

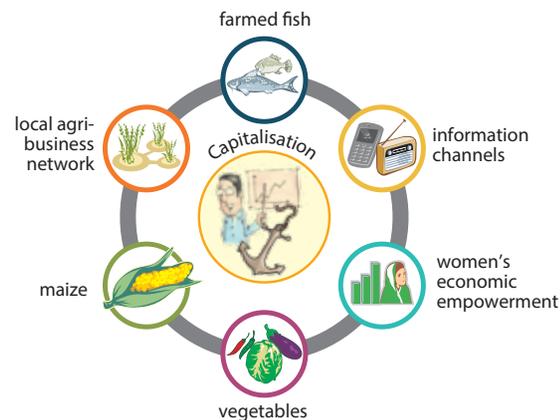


## What we **FOCUS** on

Phase 3 of the project started in 2014. After more than a decade of working experience in Bangladesh with many valuable lessons learnt, Katalyst aims to utilise and apply this expertise and lessons in order to empower businesses and small farmers.

With an overall focus on capitalisation, Katalyst is sharing the project's knowledge and best practices with various market players. This is intended to encourage the private sector and other stakeholders to come up with similar initiatives that benefit both small farmers and businesses.

By the end of Phase 3, Katalyst's goal is to reach an additional 1.43 million farmers and small and medium enterprises and to increase the income of its beneficiaries by USD 260 million. In order to achieve this ambitious target, Katalyst is working across six sectors that offer a huge potential to significantly and sustainably transform the lives of poor farmers



## Who we **ARE**

The Agri-business for Trade Competitiveness Project, branded as Katalyst, is one of the largest market development initiatives in Bangladesh.

Working together with various market actors, the project generates new income opportunities for small and poor farmers across the country.

Katalyst is co-funded by the Swiss Agency for Development and Cooperation (SDC), the UK Government, and the Danish International Development Agency (Danida). It is implemented by Swisscontact under the umbrella of the Ministry of Commerce, Government of Bangladesh.



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# Katalyst

Implemented by



Funded by



Swiss Agency for Development and Cooperation SDC



## How we **WORK**

Katalyst, in cooperation with the private and public sector stakeholders in Bangladesh, increases the income of poor farmers by creating and enhancing their economic opportunities.

Businesses tend to overlook the potential of poor farmers as a lucrative consumer market for their products and services. Small farmers also offer an opportunity for businesses to diversify their portfolio of suppliers. Therefore, Katalyst identifies innovative ways how companies can profitably include small farmers in their business strategies. This creates a win-win situation: On one hand, businesses gain millions of new customers by providing small farmers with access to products, inputs, services and “know-how” that help them increase crop yields and improve quality. On the other hand, new income opportunities for poor farmers are created as they are able to sell competitive products at a fair market price.

In order to support these efforts, Katalyst works in close cooperation with the public sector, creating and promoting an enabling environment for poor farmers to succeed and businesses to grow. The Government of Bangladesh is a key player and partner of Katalyst’s ongoing efforts to reduce rural poverty.

Katalyst engages with a number of private companies and service providers for the provision of services such as input (seed, fertiliser, agro-chemicals), information on cultivation and market linkages. Katalyst builds capacity of these actors to help them continuously upgrade and offer their services to farmers on a sustainable basis. Katalyst supports companies to develop business models to incorporate the poorest farmers to be their client. Since the beginning of phase 3 in 2014, Katalyst has implemented more than 100 interventions to promote such business models.

An example of such a service is the promotion of vegetables seed mini packets. Katalyst from its sector analysis found that regular packets of quality seed were too large and expensive for small farmers, most farmers used poor quality seed that gave low yields. Therefore, in its phase 2, Katalyst worked with two private seed companies in order to introduce quality mini vegetable seed packets benefiting a large number of poor farmers. In phase 3, Katalyst further worked to expand the reach of quality mini seed packets in the poorest Char regions.

In 2014, Katalyst won the OECD Development Assistance Committee Award for Taking Development Innovation to Scale, granted for the mini seed packet intervention.

OECD-DAC



## What we **ACHIEVED** so far

### Phase 3 results (March 2014 - December 2016)

**3.63 million** farmers and Micro, Small and Medium Enterprises (MSME) have **accessed** new or improved services

**1.59 million** additional farmers and MSMEs have been benefitted

**USD 254 million** additional net **nominal income increased** of farmers and MSME 229,235 women beneficiaries reached

### Phase 1 and 2 (March 2002 - December 2013)

**3.1 million** farmers were directly benefitted

An estimated USD 435 million income increase of beneficiaries.