Calf, feed, shed/stall, vaccine, medicine
Milk/Dairy	60,000	Cow, shed, feed, medicine, vaccine
Fish	78,480	Fingerlings, water body (pond, river), nets, boat, feed

Samriddhi uses existing actors, and in particular private sector enterprises, as important players to change or improve the market systems. These actors are incentivised to work with the SPAs, the LSPs, traders and inputs providers; they are interested to address the high transaction costs of reaching millions of producers. The LSPs provide feed-based and embedded technical, business and financial services to address problems faced by the producers. In addition to the LSPs, there are a number of traders and input providers selling inputs to and buying products from the producers. Producers' groups have increased their skills and knowledge through the services of the LSPs to negotiate and make deals with private sector companies and traders. The LSPs, through the coordination of the SPAs, play an important role in facilitating contracts and transactions between producers and private companies. At present, near about one million producers are reached through the services of the LSPs.



Vegetable Value Chain

Context and significance

- A predominant source of income, employment, and nutrition for the poor
- Rapid expansion of vegetables growing areas of Bangladesh: increase from 0.196 million hectares in 1993 to 0.302 million hectares in 2008
- Approximately 1.8 million farmers involved in commercial vegetables cultivation, two-thirds of them are small and marginal
- Involvement of renowned private companies in product diversification for healthier food are on the rise.

Involved stakeholders

- Producers' group & their network
- Output market actors (traders, processors, retailers)
- Input market actors (input companies & dealers for seeds, pesticide & fertilizer)
- Technical supporting actors (Department of Agricultural Extension–DAE, Bangladesh Agricultural Research Institute–BARI, Local Service Providers-LSP and their Association-SPA)
- Financial services & products providers (Micro Finance Institutions– MFI, banks, traders)
- Enabling environment players (Union Parishad - UP, Upazilla administration).

Systemic constraints

- Limited technical & business knowledge & skills of producers on vegetables production and post harvest handling
- Lack of quality inputs, services & market information
- Limited market infrastructure (mainly collection centre)
- Limited access to adaptive/suitable financial services & products.

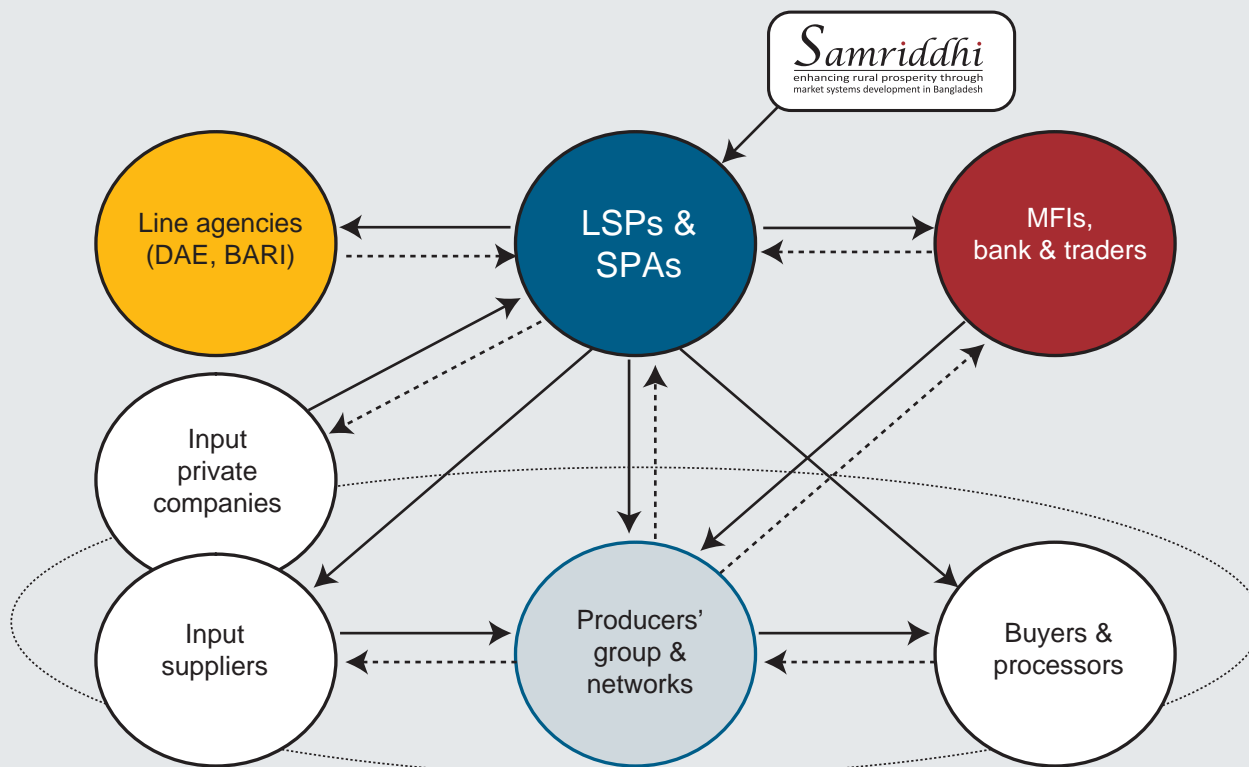


Main interventions and role of Samridhi

- Capacity building of Local Service Providers (LSP) and Service Providers' Associations (SPA) on technical & business skills in vegetables production with the effective involvement of private sector enterprises & public sector agencies
- Engagement of private sector enterprises and public sector for quality inputs & services
- Ensuring market infrastructure facilities through private sector enterprises & producers' groups & their networks
- Capacity building of producers' groups in leadership, negotiation & advocacy for access to finance through SPA.



A successful vegetable value chain business model for market systems development



Impact and scaling up potential

Production and Productivity

- Enhanced production from 45,500 MT in 2010 to 77,800 MT in 2014
- Increased products diversification (e.g. potato chips)
- Improved products quality and increased capacity in organic vegetables cultivation
- Established more 16 collection centres.

Outreach

- Expanded outreach of producers from 46,600 in 2010 to 89,150 in 2014
- Geographical expansion from 10 upazilla in 2010 to 41 upazilla in 2014.

Employment and income

- Producers increased their monthly income from Tk. 3,588 in 2010 to Tk. 4,730 in 2014
- LSPs increased their monthly income from Tk. 800 in 2010 to Tk. 1,700 in 2014
- Input sellers increased their monthly income from Tk. 4,000 in 2010 to Tk. 6,900 in 2014
- Traders increased their monthly income from Tk. 7,000 in 2010 to 7,700 in 2014

Demonstrated dynamism of market system players

- Expanding producers' groups from 187 in 2010 to 721 in 2014 and present number of network is 40
- Increased number of capable LSPs from 61 in 2010 to 586 in 2014 and number of SPA from 10 in 2010 to 41 in 2014
- Growing number of private companies from 2 in 2010 to 5 in 2014.

Areas of improvement/Challenges

- Involving producers' group in organic vegetables production
- Encouraging processors to set up collection centres and access to higher market
- Enhancing of organisational capacity building of producers group for access to adaptive financial services
- Increasing shares & benefits of poor producers on "equitable terms"



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Fruit Value Chain



Context and significance

- A predominant source of income, employment & nutrition for poor & extreme poor producers
- About 70 types of fruits grown in Bangladesh
- More than 150 private companies at national level, 400 input sellers & 220 traders/ buyers at local level are involved
- 6 processing companies are involved
- Domestic market size is Tk. 90 billion.

