Making Markets Work for the Jamuna, Padma and Teesta Chars (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
Locations

- Bogra
- Gaibandha
- Jamalpur
- Sirajganj
- Pabna
- Tangail
- Kurigram
- Rangpur
- Nilphamari
- Rangpur
Life in the Chars
Exposed to Climatic Hazards

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

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

Context
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

<table>
<thead>
<tr>
<th>Maize</th>
<th>Jute</th>
<th>Chilli</th>
<th>Groundnut</th>
<th>Onion</th>
<th>Mustard</th>
<th>Rice</th>
<th>Handicrafts</th>
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**Char Transport Services (River/Inland)**

**Financial Services, Media/Communication Services**
## Project Partners

### Public

- Rural & Agricultural Research Institute
- Bangladesh Agricultural University
- International Rice Research Institute
- Rural Development Administration

### Private (Agro)

- Maize Contractors (45)
- Traders (300)
- ACI Limited
- PRAN
- Metal Seed

### Private (Others)

- Grameenphone
- Mercantile Bank Limited

### 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
Glimpse of Project Activities/ Outcomes
Cultivation
Post-harvest
Handicrafts
Transport
Financial Services
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

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THANK YOU!