

<b>Partner:</b>	Akij Food and Beverage Ltd. (AFBL)
<b>Business Type:</b>	Large Dairy Processor
<b>Target Beneficiaries:</b>	• Cattle Farmers      • Milk Collectors
<b>Target Area:</b>	Satkhira
<b>Grant Duration:</b>	July 2020 – March 2021
<b>Investment:</b>	• USAID investment: \$21,767      • Partner investment: \$27, 925

Akij Food and Beverage Ltd. (AFBL) is one of the leading dairy processors in Bangladesh with over 30 chilling plants (15 in Activity areas), a collection capacity of 126,000 litres and processing capacity of 150,000 litres.

Some challenges AFPL was facing were inability to process milk at full capacity (processing at only 30% capacity) and lack of sales. This was due to lack of capacity in milk production and processing at the chilling facilities, lack of network of milk collectors and dairy farmers, and lack of testing facilities to ensure milk quality.



## Results and Impact



**Training of Trainers (ToT):** ToT provided to **100** participants (**60** society managers and **40** chilling plant staff)



**Farmer Capacity Development:** **1,850** farmers (**23%** above target) trained on dairy farm management, hygienic milk collection and delivery management, **51%** were women



**New technology introduced:** **One** somatic cell counter, **200** antibiotics testing kits, **100** pesticide testing kits placed in the chilling centres in Satkhira



**Mobile Disease-Testing:** **Nine** mobile mastitis-testing events organized at **seven** farming communities



**Increase in Milk Collection:** Average milk collection rate increased by **21.5%** and number of dairy farmers increased by **12%**

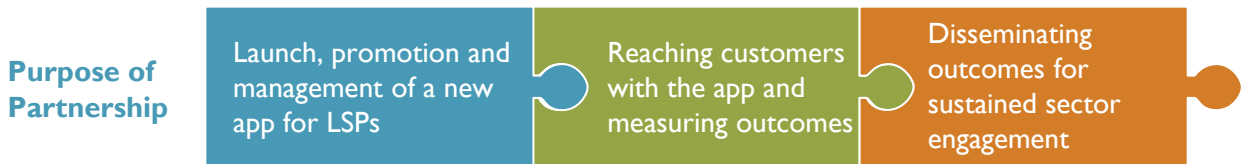


**Reach of Nutritional Messages:** **54 mil** end consumers reached through social media campaign

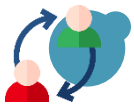
<b>Partner:</b>	mPower Social Enterprises Ltd.
<b>Business Type:</b>	ICT Solutions
<b>Target Beneficiaries:</b>	• Livestock Service Providers (LSPs) • Cattle Farmers
<b>Target Area:</b>	• Khulna • Satkhira • Jashore • Faridpur • Cox's Bazar
<b>Grant Duration:</b>	• Phase I: April 2019 – March 2020 • Phase II: July 2020 – March 2021
<b>Investment:</b>	USAID investment: \$88,777 Partner investment: \$130,966

mPower develops market-based ICT-driven solutions to pressing development challenges. In the past nine years, mPower has developed numerous sustainable ICT solutions for demand-driven agriculture expansion services and other agricultural ICT needs in Bangladesh.

mPower wanted to develop an ICT solution for LSPs to help them build their capacity to provide timely and efficient services to ensure optimal health and productivity of farmers' livestock.



## Results and Impact



**LSP Engagement:** **1,012** LSPs (11% female) received training on the app; **541** LSPs participated in the app-based eLearning modules and improved their service quality



**LSP Service Registration:** LSPs registered **16,577** farmers for service through the app, **24%** were female



**Increased Income of LSPs:** LSP's gross income increased from **BDT 20,216** to **BDT 23,607** which is **16.8%** increase



**Increased Client Number:** Increase in client (number of farmers served) from **115** to **139** which is **20.6%** increase



**Increased Farmer Revenue:** Farmer revenue increased by **11%**, with each farmer making an average profit of **BDT 41,605**



**Self-learning for improved capacity:** A total **1,283** LSPs registered and completed the eLearning modules themselves beyond the grant period

<b>Partner:</b>	Society Development Committee (SDC)	
<b>Business Type:</b>	Microfinance Institution	
<b>Target Beneficiaries:</b>	Cattle Farmers	
<b>Target Area:</b>	Faridpur	
<b>Grant Duration:</b>	March 2019 – March 2020	
<b>Investment:</b>	USAID investment: \$27,023	Partner investment: \$1,076,743

Society Development Committee (SDC) has been operating micro credit programs in 11 districts of Bangladesh. At present, its loan outstanding is more than BDT 303 crore in which 60% constitute agricultural loans and 20% is livestock loans.

One of the major constrains SDC faced was the poor recovery rate of agricultural loans, as it was not compatible with the beef fattening business. Furthermore, lack of access to quality inputs, indiscriminate use of medicine, lack of knowledge on modern methods of beef fattening, and poor market linkage often led to farmers failing to repay loans on time.



