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Kingdom of the Netherlands

Making Market
Work for Women

act!onaid



MARKET
TRANSFORMATION
FOR WOMEN

ActionAid Bangladesh expresses sincere gratitude to everyone who supported the development of this Photo story-book. We are particularly thankful for the inspiring work carried out by our partner organisations in Patuakhali, Faridpur, Bogura and Gaibandha.

FOREWARD

Women play a central role in agriculture. Rural women throughout Bangladesh make critical contributions to household production and consequently to household and national food security. The specific nature of their contribution vary, for instance women's participation in economic activities differ considerably according to the type of activity and the place of residence. Traditionally women have played an important role in a wide range of income-generating activities. These rural production activities include post-harvesting, cow fattening and milking, goat farming, backyard poultry rearing, pisciculture, horticulture, food processing, cane and bamboo works, and handicrafts. Yet the reality has been that 'markets' are not women sensitive nor friendly. Women struggled to be in market spaces as a producer trying to sell their product, or as a buyer to make choices in person.

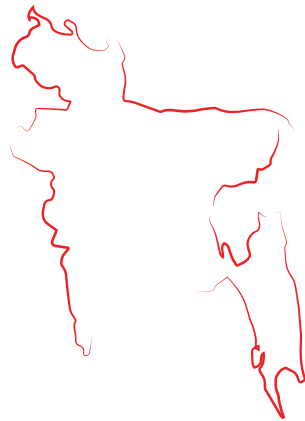
ActionAid Bangladesh (AAB) took up initiatives in different parts of the country with the intent of changing the market system and practices so as make the market system women-friendly. This called for long-term projects and investment. One such project entitled: Making Market Work for Women (MMWW), in partnership with the Embassy of the Netherlands in Bangladesh, aimed to support women Agri -entrepreneurs to evolve into a competitive and successful entrepreneur by participating in the market. MMWW project facilitated the creation of a women-friendly market environment; developing linkages with market actors and relevant stakeholders towards promoting and increasing access for women entrepreneurs in existing rural markets. The project also established linkages with online market platform for women entrepreneurs, so as to promote their engagement in e-commerce. In the present reality of the Covid-19 pandemic online marketing played a great role to sustain the enterprise of women entrepreneurs. They were able to trade their produce and flourish their business in 2020.

AAB took an initiative to publish a Photobook to showcase the success stories of women entrepreneurs. It is a testimony of women's contribution in transformation of society, and the significant contribution to their community, as well as national economy. I believe that Agri-entrepreneurship particularly by rural women is an important growing sector in the economy of Bangladesh. Therefore, it calls for recognition and investment to stimulate growth and further development.

It is my privilege to present to you the Photobook "*MARKET TRANSFORMATION FOR WOMEN*". I hope that this publication will help to recognise the women Agri-entrepreneurs and their contribution at the family, the society, and the country level. It will also give you the impetus to celebrate these outstanding women!

Farah Kabir
Country Director

act:onaid
BANGLADESH



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WHO ARE WE

ActionAid (AA) is a global justice federation working with over 15 million people in 45 countries to achieve social justice, gender equality and poverty eradication. Throughout the world, we work to strengthen the capacity and active agency of people living in poverty and exclusion, especially women and young people, to assert their rights.

We work directly with communities, with people's organisations, women's movements, groups and networks, social movements and other allies to overcome the structural causes and consequences of poverty and injustice.

Our rootedness is in engaging with the most vulnerable communities with broader efforts and struggles for justice at all level to make the greatest contribution towards a just, equitable and sustainable world.