Involved stakeholders

- Producers' group & their network
- Output market actors (traders, processors, retailers)
- Input market actors (input companies, dealers for pesticide & fertilizer)
- Technical service providers (Department of Agricultural Extension–DAE, Bangladesh Agricultural Research Institute–BARI, Local Service Provider-LSP and their Association-SPA)
- Financial products & services providers (Micro Finance Institutions–MFI, banks, traders)
- Enabling environment players (Union Parishad - UP, DAE etc.)

Systemic constraints

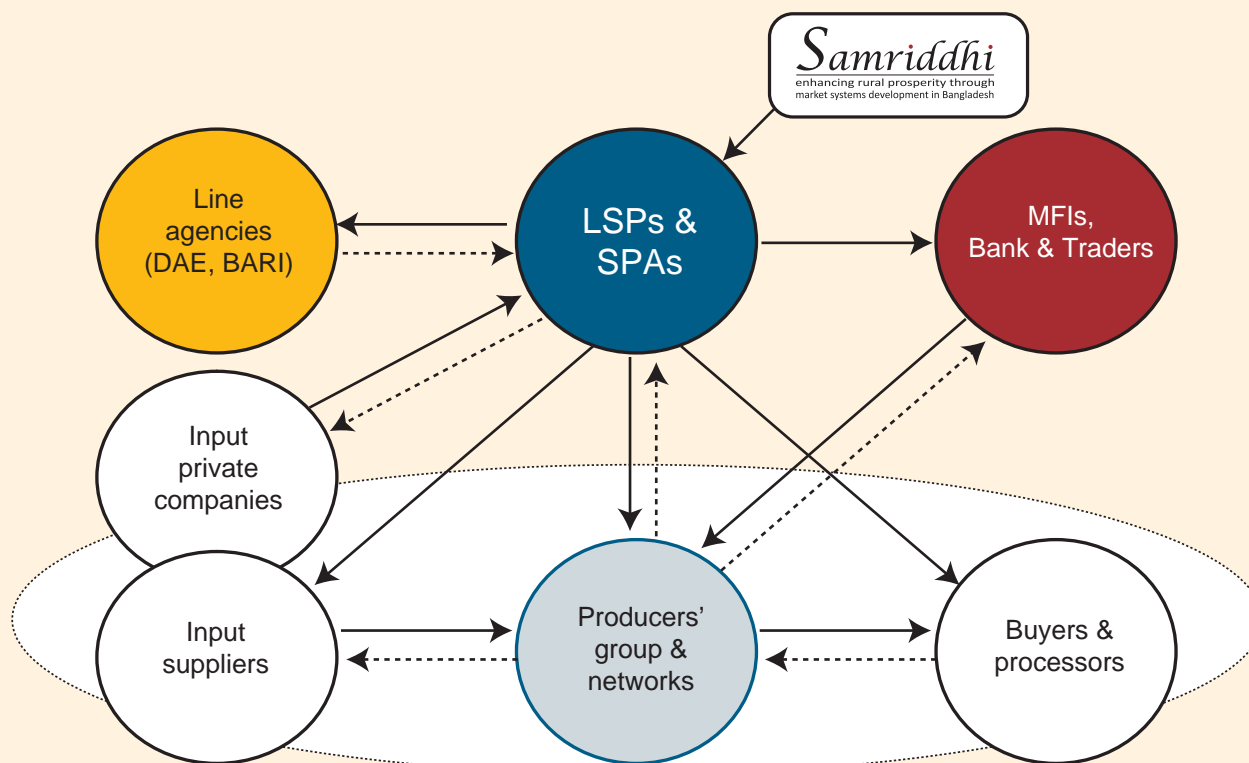
- Limited technical and business knowledge & skills of producers on fruits production and post harvest handling
- Lack of quality inputs & services
- Limited market infrastructure (e.g. collection centres)
- Limited access to adaptive / suitable financial services & products

Main interventions and role of Samriddhi

- Capacity building of different stakeholders involved in fruit sub-sector
- Improving services and quality inputs through the engagement of public and private sector
- Access to market information & improving physical facilities that contribute to the reduction of post-harvest losses
- Create access to adaptive financial products and services at the producers level



A successful fruit value chain business model for market systems development



Impact and scaling up potential

Production and productivity

- Enhanced production from 23,000 MT in 2010 to 62,000 MT in 2014
- Improved products quality and established more 26 collection centres
- Sustainable fruits production by using sex pheromone traps which reduced sparying cost by 75%
- Reduction of post-harvest lost by 20% in mango.

Outreach

- Expanding outreach of producers from 2,990 in 2010 to 56,000 in 2014
- Better selling opportunities through 28 collection centres
- Geographical expansion of upazila from 6 in 2010 to 42 in 2014.

Employment and income

- Increased monthly income of poor producers from Tk. 1,650 in 2010 to Tk. 2,800 in 2014
- Increased LSPs' monthly income from Tk. 300 in 2010 to Tk. 2,850 in 2014
- Traders increased their monthly income from Tk. 3,000 in 2010 to Tk. 11,000 in 2014
- Increased working days from 9,650 in 2010 to 154,57 in 2014.

Demonstrated dynamism of market system players

- Expanding producers' groups from 115 in 2010 to 291 in 2014 and their network 3 in 2010 to 23 in 2014
- Increased number of capable LSPs from 74 in 2010 to 335 in 2014 and SPA 19 in 2010 to 42 in 2014
- Growing number of private companies from 2 in 2010 to 6 in 2014
- More than 56,000 producers increased their awareness/ knowledge & capacity.

Areas of improvement/Challenges

- Process upgrading of fruits
- Increasing shares & benefits of poor & extreme producers on "equitable terms"
- Enhancing of organisational capacity of producers' groups for access to adaptive financial services & products
- Deepening & broadening the impacts from fruits



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Medicinal Plant Value Chain



Context and significance

- An important source of income & employment for the poor & extreme poor
- Crucial foreign currency earning potential for the overall economy
- 650 medicinal plant species & 100 cultivable species
- More than 200 private companies & 17 pharmaceuticals companies involved

Involved stakeholders

- Producers' groups & their networks
- Output market actors (collectors, wholesalers, pharmaceuticals companies, distributors, retailers, herbal medicine practitioners)
- Input market actors (Local Service Providers-LSP, input private companies)
- Technical supporting actors (Department of Agricultural Extension-DAE, Bangladesh Forest Research Institute-BFRI, Service Providers' Associations - SPAs)
- Enabling environment players (Union Parishad – UP, Water Development Board Authority - WDBA)

