



Rural Development and Cooperatives Division
Ministry of LGRD & Cooperatives



FINANCIAL INCLUSION INVESTMENT OPPORTUNITIES IN CHARS



M4C Project Overview

Jointly Mandated by

Embassy of Switzerland in Bangladesh
and
Ministry of Local Government,
Rural Development (LGRD) & Co-operatives
Government of the People's Republic of Bangladesh

Major Sectors

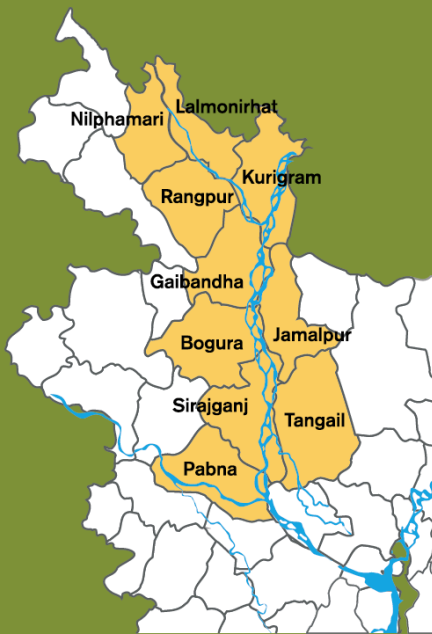
1. Crops 2. Livestock

Activity Sets

1. Agro-input and Production Services
2. Output Services, Post-harvest & Processing
3. Financial Services
4. Innovation and Entrepreneurship
5. Anchoring and Institutionalisation

M4C Activity Areas

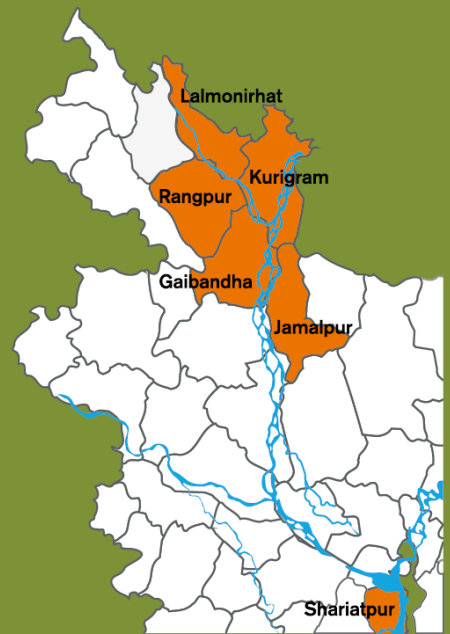
● 2012-17



● 2017-19



● 2020-24



M4C's Journey of Financial Inclusion

BDT 1,440 MILLION LOAN DISBURSED

Major Receivers

Farmers

36,000+
char farmers
availed
seasonal loan
for the first time

Micro-entrepreneurs

(Retailers, Traders)

3,200+
service providers
availed
micro-enterprise loan

Major Products Promoted

Micro-finance Institutions (MFI) Led Seasonal Loan Products (SLP)
(Brands: Sufolon, Dabi etc.)

Chars Development Research Centre (CDRC) Led Schemes

Alternative Investment Packages/ Loans/ Credits

Non-bank Products (e.g. United Finance Ltd.)

Micro-finance Institutions (MFI) Led ME Loans
(Brands: Agrosor)

Chars Development Research Centre (CDRC) Led Schemes

Alternative Investment Packages/ Loans/ Credits

Partners

(Since 2012)

Micro-finance Institutions (MFI)

National Development Programme (NDP)
Samaj Kallyan Sangstha (SKS)
Gram Unnayan Karma (GUK)
Eco-Social Development Organization (ESDO)
Bangladesh Rural Advancement Committee (BRAC)

Public Partner

Chars Development Research Centre (CDRC)