Mutual Respect



Equity and Justice



Integrity



Solidarity



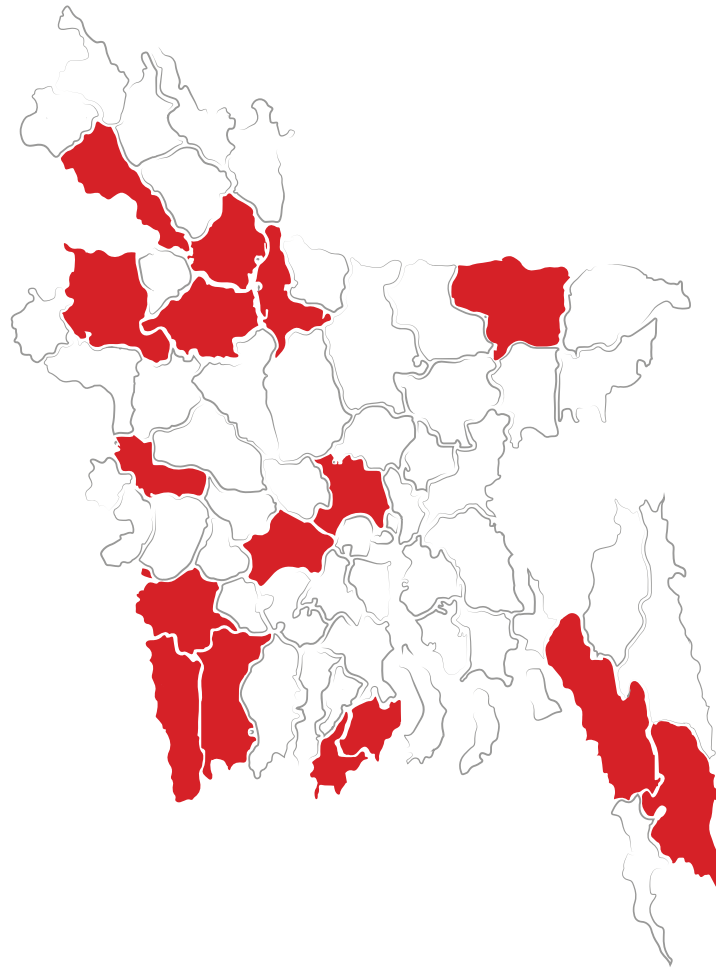
Courage of conviction



Independence



Humility



193466

Total Reach



61383

Reproductive Health
Related Service



74105

Women Receiving
Compact Rice Husk
Stick



30000

Children Reached



20M

Digital Media Outreach



73207

Rohingya Response



Making Market Work for Women (MMWW)

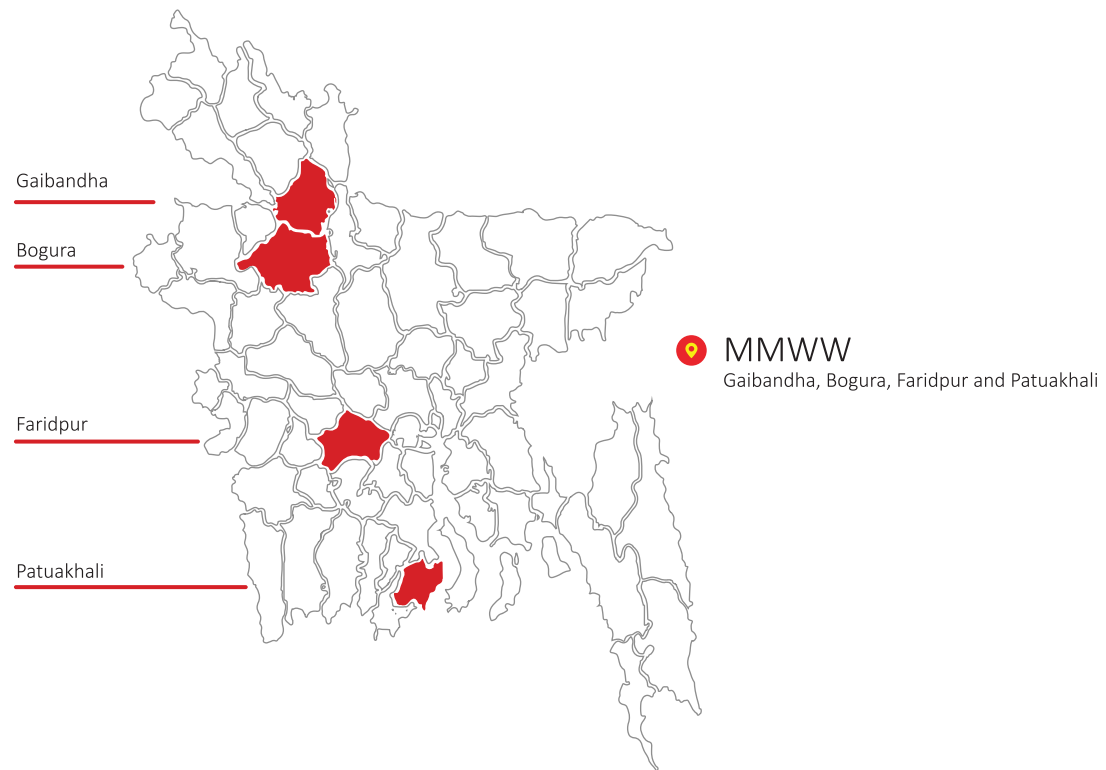
Project Goal: Strengthen Food Security in Project Location
by Making Market Work for Women.