Systemic constraints

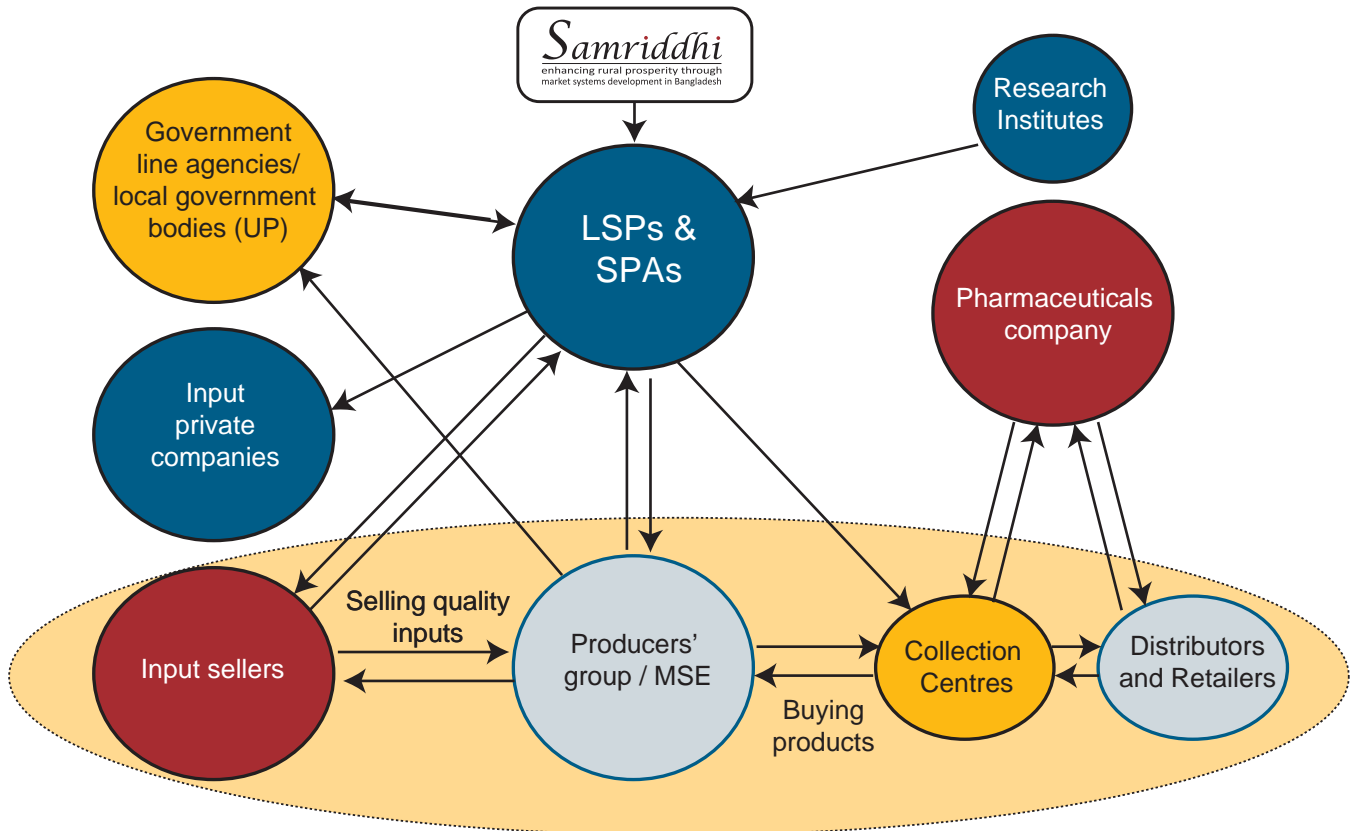
- Limited technical and business knowledge & skills of producers on production & post harvest practices
- Lack of access to quality inputs
- Limited market infrastructure (mainly collection centres)
- Lack of access to public land facilities (e.g. road side)

Main interventions and role of Samriddhi

- Capacity building of LSPs & SPAs on technical & business skills of medicinal plant production & primary processing by involving private sector companies & public sector agencies
- Engagement of private sector enterprises for quality inputs & access to high value output markets
- Ensuring market infrastructure through private sector enterprises & producers' groups & their networks
- Capacity building of service providers & producers' groups in leadership, negotiation & advocacy for access to public land



A successful medicinal plant value chain business model for market systems development



Impact and Scaling up potential

Production and Productivity

- Enhanced production from 48 metric tons in 2010 to 488 metric tons in 2014
- Increased cultivable species from 1 (Basak) in 2010 to 5 species (Basak, Ashwaghnda, Kalomegh, Satomuli & Tulsi) in 2014
- Improved products quality from increased capacity & growing collection centres (2 in 2010 & 39 in 2014)

Outreach

- Growing outreach of producers from 23,100 in 2010 and 60,000 in 2014
- Geographical expansion of medicinal plants from North-West & North-East to Eastern & Southern parts of Bangladesh

Employment and income

- More than 300 additional jobs created in 2010 which increased to more than 4,000 additional jobs in 2014
- Monthly income of producers increased from Tk. 245 in 2010 to Tk. 1,269 in 2014
- LSPs increased their monthly income from Tk. 500 in 2010 to more than Tk. 6,000 in 2014

Demonstrated dynamism of market system players

- Expanding producers' groups and their network from 27 in 2010 to 450 in 2014 & their networks from 1 in 2010 to 18 in 2014
- Increased number of capable local service providers from 65 in 2010 to 320 in 2014
- More involvement of professional SPAs in medicinal plants (10 in 2010 to 32 in 2014)
- Growing number of pharmaceuticals companies (2 in 2010 to 6 in 2014)

Areas of improvement/Challenges

- Increasing shares & benefits of poor producers on "equitable terms" through ensuring partnerships
- Establishing quality standards
- Enhancing leadership & advocacy of producers' groups & service providers for access to resources, mainly public land

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Duck Value Chain



Context and significance

- A vehicle to increase income and employment for poor and extreme poor in *Haor* area
- 1,113 small and large *Haor* (*Jalmohol*) and more than 18,000 ponds are potential resources for duck rearing
- 79 private hatchery owners are producing yearly 5 million ducklings in Sunamganj
- 185 duck egg collectors, 20 duck (meat) collectors, and 33 traders are linked with national egg markets in Dhaka.

Involved stakeholders

- Producers' groups & their networks
- Output market actors (egg collectors, duck collectors, buyers)
- Input market actors (hatchery & nursery owners, duckling traders, input companies)
- Technical support providers (Department of Livestock Services–DLS, Bangladesh Livestock Research Institute – BLRI, Local Service Providers - LSP & Service Providers' Associations –SPA)
- Financial services & products providers (Micro Finance Institutions–MFI; banks; traders)

Systemic constraints

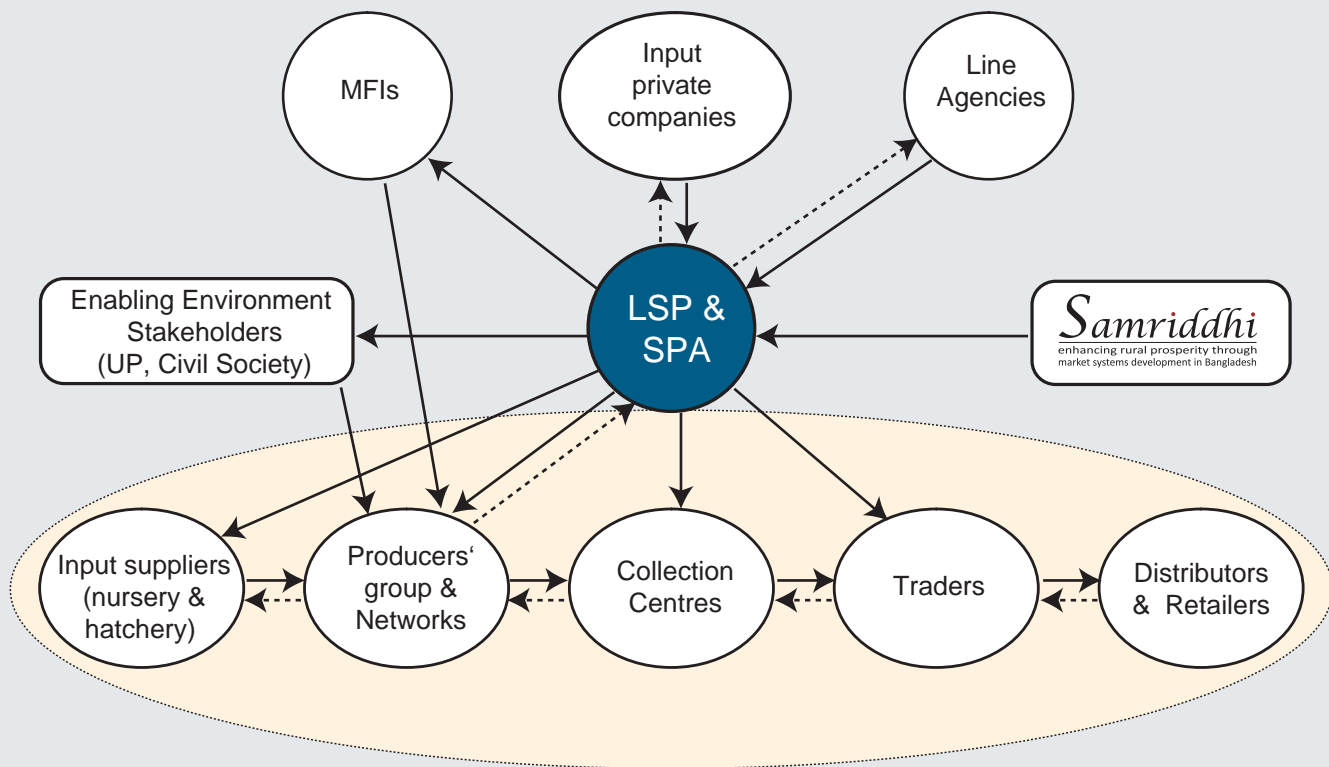
- Inadequate technical know-how of egg producers on duck management & year round duck farming
- Limited vaccine availability
- Lack of quality input (e.g. duckling)
- Lack of market information
- Limited access to adaptive finance