## Results and Impact



**New Loan Product:** Disbursement of **2,193** loans (**97%** to females) amounting ~ **USD 1,053,553** during grant period;



**Farmer Capacity Development:** Technical and financial literacy training provided to **1,500** farmers, **93%** were female



**Increased Access to Support Services:** Training given to **nine** livestock service providers, and **30** animal health camps arranged



**Increased Farmer Profit Margin:** Average farmers' profit margin per cattle increased more than **10%**



**Stronger Network:** Formation of **60** farmers' groups and **9** livestock service providers in the targeted areas



**Business expansion:** Loan product expanded to **23** branches and disbursed **3,595** (**96%** to females) loans amounting **USD 2,017,217** beyond grant period


<b>Partner:</b>	ACI Godrej Agrovat Private Ltd. (AGAPL)
<b>Business Type:</b>	Ready Feed Manufacturer and Marketer
<b>Target Beneficiaries:</b>	• Farmers      • Retailers and Dealers
<b>Target Area:</b>	• Cox's Bazar   • Jashore
<b>Grant Duration:</b>	March 2019 – March 2020
<b>Investment:</b>	• USAID investment: \$15,702      • Partner investment: \$5,835


ACI Godrej Agrovat Private Ltd. (AGAPL) has successfully operated throughout the country, developing a reputation for high-quality poultry, fish, cattle, and shrimp products, as well as day-old chicks. AGAPL markets feed across Bangladesh to build a quality feed distribution network, which will help grow the livestock sector and make farms more profitable.


Some challenges AGAPL was facing in the market were lack of famers' knowledge about the benefits of ready cattle feed including its impact on profitability and lack of sales of larger ready feed packets.





## Results and Impact


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**Feed Package Sale:** **379MT** of cattle feed including **50MT** of small feed bags, **26%** achievement above target, **550MT** of cattle feed sold beyond grant period
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**New Distribution Network:** **40** dealers and **80** retailers trained on profitable and sustainable livestock ecosystem
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**Farmer Capacity Development:** **50** courtyard trainings covering **2,000** farmers, among which **60%** were female
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**Increased Promotion in Target Areas:** Total **40** feed trials accomplished, among them **20** feed trials with female beneficiaries
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**Increased Farmer Access to Support Services:** **10** animal health campaigns with **10** livestock service providers to provide cattle support services
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**Beef Cattle Weight Gain:** Highest weight gain recorded was **30%** and lowest weight gain recorded was **10%** during the grant period

**Partner:** ACI Logistics Ltd. – *Shwapno*

**Business Type:** Retail Chain

**Target Beneficiaries:** • Dairy Farmers • Local Dairy SMEs

**Target Area:** Satkhira

**Grant Duration:** June 2019 – March 2020

**Investment:** • USAID investment: \$49,073 • Partner investment: \$26,963

Operated by ACI Logistics Ltd., *Shwapno* is the largest modern retail brand in Bangladesh with a supermarket share of 47%, serving approximately 1.5 million customers every month. *Shwapno* operates over 62 outlets, ranging from small convenience stores to large megamalls across Dhaka, Chattogram, Sylhet and Cumilla, with a workforce of over 2,500 people.

*Shwapno* recognized the growing demand for traceable regional products among upper middle-income consumers and wished to take the business opportunity of link quality dairy products from rural producers with the urban market.



## Results and Impact



**Established Processing Plant:** Provided guidance to a local processor in Satkhira, Jayhoun, to develop a modern dairy processing plant



**Farmer Capacity Development:** Training provided to **100** dairy producers on cattle management, hygiene practices, safe milk production, handling and transportation



**Increased Sales:** Catered to **100** customers daily and generated **BDT 30,000** daily sales, **150%** over target



**Channel Linkage:** **100** rural producers linked to a channel to market and sell products to urban customers



**Increased Revenue of Farmers:** The producers received **5%** higher than the market price, which increased their revenue from milk sales.

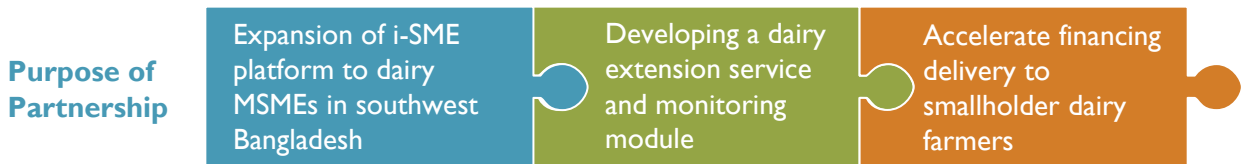


**Product Line Expansion:** “Shuddho Sweets” expanded to **two** more outlets, a total of **three** in Dhaka

<b>Partner:</b>	Bangladesh SME Corporation Ltd. (BSCL)
<b>Business Type:</b>	FinTech and Financial Services
<b>Target Beneficiaries:</b>	<ul style="list-style-type: none"> <li>• Cattle Farmers</li> <li>• SMEs</li> </ul>
<b>Target Area:</b>	<ul style="list-style-type: none"> <li>• Jashore</li> <li>• Khulna</li> </ul>
<b>Grant Duration:</b>	March 2019 – March 2020
<b>Investment:</b>	• USAID investment: \$36,822    Partner investment: \$43,157

Bangladesh SME Corporation Ltd. (BSCL) is a FinTech and financial services company involved in developing sustainable business practices and enhancing operational capabilities of under-served Micro, Small and Medium Enterprises (MSMEs) across rural Bangladesh.