Objectives:

- To bring sustainable and systemic changes in existing market behaviour which will enable women to perform in the agri-value chain.
- To improve capacity of targeted women for entrepreneurship, competitiveness, increased productivity and profitability.
- To improve SRHR and nutrition situation of targeted women entrepreneurs and their family members with a focus to SRHR sensitive wider community.

Implementing Partners:

SKS Foundation, ASEAB, Faridpur MMWW project, Shushilan



04

Districts



05

Upazila



30

Union



420

UP Standing Committee Members



6,002

Entrepreneurs



10,104

Adolescents



270

Market Actors

ACHIEVEMENT

22

Market Shed

67

Community-led Collection Point(s)

99

Input Actors/Sellers

171

Output Actors/Sellers

250

Demo Plot(s)

100

Model Seed Farmer

12

Established SRHR Corner at Schools

31

Community Volunteer

(Linkage Established with Health sector)

250

Women Entrepreneur's Group established

30

Union Association formed

5

Upazila Association formed



Vegetables

Kalpona Rani Das

Location: Kanaipur Union, Sadar Upazila, Faridpur

Business: Vegetables

Market Linkage: Local and regional level,
government-led district safe food market

Monthly Income: BDT 16,000



“

We are producing safe vegetables using organic manure and getting higher price than usual. Moreover, my family members are consuming safe and healthy food.

- Kalpona Rani Das
Chameli MMWW Group
Kanaipur Union

”





Mst. Momotaj Begum

Location: Ramjibon Union, Sundarganj
Gaibandha
Business: Vegetables
Market Linkage: Local and regional level
Monthly Income: BDT 60,000



“

Earlier I did only domestic work, now I'm producing vegetables commercially and selling to large wholesalers.

- Mst. Momotaj Begum
Executive Member
Subornodoho Bohumukhi Krishi Unnayan Group
Ramjibon Union

”

Bipanna Rani

Location: Naruamala Union, Gabtoli Upazila, Bogura

Business: Vegetables

Market Linkage: Local and regional big buyers

Monthly Income: BDT 10,000



“

I love to do business. I work for myself, and for my family. Most importantly, my profit helps me do what I want to do.

- Bipanna Rani
Chalk Kathuli Mayakanon MMWW Group
Naruamala Union

”





Putul Rani

Location: Panpatty Union, Galachipa Upazila, Patuakhali

Business: Mungbean

Market Linkage: Jonaki Enterprise, Grameen Euglena (Japan-Bangladesh Joint Venture) and local market

Monthly Income: BDT 11,000

“

My husband now recognizes me and the relationship fostered due to this business. I have linkage with Agriculture office and input & output actors. I have good business relation with Grameen Euglena - a Japanese Company. Thanks to MMWW project for helping me.

- Putul Rani
Member, Raintreetola LFS Dal
Panpatty Union

”



Kolpona Begum

Location: Ratandi Taltali Union, Galachipa Upazila,
Patuakhali

Business: Vegetables

Market Linkage: Local market and local buyers

Monthly Income: BDT 10,000



“

I used to cultivate vegetables for family meals but now I am farming on a commercial basis. I earn from the business and I spend on my family and the education of my children.

- Kolpona Begum
Member, Bakul Mahila Group
Ratandi Taltali Union

”





Fruits

Nargis Begum

Location: Chiknikandi Union, Galachipa Upazila,
Patuakhali

Business: Dragon Fruit, Vermi- Compost

Market Linkage: Local market and local buyers

Monthly Income: BDT 12,000



“

I operate my vegetable farm and my husband helps me to do that. Upazila Agriculture Officer, Galachipa Upazila has visited my farm several times.

Last year, I was selected as the best woman entrepreneur in my Union. I have bought one bigha of land from my profit earnings. I want to be the best woman entrepreneur.