Main interventions and role of Samriddhi

- Ensure scheduled vaccination at community level through LSPs/SPAs in collaboration with private and public sectors
- Capacity building of different stakeholders (Producers, LSP, hatchery owner, etc) involved with duck value chain
- Establishing functional relation & coordination among the actors
- Promoting year-round duck farming through introducing improved farming practice and alternative feed management.

A successful duck value chain business model for market systems development



Impact and scaling up potential

Production and Productivity

- Increased egg production from 14.8 million in 2010 to 96 million in 2014
- Decreased mortality rate of ducks (70-80% in 2010 to 20-30% in 2014)
- Established more collection centres

Outreach

- Expanding outreach from 12,382 producers in 2010 to more than 100,000 producers in 2014

Employment and income

- Monthly income of producers increased from Tk. 1,400 in 2010 to 8,230 in 2014
- LSPs increased their monthly income Tk. 1,000 in 2010 to Tk. 3,900 in 2014
- Increased working days created from 700 in 2010 to more than 7,000 in 2014 per month by producers' groups

Demonstrated dynamism of market system players

- Expanding producers' groups from 40 in 2010 to 414 in 2014 and more 61 networks in 2014
- Increased number of capable LSPs from 59 in 2010 to 211 in 2014.



Areas of improvement/Challenges

- Regular maintaining of vaccination schedule
- Engagement of private company for producing readymade feed for duck
- Improving the capacity of SPAs and producers' group to create effective linkage with traders, MFIs and banks for credit support (cash and inputs).

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Chicken Value Chain



Context and significance

- Important source of income & employment for 83% poor & extreme poor producers
- Chicken contribute 1.6% to the national GDP
- 32 large input companies are involved

Involved stakeholders

- Producers' groups & their networks
- Output market actors (egg collector, chicken collector, buyer)
- Input market actors (hatchery owners, egg & chicken traders, feed and medicine seller and private input companies)
- Technical support providers (Department of Livestock Services-DLS and Bangladesh Livestock Research Institute-BLRI, LSP & SPA)
- Financial services and products providers (MFI, Bank, traders)

Systemic constraints

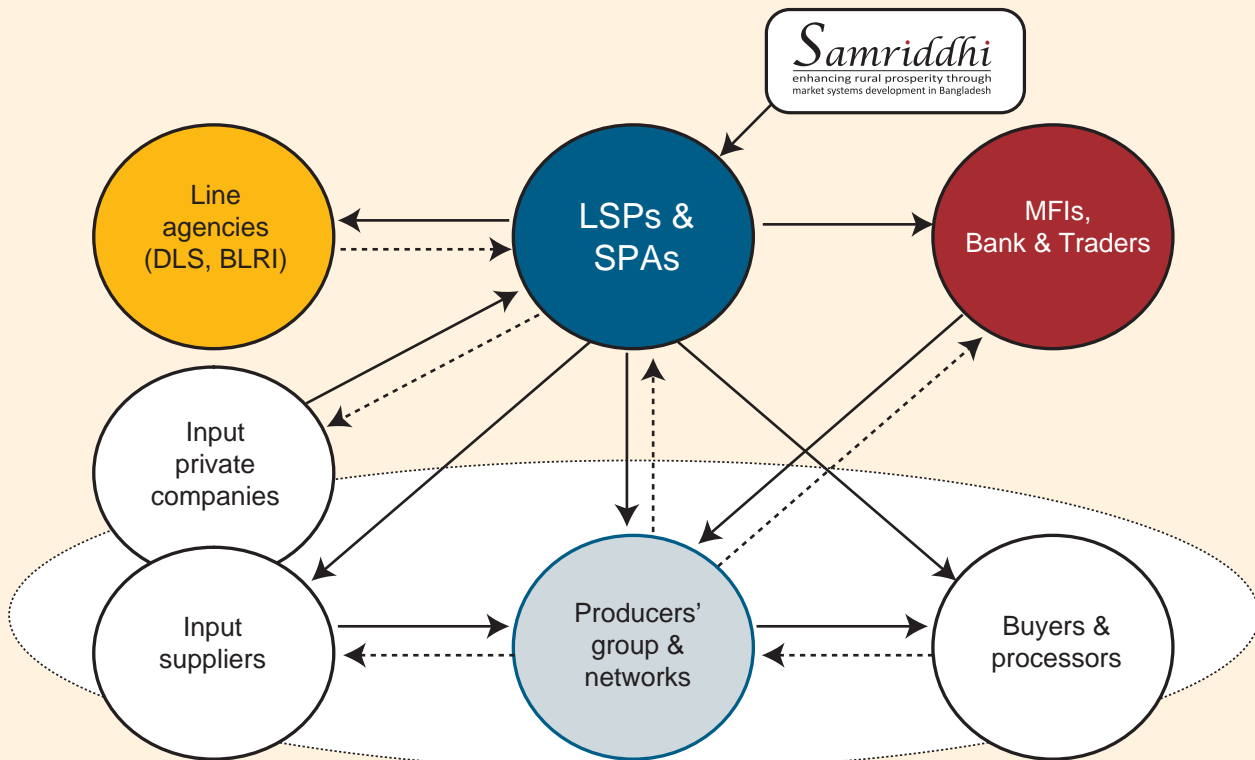
- Inadequate technical knowhow of producers on chicken production & management
- Lack of market information
- Lack of awareness in vaccination
- Limited access to adaptive finance

Main interventions and role of Samridhi

- Capacity building of different actors (producers LSP, input sellers, hatchery owners) through private sector enterprises & public agencies
- Ensure scheduled vaccination at community level through LSPs/SPA in collaboration with private and public sectors
- Coordination among producers and other market actors for inputs, price, market information
- Creating access to finance.



A Successful chicken value chain business model for market systems development



Impact and scaling up potential

Production and Productivity

- Enhanced production from 402 MT in 2010 to 2,044 MT meat in 2014 and 1,400 thousand in 2010 to 7,500 thousand egg in 2014
- Organised 605 vaccination camps in collaboration with DLS in 2014

Outreach

- Expanded outreach of producers from 45,000 in 2010 to 115,000 in 2014
- Geographical expansion of more 45 upazila

Employment and income

- Monthly income of the producers increased from Tk. 5,000 in 2010 to Tk. 8,000 in 2014
- LSP increased their monthly income in native chicken from Tk. 1,700 in 2010 to Tk. 3,460 in 2014
- Created more monthly working days per person from 17,193 in 2010 to 126,817 in 2014.

