



PROMOTING WOMEN ECONOMIC Leadership in Dairy Value chain

Md. Norul Amin

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CONTEXT

- Panjarbhanga village is tucked in beside the Teesta Bridge in Rangpur District
- Flood Prone areas
- Basic income – £1 per day working as day laborers.
- When there is no work, many families sell their only assets like cows or their labor in advance at a reduced rate
- Women are more vulnerable and marginalized
- Cattle rearing is a common income generating activities doing by women
- Women are restricted to go out of the home
- limited market access, Incur higher sales cost & production cost and getting less profit
- Most of the cows are indigenous variety, produce small amount of milk and higher production cost
- Women have to spent about 16-18 hrs/day in care work and unpaid productive work
- Women are preferable for getting loan from MFI but not from Bank



BACKGROUND & PURPOSE OF THE REECALL PROJECT

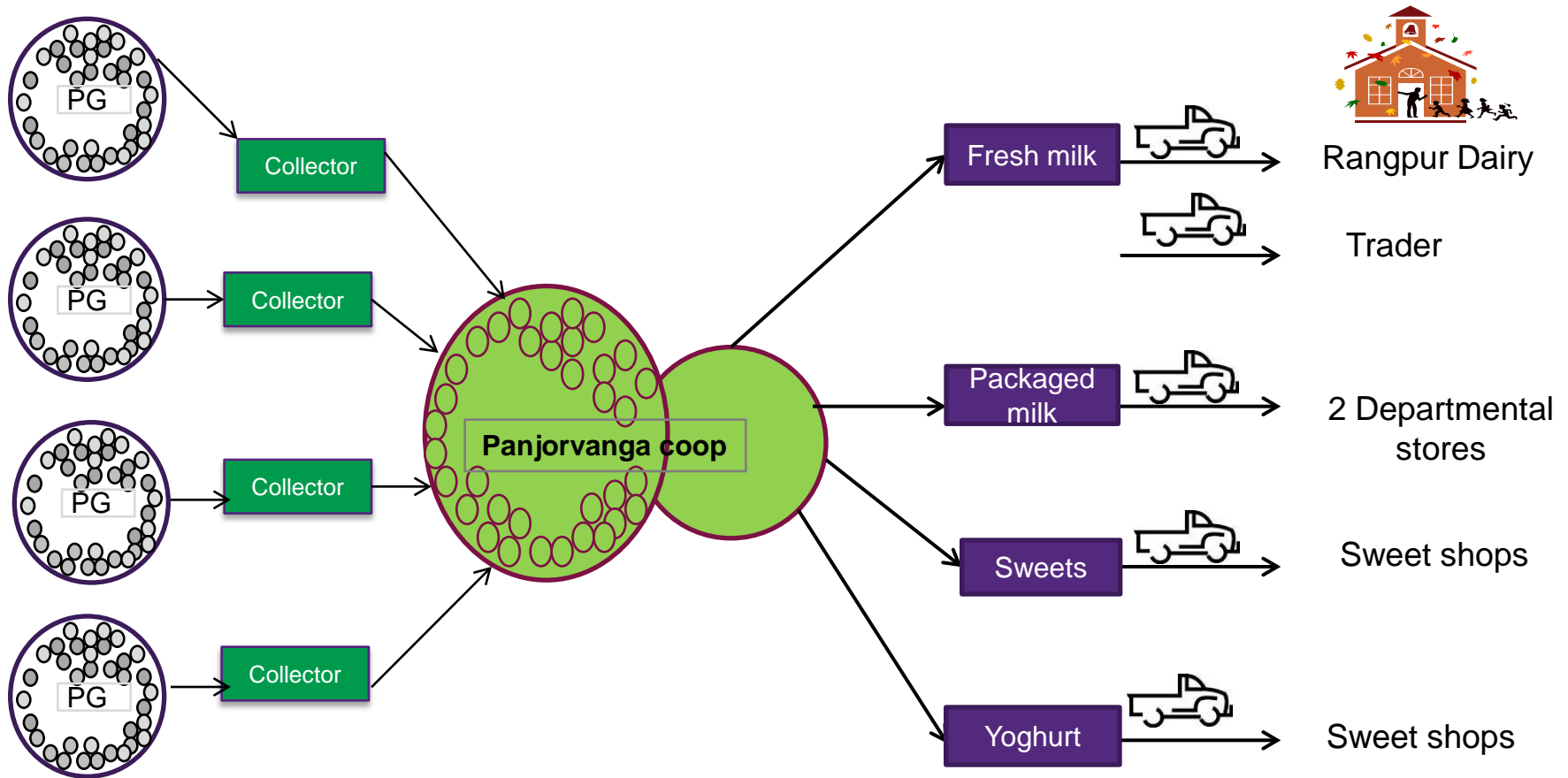
Oxfam GB has started REECALL project from 2010 in *Char, Haor and Coastal* areas of Bangladesh.

REECALL project aims to deliver **inclusive economic growth**, through a combination of **business support, market development** and **social change**.

The purpose of the REECALL project is to improve the lives of poor women and men in the three geographical areas of Bangladesh, through **building the capacity** and working with other **partners to** increase income and new jobs for poor men and women; fully integrating opportunities for women and women's leadership.



BUSINESS MODEL OF THE ENTERPRISE



Raw Material Supply

Production

Product

Market



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OXFAM INITIATIVES

- Organizing dairy cooperative
- Facilitating business plan
- Financial analysis and projection
- Capacity building
- Market linkage
- Technology dissemination
- Advocacy
- Environmental risk assessment and mitigation strategy
- Access to services
- Women leadership



CHANGES IN THE COMMUNITY & INDIVIDUAL LEVEL

- Women dairy producers are now producing more milk
- Producers are receiving higher price and earned total profit BDT 3,90,635
- Income increased, women are buying more food and clothes for their families, pay more for children's education and improve their houses for better preparedness to flood.
- Women are also able to save money, so they can buy and store necessary commodities for flooding period
- Women in the community have been transformed –they felt more confident now and they are contributing equally to their household income.
- Women are discussing their issues with different stakeholders (eg government officials) and getting various services from them



CRITICAL ISSUES FOR THE ENTERPRISE

- Fat content of the milk
- Pricing mechanism
- Working capital
- Fodder bank
- Payment mechanism
- Conflict of interest
- Infrastructure facilities
- Retail marketing both for processed item and raw milk





THANK YOU