- Nargis Begum
Member, Uttar Sutabaria Betel Leaf Producer Group
Chiknikandi Union

”





Mst. Dulali Begum

Location: Mohishaban Union, Gabtoli Upazila, Bogura

Business: Local Fruits

Market Linkage: Local and regional level, online market

Monthly Income: BDT 48,000



I faced a lot of difficulties regarding financial matters in my business. After getting advance training, I started gardening commercially and selling to wholesalers. Now I have a regular income.

- Mst. Dulali Begum
Group member, Nishin dhara MMWW Group
Mohishaban Union



Mst. Nurjahan Begum

Location: Kagoil Union, Gabtoli Upazila, Bogura
Business: Local Fruits
Market Linkage: Local and regional market
Monthly Income: BDT 180,000



“

I can communicate with big buyers. I sell banana and earn enough to make my children happy.

- Mst. Nurjahan Begum
Group member, Telkupiara MMWW Group
Kagoil Union

”





Fish



Purba Ramjibon Sohonsil Jibikayan Motshojibi Dal



Location: Ramjibon Union, Sundarganj Upazila,
Gaibandha
Business: Fish
Market Linkage: Local and regional level
Number of Group members: 15
Monthly Income: BDT 100,000



Atabaria Integrated Fish Cultivation Group

Location: Sonaroy Union, Gabtoli Upazila,
Bogura
Business: Fish
Market Linkage: Local big buyers
Number of Group members: 25
Monthly Income: BDT 1,25,000



Sonia Begum

Location: Chiknikandi Union, Galachipa Upazila,
Patuakhali

Business: Fish

Market Linkage: Local and regional level

Monthly Income: BDT 12,000



“

I have received training on business management, financial management and fish culture from MMWW project. Now I have a good relationship with Upazila fisheries office, input and output actors, and they are helping me to continue my business. Thanks to MMWW Project for helping me to become a successful woman entrepreneur.

”

- Sonia Begum
Member, Pachim Mazgram Fish Producer Group
Chiknikandi Union





Poultry

Mst. Miti Begum

Location: Ramjibon Union, Sundarganj Upazila,
Gaibandha

Business: Layer Egg Supply

Market Linkage: Local and regional level

Monthly Income: BDT 75,000



“

I am an important earning member of my family. Now I have a voice in the decision making process in my family as well as at the community level.

- Mst. Miti Begum
Kashdoho Bohumukhi Krishi Unnayan Group
Ramjibon Union

”





Julekha Begum

Location: Durgahata Union, Gabtoli Upazila, Bogura

Business: Duck rearing farm

Market Linkage: Local big buyers

Monthly Income: BDT 36,000



“

I make a profit through rearing ducks.
I want to set up a big duck farm.

- Julekha Begum
Member of Garerbari MMWW Group
Durgahata Union

”

Jahanara Begum

Location: Gabtoli Sadar Union, Gabtoli Upazila,
Bogura

Business: Poultry rearing farm
(Layer & Pigeon)

Market Linkage: Local big buyers and online
marketing

Monthly Income: BDT 40,000



“

I am happy with my progress. I want to build
a better future for my children.

- Jahanara Begum
Group Member Padmapara, MMWW Group
Gabtoli Sadar Union

”





Mst. Poly Akter

Location: Ambikapur Union, Sadar Upazila, Faridpur
Business: Poultry- broiler chicken
Market Linkage: Local, regional and national level, contract farming
Monthly Income: BDT 44,000



“

I was only a housewife before. Now I have a business and learned how to earn money and make a contribution to my family income as well.

- Mst. Poly Akter
Member, Batash MMWW Group, Vashanchar
Ambikapur Union

”

Shamsunnahar Begum

Location: Chiknikandi Union, Galachipa Upazila
Patuakhali

Business: Native chicken

Market Linkage: Local market and local buyers

Monthly Income: BDT 66,000



“

I am happy because now I can earn money.
I want to continue and promote my business
in future.

- Shamsunnahar Begum
Secretary, Chiknikandi Vegetable Producer Group
Chiknikandi Union

”





Community
Volunteer
as an entrepreneur

Mst. Rozifa Begum

Location: Chandipur Union, Sundarganj Upazila,
Gaibandha
Market Linkage: ACME, SMC, Square
Monthly Income: BDT 17,000



“

No man gave me any value before. I am now
respected because of my business and
monetary contributions.