Demonstrated dynamism of market system players

- Expand producers groups from 100 in 2010 to 664 in 2014 and their networks from 5 in 2010 to 35 in 2014
- Increased number of LSPs from 125 in 2010 to 415 in 2014
- Engagement of more 3 lead private companies from 1 to 4



Areas of improvement/Challenges

- Engaging private sectors for working with native chicken
- Regular schedule vaccination for chicken
- Functional linkage with output market (local, regional, national)
- Adaptive financial products for native chicken rearing

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Bull Fattening Value Chain



Context and significance

- An important livelihoods option, income & employment source for poor
- Large number of private sectors (both output & input market) are involved
- High potential to increase meat production to meet up protein deficiency in country
- Potential to develop rural economy which can contribute to national economy

Involved stakeholders

- Producers group & their network
- Output market actors (traders, processing company, Foria)
- Input market actors (input companies, LSPs, SPAs, & dealers for drugs selling)
- Technical supporting providers (Department of Livestock Services–DLS, Bangladesh Livestock Research Institute – BLRI)
- Financial services & products providers (Micro Finance Institutions – MFI, banks, traders)

Systemic constraints

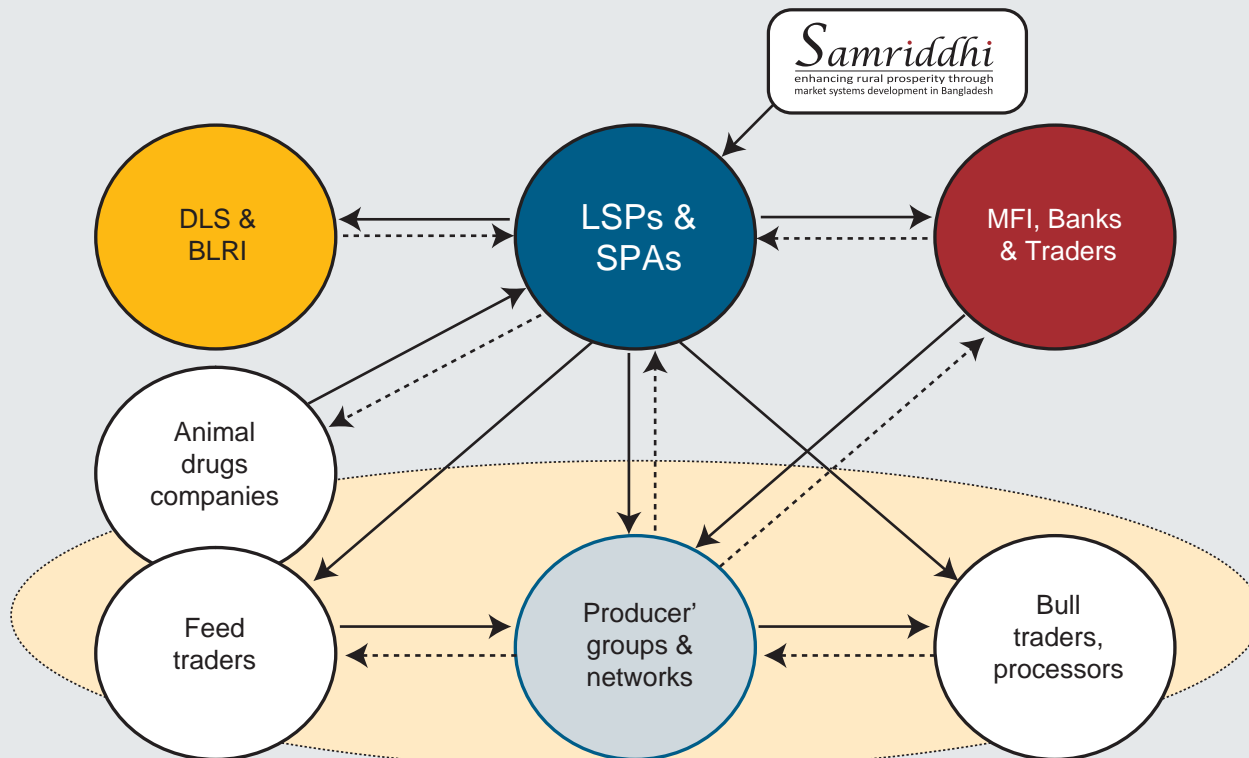
- Limited availability of access to technical services & quality inputs
- Lack of knowledge and skill on improved bull fattening technology
- Weak organisational capacity of producers' groups
- Limited access to adapted financial products & services

Main interventions and role of Samriddhi

- Capacity building of different stakeholders, including LSPs, SPAs, buyers & traders
- Improving services & inputs availability to poor & extreme poor producers
- Strengthening producers' groups & their networks through SPA
- Creating access to adaptive financial services and products



A successful bull fattening business model for market systems development



Impact and scaling up potential

Production and Productivity

- Production increased from 3,633 MT in 2010 to 8,000 MT in 2014
- Improved practices & technology among producers from 15,000 producers in 2010 to 27,000 producers in 2014
- Producers' groups formed & accessed to market information, (from 150 in 2010 to 821 producer groups in 2014)
- Receiving & using of quality inputs improved (3,000 in 2010 to 23,400 producers in 2014)
- Established & strengthened SPAs' service centres for advice & inputs (21 in 2010 to 100 in 2014)

Outreach

- Expanded outreach of producers from 26,000 in 2010 to 45,236 in 2014
- Expanded geographical areas from 09 Upazila in 2010 to 58 Upazila in 2014
- Increased involvement of women producers (19% to 32%).

Employment and income

- Increased monthly income of producers from Tk. 1,080 in 2010 to Tk. 2,069 in 2014
- LSPs monthly income increased from Tk. 3,300 in 2010 to Tk. 8,500 in 2014
- Increased monthly working days from 37,759 in 2010 to 217,673 in 2014
- Increased gross margin for market actors (Producer: 17%, LSP: 13% Input seller: 23%, Butcher: 21% & Trader: 22%)

Demonstrated dynamism of market system players

- Increased number of capable LSPs from 60 in 2010 to 197 in 2014
- Increased involvement of SPAs from 9 in 2010 to 58 in 2014
- Engagement of more private companies & traders (input market actors 45 in 2010 to 85 in 2014 & output market actors 10 in 2010 to 112 in 2014 and 02 processing companies).