BSCL realized that access to formal financial and business development services is limited for MSMEs, and they wanted to expand the i-SME platform to dairy enterprises in southwest Bangladesh for steady business growth.



## Results and Impact



**Digitized MSMEs:** 2,560 enterprises (1,870 female-led) registered and digitized their data on the i-SME platform



**MSME Capacity Development:** Financial literacy training provided to 1,810 enterprises, 1,263 were female-led



**Business Formalization:** 1,117 businesses formalized through the provision of financial inclusion center services of which 822 were female-led



**Financial services received:** 783 enterprises availed financial services such as bank account opening, 596 were female-led



**Financing secured:** 288 enterprises availed financing of ~ USD 123,530 in total, 81% were female-led. 168 female-led enterprises secured USD 29,495 beyond grant period



**Business Strengthened:** As of February 25, 2020, ~98.3% collectible installments from financed dairy and linked entrepreneurs have been received by the financing partners.


<b>Partner:</b>	Victor Feeds Ltd.
<b>Business Type:</b>	Ready Feed Manufacturer and Marketer
<b>Target Beneficiaries:</b>	• Farmers      • Retailers and Dealers
<b>Target Area:</b>	• Faridpur      • Rajbari
<b>Grant Duration:</b>	March 2019 – March 2020
<b>Investment:</b>	USAID investment: \$19,522      Partner investment: \$11,194


Victor Feeds Ltd., the feed mill wing of Victor Breeders was registered in 2013 and began operations in 2017. The company has grown tremendously since then, and currently has a weekly production of 300,000 pieces with 120,000 parents in stock. There are 85 dealers in their network, and they use their own fleet of transportation.


Some challenges Victor Feeds was facing in the market were lack of famers' knowledge about the benefits of ready cattle feed including its impact on profitability and on local animal health support services.





## Results and Impact


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**Feed Package Sale:** 821MT of cattle feed including 234MT of small feed bags, 174% achievement above target
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**Capacity Development:** 41 dealers 81 retailers, 952 farmers received training to enhance capacity
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**Feed trial in Target Areas:** Total 40 feed trials accomplished, among them 20 feed trials with female beneficiaries
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**Increased Farmer Access to Support Services:** 10 animal health campaigns with livestock service providers to provide cattle support services
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**Beef Cattle Weight Gain:** Average weight gain of 1.01kg per day recorded during the feed trials
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**Increased Milk Production:** Average increase of 0.102 liters/day in milk production recorded during grant period; highest milk increment was found 5.6 liters after 55 days

<b>Partner:</b>	Prantojon Agro Enterprise (PAE)
<b>Business Type:</b>	Local Dairy and Agro Processor
<b>Target Beneficiaries:</b>	• Cattle Farmers • Milk Collectors
<b>Target Area:</b>	Barishal
<b>Grant Duration:</b>	June 2019 – March 2020
<b>Investment:</b>	• USAID investment: \$16,318 • Partner investment: \$20,306

Prantojon Agro Enterprise (PAE), established in January 2015, is a social business wing of the reputed NGO 'Prantojon' which has operated in the Barisal region since 2004. By approaching social ventures with business-inspired solutions, PAE provides technical, financial, input and marketing support to rural farmers in the Barisal district.

PAE wished to expand their business into the livestock sector by marketing milk and dairy products through the launch of a new business wing dedicated to bringing quality and hygienic dairy products to the market.



## Results and Impact



**Increased Input Sales:** **190%** increase in sale of quality cattle feed, providing an additional revenue stream



**Farmer Capacity Development:** **500** farmers received training on hygienic and standard ways of milking and post-milking management; **57** are regular suppliers



**Increased Volume of Milk Sales:** **23%** growth in daily milk sales in four months (from Dec 2019 to Mar 2020); milk sold to **116** households and **56** retail shops



**Increased Milk Sales:** **18,075** liters (49.52 ltr/day) milk sold during grant period; **30,000+** liters (200 ltr/day) milk and **3,525kg** diversified product sold beyond grant period



**New Chilling Unit:** Establishment of the first privately owned milk chilling unit in Barisal with a capacity of **500** liters



**Increased Dairy Consumption:** **116** new households purchasing milk regularly (**5x** increase in customer base)