- Mst. Rozifa Begum
Community Volunteer, Chandipur Union

”





Mokul Rani

Location: Naruamala Union, Gabtoli Upazila,
Bogura

Market Linkage: Square, SMC
Monthly Income: BDT 12,000



“

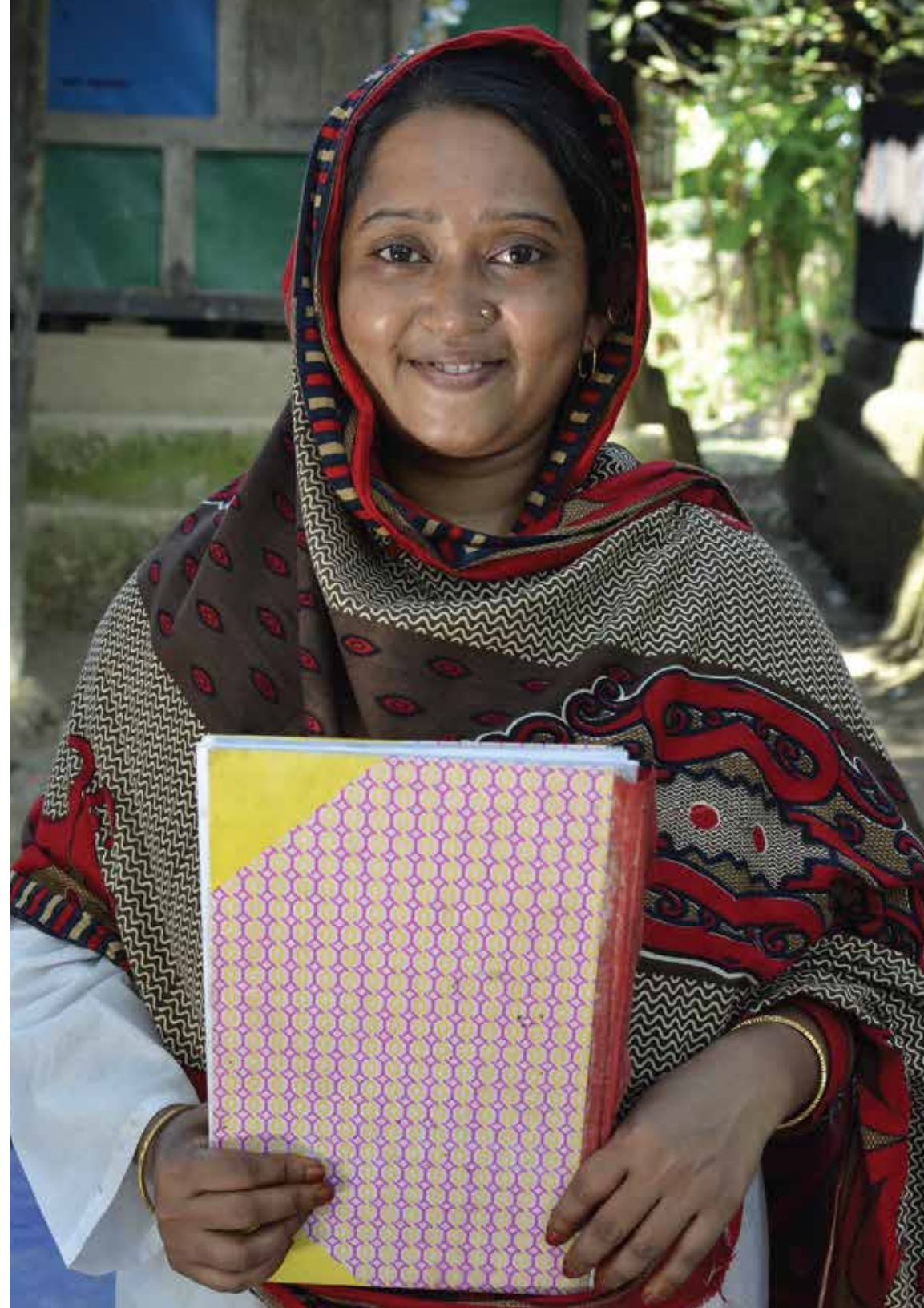
I consider myself as an entrepreneur, and I
inspire other women in the community to
serve people.