Areas of improvement/Challenges

- High price hikes of inputs (e. g., high price of cattle feed)
- Cattle smuggling
- Risk of diseases by imported/smuggled cattle
- Illegal use of steroid for bull fattening



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Milk Value Chain



Context and significance

- A predominant source of income, employment & nutrition for the poor
- 100 input & output pharmaceuticals companies are involved
- 12.8 million MT demand per year
- 2.6 million MT production per year
- Potential for savings from reducing of importing milk powder (\$ 93.4 million per year)

Involved stakeholders

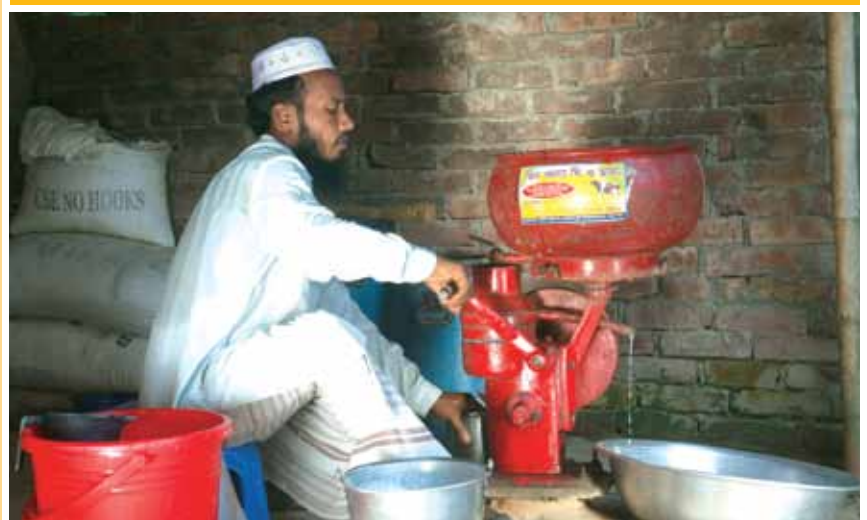
- Producers group & their network
- Output market actors (collector, local processor, sweet shop, milk processing company)
- Input market actors (animal health company, feed & medicine trader, LSP)
- Technical supporting providers (Department of Livestock Services-DLS, Bangladesh Livestock Research Institute – BLRI, Local Service Provider- LSP and their association-SPA)
- Financial services & products providers (Micro Finance Institutions – MFI, banks, traders)

Systemic constraints

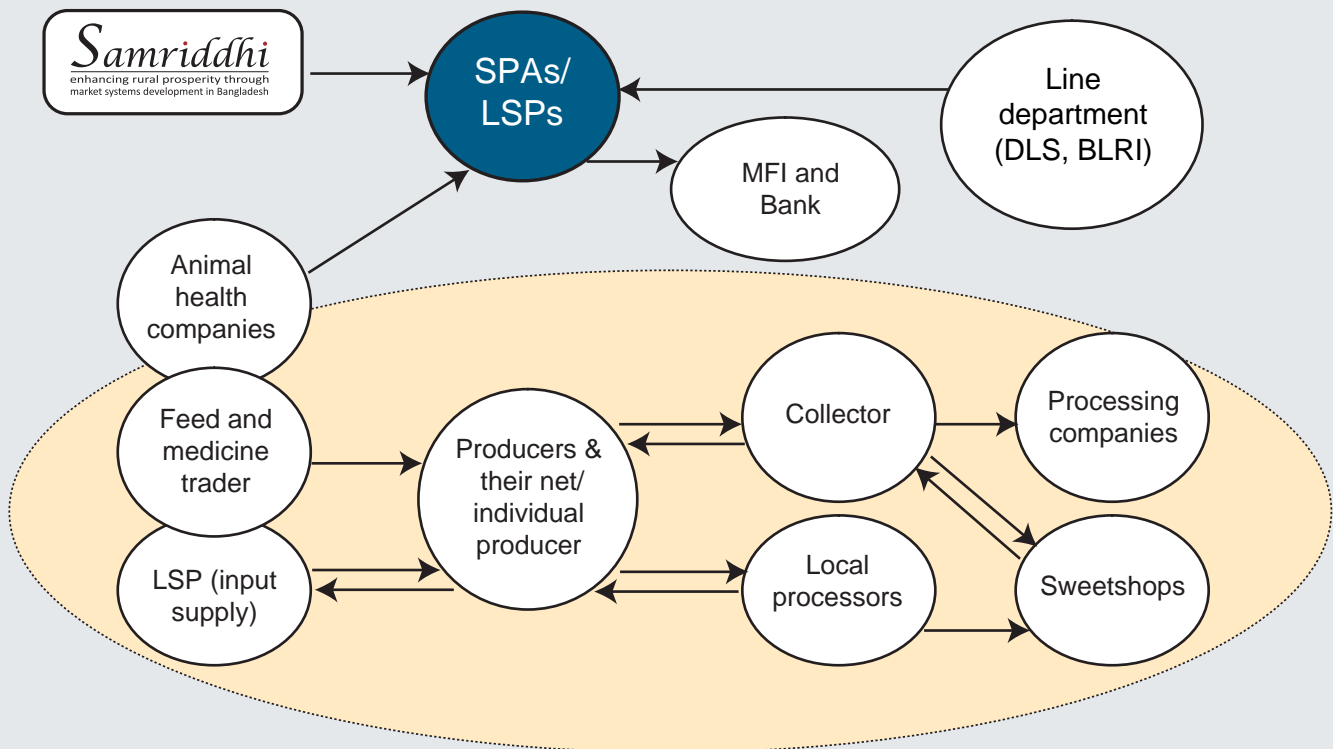
- Limited technical & business knowledge & skills of producers on milk production
- Lack of quality inputs (e.g. Artificial Insemination-AI) and services
- Limited access to adaptive finance and services.

Main interventions and role of Samridhhi

- Engagement of private sector enterprises and public sector for quality inputs (e.g. AI) and services
- Capacity building of LSPs & SPAs on technical & business skills on milk production through private & public sector
- Capacity building of service providers & producers' groups in leadership, negotiation & advocacy for access to finance



A successful milk value chain business model for market systems development



Impact and Scaling up potential

Production and Productivity

- Enhanced production from 20,250 litre in 2010 to 50,885 litre in 2014 per day
- Product diversified from milk to like ghee and *chana*
- Increased capacity & collection/ chilling centres from 214 in 2010 to 410 in 2014

Outreach

- Expanding outreach of producers from 16,170 in 2010 to 60,000 in 2014
- Geographical expansion from 14 upazilla in 2010 to 28 upazila in 2014.

Employment and income

- Monthly income of producers increased from Tk. 1,760 in 2010 to 4,620 in 2014
- LSPs increased their monthly income from Tk. 5,000 in 2010 to 7,400 in 2014
- Monthly working days created from 4,680 in 2010 to 133,601 in 2014.

Demonstrated dynamism of market system players

- Expanding producers' groups from 66 in 2010 to 241 in 2014 & more 25 networks in 2014
- Increased number of Local Service Providers from 55 in 2010 to 220 in 2014 & more 14 SPA in 2014
- Growing number of pharmaceuticals companies from 1 in 2010 to 8 in 2014.



Areas of improvement/Challenges

- Increasing shares & benefits for poor producers on "equitable terms"
- Increasing the number of producers' group involved in profitable milk production through diversification
- Encouraging processors to set up chilling centre/ collection centre and access to higher market
- Access to adaptive financial services

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Fish Value Chain



Context and significance

- A predominant source of income, employment & nutrition for poor & extreme poor producers
- Contribute 4.39% to the national GDP and 22.76% to the Agricultural GDP
- More than 11 private company, 53 hatchery owner, 505 nursery owner, 615 fingerling seller (*patilwala*), 288 piker, 470 retailer, 113 wholesaler/commission agent are linked with national market.
- Culture fish cover an area of 7.41 lakh hectare in project working area.