Agri-fintech Start-ups

iFarmer
Agrigate
WeGro
Biniyog

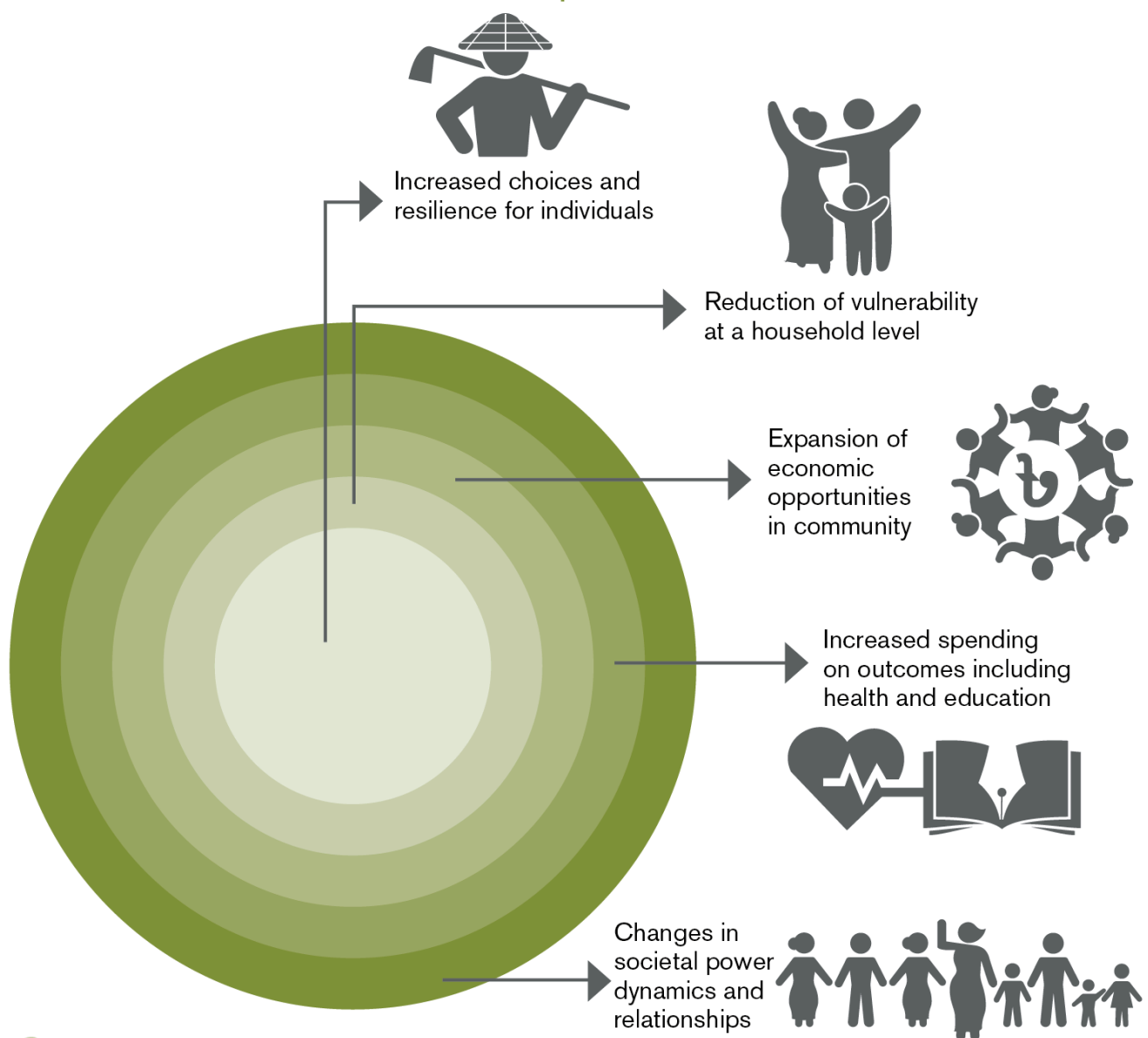
Non-bank Financial Institute

United Finance Limited

Bank

Brac Bank PLC
IFIC Bank PLC

The Wider 'Ripple' Impacts of Financial Inclusion



I have been a beneficiary from NDP for a long time now. I started with 4 bigha land. With help from NDP, I am now planning to grow maize in 14 bigha land. My husband is the one who usually goes to land and grows the crop. Yes, I do help him whenever the season starts. There are few challenges while the season starts such as seeds are really important. Sometimes there is flood which might ruin the crops. Also, fertilizer and other nutrients are really important for the crop. But at this point of time, we do know how to plan ahead and buy the essentials as per our needs. Credit of my success goes to the 'Sufolon' loan. It would really help our cause if we could have additional few months to repay the loan- from 6 months to 9 months may be. I plan to expand my arable lands in the upcoming years.

Rahima

A Loanee from NDP, Monsurnagar, Sirajganj

Words from the Partners

Back in the days, things were dire when it came to products for the farmers in Sirajganj chars. They are only up for sowing traditional crops such as paddy. It was a norm for the local char farmers for a long time. Things have changed in the last 7-8 years as NDP started intervene in this. We researched and spoke to our farmers about introducing other crops which will suit the climate as well as arable lands in chars. Since then we introduced lots of new crops (mustard, maize, etc.) as well as poultry in chars in Sirajganj. Yes, there were struggles initially as it took a couple of seasons for the farmers to get used to these new crops. From then on, we have made big strides towards more sustainable business cases for farmers. It's evident that product diversification is key here. I would suggest the same for the chars in other regions of North Bengal.

Mr. Moslem Uddin
Head of Micro-finance, NDP

Our mutual interest in expanding our network has brought us to partner with M4C and focus on the chars. M4C brings its knowledge on the chars and its demographic, which is crucial for the business model and also adds value to our brand as a start-up. Most importantly, it leaves a tested and reliable business model with us that we will build on to expand not only in the areas that we have worked together but also in the new areas in future.

Munazzel Riasat
Co-founder and Managing Director, Agrigate

We aim to achieve an exponential growth, however we would like to achieve that by deepening our customer base in the locations we are in, instead of increasing location base with a very few number of customers in each location. M4C has supported us to expand our network in chars and linked us with network of local service providers. We have started to see increasing number of farmers onboarding in both locations we have started, and we aim to expand into other similar chars where we can find reasonably large number of farmers with similar livelihood activities.

Md. Alvi Rahman
Chief Operating Officer, WeGro Ltd.

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For the detailed study
scan the QR code



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