- Mokul Rani
Community Volunteer, Naruamala Union

”

Rozina Begum

Location: Dakua Union, Galachipa Upazila,
Patuakhali
Market Linkage: Square, SMC
Monthly Income: BDT 9,000



“

As a community volunteer, I am doing a
noble duty. For me everything I do makes
me happy. I am enjoying my
responsibilities.

- Rozina Begum
Community Volunteer, Dakua Union

”





Safura Begum

Location: Machhar Union, Sadar Upazila, Faridpur
Market Linkage: Padma pharmacy, SMC and Square
Monthly Income: BDT 15,000



“

I am well-known to my community as a health service provider. And I am happy with this.

- Safura Begum
Community Volunteer, Machhar Union

”



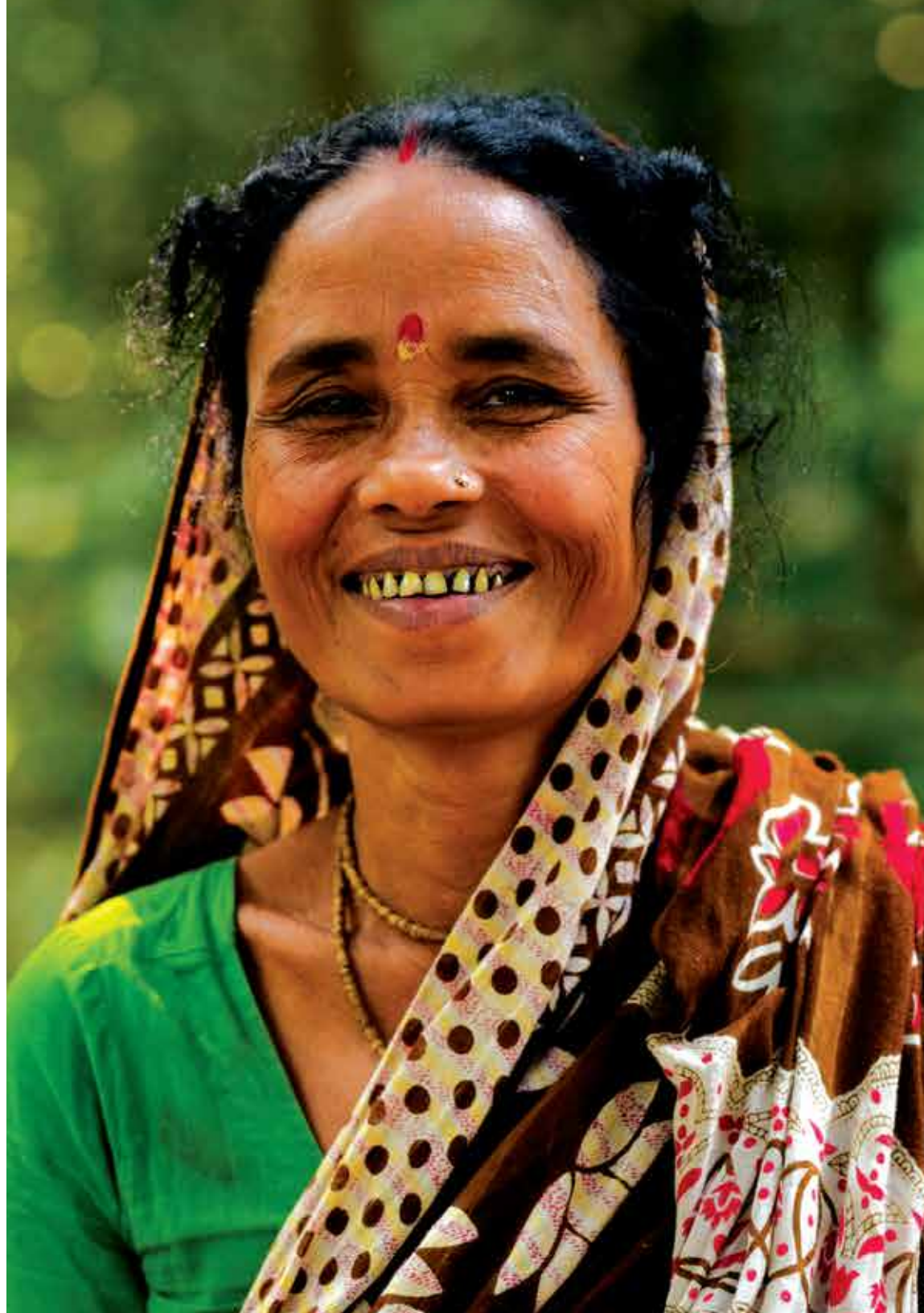
Livestock

Aroti Rani

Location: Sonaroy Union, Gabtoli Upazila,
Bogura

Business: Cow rearing and Milk supply
Market Linkage: Local, regional and online
market

Monthly Income: BDT 20,000



“

Besides cattle rearing and milk supply, I
also want to start vegetable business. I
want to be a big business person.

- Aroti Rani
Group member, Naturpara MMWW Group
Sonaroy Union

”





Laiju Begum

Location: Ambikapur Union, Sadar Upazila, Faridpur

Business: Beef fattening and Dairy

Market Linkage: Local and regional buyers

Monthly Income: BDT 26,000



“

It was very difficult for us to meet the family expenses with my husband's income only. Now that I am earning, we are doing quite well, and also helping our children to continue their education.

- Laiju Begum
Faridpur Sadar

”

Taslima Khanom

Location: Machhar Union, Sadar Upazila,
Faridpur
Business: Cow rearing and Milk supply
Market Linakge: Local market including
sweet shops- Rajkumar and Ghosh.
Monthly Income: BDT 42,000



“

Now that I can earn on my own, I can spend
as I want to. I can bear the education
expenses of my children.

-Taslima Khanom
Machhar Union

”





Betel Leaf

Mst. Kachiran Begum

Location: Kanchibari Union, Sundarganj Upazila,
Gaibandha

Market Linkage: Local and regional buyers
Monthly Income: 90,000 BDT



“

Previously I only did household chores, but
now I cultivate betel leaf and have a cow
farm. I am better off than before.

- Mst. Kachiran Begum
Group Member: Uttar Kalikhamar Cow Rearing Group
Kanchibari Union

”





Razia Begum