Involved Stakeholders

- Producers group & their network
- Output market actors (traders, processors; retailers)
- Input market actors (input companies; hatchery owners, nursery owners, *patilwala* and dealers for feed, fertilizer & medicine)
- Technical supporting actors (Department of Fisheries– DoF, Local Service Provider -LSP and their Association-SPA, Bangladesh Fisheries Research Institute – BFRI)
- Financial services & products providers (Micro Finance Institutions–MFI, banks, traders, input sellers)
- Enabling environment players (Union Parishad - UP)

Systemic constraints

Capture fish (open water):

- Narrow market outlet and limited access to market information & physical facilities
- Poor technical knowhow of fishers for year round fishing

Culture fish:

- Poor technical know-how of producers
- Limited Access to adaptive finance
- Lack of quality inputs & services

Main interventions and role of Samriddhi

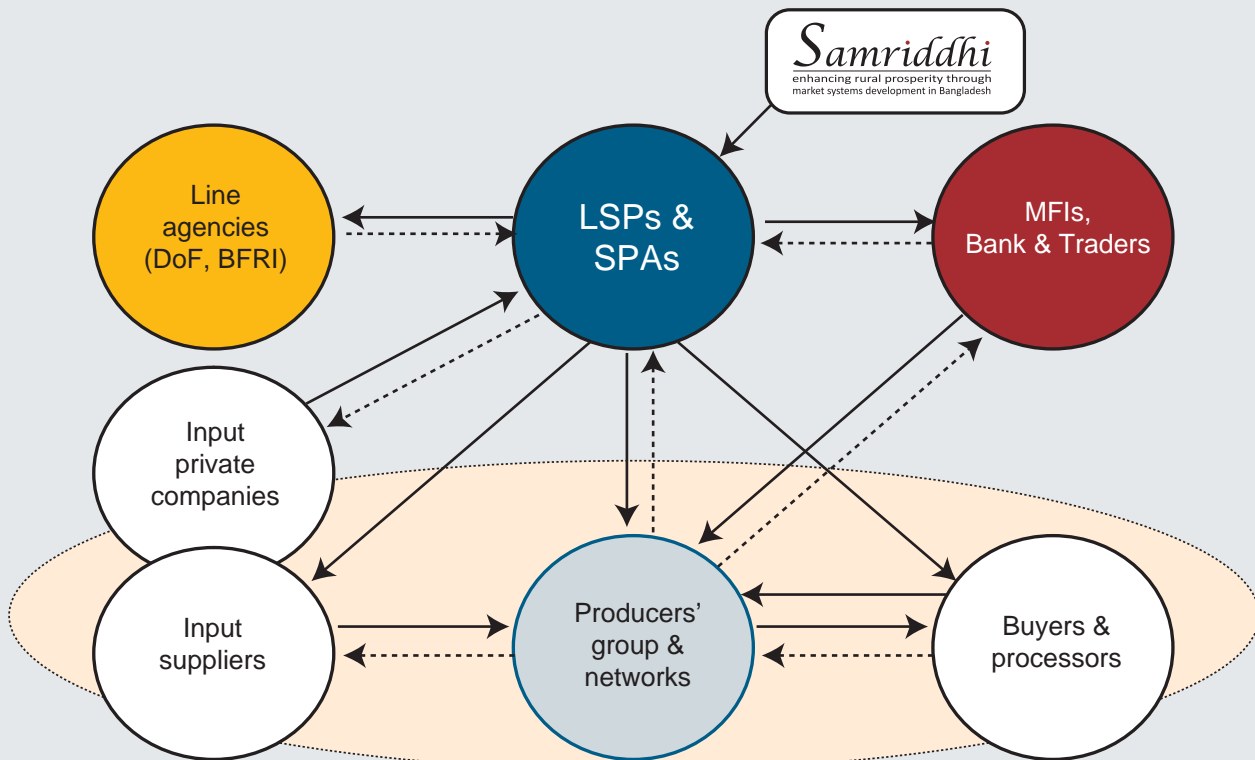
Capture Fish (Open Water):

- Improving physical facilities and introducing small scale processing at community level
- Capacity building of LSP on enterprise development, strengthening of producer's group & their networks

Culture fish:

- Capacity building of actors (LSPs, nursery / hatchery owner & producers) involved with fish value chain
- Facilitating access to finance through meeting/ workshop and establishing linkage among the market actors, (LSP/SPA, MFI, producers etc.)
- Improving services & quality inputs through engagement of public & private sector

A successful fish value chain business model for market systems development



Impact and scaling up potential

Production and Productivity

- Enhanced production from 23,000 MT in 2010 to 68,581 MT in 2012.
- Increased productivity 36% from 2010 to 2012
- Improved products quality through increasing capacity of LSP, nursery & hatchery owners and producers
- Established 5 collection centres which was zero in 2010.

Employment and income

- Increased monthly income of poor producers from Tk. 3,693 in 2010 to Tk. 6,500 in 2014
- Increased monthly income of LSP from Tk. 350 in 2010 to Tk. 1,800 in 2014
- Increased monthly income of the traders Tk. 16,819 in 2010 to Tk. 21,215 in 2014
- Created monthly working day at production level from 3,235 in 2010 to 14,282 in 2014 as producer

Outreach

- Expanding working district from 05 to 13 and working upazila from 18 to 47
- Growing outreach of producers from 41,000 in 2010 (both culture and capture fish) to 78,480 in 2014
- Better selling opportunities through collection centres for 10,000 producers

Demonstrated dynamism of market system players

- Expanding producers' groups from 181 in 2010 to 540 in 2014 and their networks formed none to 31
- Increased number of capable LSPs from 102 in 2010 to 313 in 2014 and their association (SPA) from 18 to 47
- 8 lead private companies are engaged
- Increased hatchery from 43 to 53 and nursery from 225 to 505
- Increased awareness, knowledge & capacity of around 54,000 producer

Areas of improvement/ challenges

- Maining effective linkage and coordination among the market actors (nursery, patilwala, input seller and traders)
- Ensure equitable benefits for poor and extreme poor producers .

SDC-Samriddhi project

HELVETAS Swiss Intercooperation Bangladesh

Geographical location of Value Chain

Agriculture Value Chain

Value Chain	Regional location
Vegetable	Thakurgoan: Sadar, Atowary; Nilphamari: Sadar, Dimla, Domar, Jaldhaka, Saidpur; Kurigram: Sadar, Rajarhat; Lalmonirhat: Sadar Aditmari; Dinajpur: Ghoraghat, Parbotipur, Khansama, Fulbari; Rangpur: Mithapukur, Pirgasa, Pirganj, Taraganj, Badargonj; Gaibandha: Sadar, Polashbari, Gobindaganj; Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi, Akkelpur; Naogan: Sadar, Badalgasi; Sirajganj: Sadar, Raigonj, Kamarkhand; Chapai Nawabganj: Sadar, Shibgonj; Rajshahi: Godagari, Mohonpur, Durgapur, Paba, Puthia; Natore: Sadar, Boraigram; Pabna: Sadar, Chatmohar, Atghoria, Iswardi, Sunamganj: Sulla, Jamalganj, Derai, South Sunamganj. Bishwamvarpur, Dharmapasha, Tahirpur, Doarabazar
Fruit	Rajshahi: Mohonpur, Bagmara, Paba, Bagha, Charghat; Chapai Nawabganj: Sadar, Shibgonj; Pabna: Sadar, Chatmohar, Iswardi; Thakurgoan: Sadar; Nilphamari: Sadar, Dimla, Domar, Saidpur; Kurigram: Rajarhat; Lalmonirhat: Sadar, Aditmari; Dinajpur: Ghoraghat, Khansama, Fulbari; Rangpur: Mithapukur, Pirgasa, Pirganj, Taraganj, Badargonj; Gaibandha: Polashbari, Gobindaganj, Sundarganj; Bogra: Sadar; Naogan: Sadar, Badalgasi; Sirajganj: Sirajganj Sadar
Medicinal plant	Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi, Akkelpur; Naogan: Sadar, Badalgasi; Sirajganj: Sadar, Raigonj, Kamarkhand; Rangpur: Mithapukur, Pirgasa, Pirganj; Gaibandha: Sadar, Polashbari, Gobindaganj; Dinajpur: Ghoraghat; Chapai Nawabganj: Sadar, Shibgonj; Rajshahi: Mohonpur, Durgapur; Natore: Sadar, Boraigram; Pabna: Iswardi; Sunamganj: Sadar, Sulla, Bishwamvarpur, Dharmapasha, Tahirpur, Doarabazar

