



Rural Development and Cooperatives Division  
Ministry of LGRD & Cooperatives



# SOWING TO RISE

Unveiling Potential in  
the Char: Agro Input  
Opportunities



The 'Making Markets Work for the Chars (M4C)' project embarks on a mission to turn the char-lands into a thriving agricultural paradise, where untapped potential yields a bounty of prosperity for its residents. The project represents a remarkable sustainable development and economic empowerment opportunity in Bangladesh's char regions.

## District-wise Cultivable Char Land\* (Lac\* Acre)

**Kurigram**

**1.42**

**Lalmonirhat**

**1.12**

**Rangpur**

**0.77**

**Gaibandha**

**1.35**

**Jamalpur**

**1.78**

**Shariatpur**

**0.39**

\* The char lands include transitional river beds and river islands.

\* 1 Lac = 0.1 Million

This document stems from an initial study on the char input market, offering a concise yet insightful overview. All the information provided here only represents the char-specific data of the above mentioned 6 districts.

# Input Seed

The overall market size of the seeds with top three crops in each district is given below-

## Total Market Size **27.29** Thousand Metric Ton (MT)

### Kurigram

Thousand  
Metric Ton (MT)

3.3

Crore BDT

45.5



Maize



Rice



Groundnut

### Lalmonirhat

Thousand  
Metric Ton (MT)

3.9

Crore BDT

49.1



Maize



Rice



Potato

### Rangpur

Thousand  
Metric Ton (MT)

15.2

Crore BDT

87.0



Maize



Pumpkin



Potato

### Gaibandha

Thousand  
Metric Ton (MT)

0.7

Crore BDT

37.7



Maize



Rice



Onion

### Jamalpur

Thousand  
Metric Ton (MT)

1.2

Crore BDT

42.8



Maize



Rice



Groundnut

### Shariatpur

Thousand  
Metric Ton (MT)

2.7

Crore BDT

17.0



Potato



Rice



Groundnut

# Input Micronutrient Fertilisers

Total Market Size  
Thousand Metric Ton (MT) **21.0**



Once in char regions, our sales were almost zero; but now our sales in these areas (Rangpur Region) range from BDT 2.5 crore to 3 crore. This is a significant achievement for us, largely due to M4C. If we calculate the number of beneficiaries in chars, we can say that it was zero previously as we could not reach them or perhaps one or two people would have taken it, which we did not count either. Now I think this number of buyers will stand between 20,000 to 25,000.

**Kamal Chandra Debnath**  
Regional Manager, Rangpur  
Petrochem Bangladesh Ltd



# Crop Protection Solution

Input

The project works to advance climate-resilient technology through the utilisation of biopesticides and nature-based solutions, aligning with the mentioned market scope for these sustainable innovations.

**Total Market Size 354.8**  
Thousand Litre (L)



**Total Market Size 2065**  
Metric Ton (MT)



When M4C suggested engaging additional salespersons in char regions, we were a bit reluctant. But then they showed us data based on research and took our senior salesperson to visit the chars. This convinced us to increase our sales force targeting chars.

**MM Huda,**  
Chairman, NAAFCO Group



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For the detailed study  
scan the QR code



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