Location: Chiknikandi Union, Galachipa Upazila, Patuakhali

Market Linkage: Local, regional and national level
Monthly Income: 1,20,000 BDT



“

Before MMWW Project, I had no communication with output actors. Now I am selling my betel leaf from our collection point. As a result, I can spend more time for my betel leaf cultivation as well as for marketing them.

- Razia Begum
Cashier, Uttar Sutabaria Betel Leaf Producer Group
Chiknikandi Union

”

Ruma Begum

Location: Dakua Union, Galachipa Upazila,
Patuakhali

Market Linkage: Local, regional and national level
Monthly Income: 15,000 BDT



“

In May 2016, I was included as a group member of MMWW Project under Shushilan. I have received training on value chain, betel leaf cultivation, business, and financial management. Now I go to the collection point and sell my product. Through collection point I can easily connect to the regional level market actors.

- Ruma Begum
Member, Hagolbunia Betel Leaf Producer Nari Group
Dakua Union

”





Output Actor

Halima Begum

Location: Kanaipur Union, Sadar Upazila, Faridpur

Market Linkage: Safe food market at Faridpur, Local and regional vegetable market

Monthly Income: 63,000 BDT



“

I collect vegetable from collection points and sell it to different type of markets, including Faridpur safe food market. I got the opportunity to increase my income through collection points. So I am grateful to MMWW Project and the system of collection points.

- Halima Begum
Kanaipur Union

”



Integrated Farming

Selina Begum

Location: Kojuri Union, Sadar Upazila, Faridpur
Business: Vegetables, Local chicken, Ducks, Cow,
Goat, Fish
Market Linkage: Local market and local buyers
Monthly Income: BDT 82,000



“

Integrated farming is a different way of
doing agriculture business and for increasing
income. I am happy to be able contribute in
our family income.

- Selina Begum
Kojuri Union

”





Mst. Sokina Begum

Location: Ramjibon Union, Sundarganj Upazila, Gaibandha
Business: Vegetables, Local chicken, Ducks, Cow, Goat, Fish
Market Linkage: Regional market and local buyers
Monthly Income: BDT 95,000



Before I did not cultivate vegetables. Now I cultivate vegetables and sell vegetables to big wholesalers. I also sell in the market shed.