Livestock Value Chain

Value Chain	Regional location
Duck	Sunamganj: Sulla, Jamalganj, Derai, Tahirpur, South Sunamganj. Bishwamvapur, Dharmapasha, Doarabazar; Nilphamari: Sadar, Dimla, Jaldhaka, Domar, Saidpur; Kurigram: Sadar; Dinajpur: Ghoraghat, Parbotipur; Rangpur: Mithapukur, Pirganj, Pargasa, Taraganj; Gaibandha: Polashbari; Bogra: Bogra Sadar; Naogan: Sadar; Chapai Nawabganj: Nachole
Chicken	Panchagor: Atowary; Thakurgoan: Thakurgaon Sadar; Nilphamari: Dimla, Jaldhaka, Domar, Sadar, Saidpur; Kurigram: Sadar, Rajarhat; Lalmonirhat: Sadar, Aditmari; Dinajpur: Ghoraghat, Parbotipur, Khansama, Fulbari; Rangpur: Badargonj, Mithapukur, Pirganj, Pargasa; Gaibandha: Sadar, Polashbari, Gobindaganj; Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi; Naogan: Sadar, Badalgasi; Sirajganj: Sirajganj Sadar, Raigonj, Kamarkhand; Chapai Nawabganj: Sadar, Shibgonj, Nachole; Rajshahi: Godagari, Mohonpur, Durgapur, Paba, Puthia, Bagha, Charghat, Tanore; Natore: Natore Sadar, Boraigram; Pabna: Sadar, Chatmohar, Atghoria, Iswardi, Sunamganj: Sulla, Jamalganj, Derai, Tahirpur, South Sunamganj. Bishwamvapur, Dharmapasha, Doarabazar
Bull Fattening	Rajshahi: Mohonpur, Durgapur, Bagmara, Paba, Puthia, Bagha, Charghat, Tanore; Chapai Nawabganj: Sadar, Shibgonj, Nachole; Natore: Sadar, Boraigram; Pabna: Chatmohar, Sadar, Atghoria, Iswardi, Sunamganj: Sadar, Sulla, Derai, Bishwamvapur, Dharmapasha, Tahirpur, Doarabazar; Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi; Naogan: Sadar, Badalgasi; Sirajganj: Sadar, Raigonj, Kamarkhand; Gaibandha: Sadar, Polashbari, Gobindaganj, Sundarganj; Rangpur: Mithapukur, Pirganj, Taraganj, Badargonj; Panchagor: Atowary; Thakurgoan: Thakurgaon Sadar; Nilphamari: Sadar, Dimla, Domar, Jaldhaka, Saidpur; Kurigram: Sadar, Rajarhat; Lalmonirhat: Sadar, Aditmari; Dinajpur: Ghoraghat, Parbotipur, Khansama, Fulbari

Livestock Value Chain

Value Chain	Regional location
Milk	Panchagor: Atowary; Thakurgoan: Thakurgaon Sadar; Nilphamari: Sadar, Dimla, Jaldhaka, Domar, Saidpur, Kurigram: Sadar, Rajarhat; Lalmonirhat: Sadar Aditmari; Dinajpur: Ghoraghat, Parbotipur, Khansama, Fulbari; Rangpur: Mithapukur, Pirganj, Pirgasa, Taraganj, Badargonj; Gaibandha: Sadar, Polashbari, Gobindaganj; Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi, Akkelpur, Naogan: Sadar, Badalgasi; Sirajganj: Sadar, Raigonj, Kamarkhand; Chapai Nawabganj: Sadar; Rajshahi: Mohonpur, Durgapur, Bagmara, Paba, Puthia, Bagha, Charghat, Tanore, Paba; Natore: Sadar, Boraigram; Pabna: Sadar, Chatmohar, Atghoria, Iswardi

Fish Value Chain

Value Chain	Regional location
Fish	Sunamganj: Sadar, Sulla, Jamalganj, Derai, Tahirpur, South Sunamganj. Bishwamvapur, Dharmapasha, Doarabazar; Panchagor: Atwari; Thakurgoan: Sadar; Nilphamari: Sadar, Dimla, Jaldhaka, Domar, Saidpur; Kurigram: Sadar, Rajarhat; Lalmonirhat: Sadar, Aditmari; Rangpur: Mithapukur, Pirganj, Pirgasa, Badargonj; Dinajpur: Ghoraghat Parbotipur; Bogra: Bogra Sadar; Joypurhat: Sadar, Panchbibi; Naogan: Sadar, Badalgasi; Sirajganj: Sadar, Raigonj, Khamarkhand; Chapai Nawabganj: Nachole; Rajshahi: Mohonpur, Durgapur, Paba, Puthia, Charghat, Natore: Boraigram; Pabna: Sadar, Chatmohar, Atghoria, Iswardi



About the Swiss Agency for Development and Cooperation (SDC)

The Swiss Agency for Development and Cooperation (SDC) is Switzerland's international cooperation agency within the Federal Department of Foreign Affairs. The Swiss development cooperation gives priority to poverty reduction. Globally, SDC endeavours to foster economic self-reliance and state autonomy, contribute to the improvement of production conditions, help in finding solutions to environmental problems, and provide better access to education and basic healthcare services in partner countries.

SDC in Bangladesh:

SDC has been working in Bangladesh since the latter's independence. SDC considers Bangladesh as one of its priority countries in regards to long-term development cooperation efforts.

The overall goal of the Swiss development cooperation in Bangladesh is to contribute to the improvement of wellbeing for the poor and disadvantaged people in Bangladesh. In particular, the Swiss Cooperation Strategy for Bangladesh (2013-2017) emphasises increasing poor peoples' employment and income and strengthening public services and citizens' voice and participation.

SDC Bangladesh seeks to contribute to systemic change through facilitation, capacity building, advocacy and policy dialogue in the fields of Market Development, Skills Development and Local Governance. Outcomes in the three portfolios will focus on (1) citizens' use of improved services, (2) the provision of improved and inclusive services by public and private sector players, and (3) the improvement of the enabling environment.

About HELVETAS Swiss Intercooperation

HELVETAS Swiss Intercooperation is a member-based, non-profit association. It emerged in 2011 as a result of the merger of Intercooperation, Swiss Foundation for Development and International Cooperation, and HELVETAS, Swiss Association for International Cooperation.

HELVETAS Swiss Intercooperation is present in more than 30 countries in Africa, Asia, Latin America, Central Asia and Eastern Europe. Its vision is a just and peaceful world in which all human beings live in a self-determined way in dignity and safety, are able to satisfy their basic needs, have access to resources and services which are indispensable for life, and take care of the environment.

Thematic working areas of HELVETAS Swiss Intercooperation are:

- Water & Infrastructure
- Rural Economy
- Skills Development & Education
- Governance & Peace
- Environment & Climate Change

In Bangladesh, HELVETAS Swiss Intercooperation Bangladesh started working in 2000 at the request of the Swiss Agency for Development and Cooperation to manage its Sustainable Land Use Programme. Since then, HELVETAS Swiss Intercooperation's portfolio has grown to include local governance, livelihoods and market systems development, as well as drinking water and natural resource management projects.

Samridhi

enhancing rural prosperity through
market systems development in Bangladesh

funded by **SDC** and implemented by **HELVETAS Swiss Intercooperation**



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