- Mst. Sokina Begum
President of Jesmin Mohila Samity
Ramjibon Union



Sajeda Begum

Location: Machhar Union, Sadar Upazila,
Faridpur

Business: Vegetables, Local chicken, Ducks,
Cow, Goat, Fish

Market Linkage: Online market, Aaurhi
at national level market and Faridpur regional
market

Monthly Income: BDT 12,000



“

Now I know about integrated farming and it
allows me to contribute in my family
income.

- Sajeda Begum
Machhar Union

”





**Vermi- Compost
Village**



Sholakundu Vermi- Compost Village

Location: Kanaipur Union, Sadar Upazila, Faridpur

“

Vermi- Compost Production is an easy income option for us. Now we can spend according to our needs. We are also able to fulfill some small demands of our children.

- Lucky Begum
Kanaipur Union

”





Individual Stories



Grocery Shopkeeping

Akhinur Begum

Location: Chiknikandi Union, Galachipa Upazila, Patuakhali

Market Linkage: Local market and local buyers

Monthly Income: 52,000 BDT



“

After receiving a 3-days long Entrepreneurship Development Training, I decided to start a grocery shop. Now my profit daily is around 500-700 taka. From my profit, I am contributing to my family and can cover my personal expenses too.

- Akhinur Begum
Member, Pachim Mazgram Fish Producer Group
Chiknikandi Union

”

Maloti Rani

Location: Sonaroy Union, Gabtoli Upazila, Bogura

Market Linkage: Local big buyers and online market

Monthly Revenue: BDT 1,35,000



“

I am involved with yogurt business. I want to go for big scale business. One day, I will go to international market, that is is my dream.

- Maloti Rani
Cashier, Naturpara MMWW Group
Sonaroy Union

”





Women Friendly Market Shed



Women Friendly Market Shed, Kagoil Bazar, Kagoil Union, Gabtoli, Bogura

KAGOIL BAZAR MARKET SHED

HAS BREAST FEEDING ROOM
AND TOILET

08

Women entrepreneurs are permanently
using the market shed

200

Group members supply their products to
the Bazar.





Women Friendly Market Shed, Uttor Somosh Adorsho Bazar, Sreepur Union, Sundarganj, Gaibandha



UTTAR SOMOSH ADORSHO MARKET SHED HAS BREAST FEEDING ROOM AND TOILET

08

Women entrepreneurs are permanently using the market shed

130

Group members supply their products to the Bazar.



Women Friendly Market Shed, Katakali Bazar, Ratandi Taltoli Union, Galachipa, Patuakhali

KATAKHALI MARKET SHED

HAS BREAST FEEDING ROOM
AND TOILET

03

Women entrepreneurs are permanently
using the market shed

108

Group members supply their products to
the Bazar.





Women Friendly Market Shed, Majhibari, Bagat Union, Madhukhali, Faridpur



MAJHIBARI MARKET SHED

HAS BREAST FEEDING ROOM
AND TOILET

21

Women entrepreneurs are permanently using the market shed

93

Group members supply their products to the Bazar.



Community Led Collection Point



BBC Morh Bamboo Product Collection Point, Horipur Union, Sundarganj, Gaibandha

BBC MORH COLLECTION POINT

220

Women use this collection point
and market variety of products
made from Bamboo





KASHDOHO COLLECTION POINT

115

Women use this collection point
to market varieties of Layer and
Local Egg



Kashdoho Egg Collection Point, Ramjibon Union, Sundarganj, Gaibandha



Naturpara Collection Point, Sonaroy Union, Gabtoli, Bogura



NATURPARA COLLECTION POINT

125

Women use this collection point
to sell Vegetables, Egg and Milk



SOLAKUNDU COLLECTION POINT

257

Women use this collection point to market multiple products: Vermi-compost, Vegetables, Fruits, Jute, Milk and Beef fattening products.



Solakundu Collection Point, Kanaipur Union, Faridpur Sadar, Faridpur

RECOGNITION



One of the women entrepreneur is taking the award from Dristict Commissioner, Bogura for "Best Women Entrepreneur"



Women Entrepreneur Product Fair 2018 and 2019

