

# STRENGTHENING CLIMATE-SMART VEGETABLE AND FLOWER VALUE CHAIN IN BANGLADESH (C4VFVC)



To contribute to the sustainable development of Bangladesh's agricultural sector by enhancing the value chain through improved post-harvest management, transportation, and marketing, the project aims to create a more resilient and equitable agricultural economy.



With the financial and technical support of Heifer International: Strengthening Climate-smart Vegetable and Flower Value Chain (C4VFVC) project aims to enhance the agricultural value chain in the Jashore district of southwestern Bangladesh. From July 2023 Rural reconstruction Foundation is implementing this project in two upazilas of the Jashore district, an area characterized by dry weather and floodplain soils with high organic content. The project seeks to address the challenges posed by environmental and socio-economic vulnerabilities, including salinity intrusion, coastal flooding, and exposure to cyclones and storm surges. These conditions are ideal for agricultural crop production, particularly vegetables and flowers, allowing for higher cropping intensity than in other regions of the country. RRF will lead the implementation of the C4VFVC project by focusing on the following key areas: Post-harvest Management, transportation and marketing, climate resilience and capacity building. The C4VFVC project will contribute to the sustainable development of Bangladesh's agricultural sector by enhancing the value chain in the Jashore district.

## Key Objectives

Objective-1

Strengthen rural communities and institutions through building social capital and community platforms

Objective-2

Increase safe vegetables and flowers production and productivity

Objective-3

Farmers adopted renewable energy solutions in vegetable and flower farming

Objective-4

Strengthening agribusiness and inclusive market systems

Funded By:





## Objective -1: Key Activities



Meeting with project advisory committee at union level

- Formation of Advisory and Project Implementation Management Committee at Union and Upazila level, respectively, organize and facilitate meeting quarterly.

- Formation of Self Help Groups (SHGs) by the vegetable and flower producers



Meeting with Project Implementation Management Committee (PIMC) at Upazila level



Training for the Cooperative members

- SHG members are transforming into the cooperatives



Heifer's Cornerstones training for the Self Help Group Members

- Cooperatives member receive training on Participatory Self Review and Planning (PSRP), business planning, financial management, Heifer's Cornerstones, Gender and Justice.



Exposure visit for the new Cooperative members

- Cooperatives are serving as a business Hub' and provide a range of agribusiness services for farmers including input and output market access, saving & loan, technology, and advisory services



## Objective -2: Key Activities



- Training on Climate Smart vegetable and flower production, GAP, IPM, Seed Preservation and Post-Harvest Management and marketing.



- Demonstration on vermicomposting and Flower demonstration using CSA technologies.



- Farmers Field Day were arranged with the farmers and local support to enrich their knowledge's into the community.



- Agriculture entrepreneurship support by providing necessary materials to the farmers.



- Develop Nursery on vegetable and flower with technical and financial: **Passion fund distribution through UAO Chowgacha**

- Develop Entrepreneurs for soil test: several trainings are being arranged for for the entrepreneur of soil testing by the SRDI official





### Objective -3: Key Activities



- Installation of solar pumps : Solar pumps were installed in the project areas and handed over to the participants.
- Solar Company will provide training on Solar Pump Management Committee for operation

- **Campaign on solar Irrigation pump:** Solar pump Hand over event were arranged and with the presence of UNO of Jhikargacha and Chowgacha.



### Objective -4: Key Activities



- Formation of Multi stakeholder platform with market management committee (MMC), inputs company, Lead Farmers, DAE, DAM, BADC, and exporters

- Market linkage workshops with exporter associations and private companies for exporting of vegetables and flower



- Organize learning-sharing workshops with different govt. department at Upazila level
- Establish aggregation point/business hub for vegetables and flower processing and marketing.
- Agriculture Entrepreneurship support for vegetable and flower farming
- Establish Partnership with Bank and MFIs

## Special Events



Mrs. Neena Joshi, Senior Vice President Heifer international and Country Director Bangladesh visited cooperative and flowers demonstration at Panisara in Jhikargacha under Jashore district

Heifer International's Regional MELS Technical Lead for Asia Programs visited cooperative and flowers demonstrations at Jhikargacha upazila under Jashore district.



Buddi Associate director Heifer Asia region visited and observed PSRP sessions on CS training for Alorsandhan Nari Kallyan Somoboy Somiti members at Hazrakhan Chowgacha, Jashore.



### AT a Glance



ONGOING FROM  
July 2023-June 2027

Total Budget  
BDT 10,78,99,789



Project Participants  
5500

No. Of Staff

13

(Male: 11, female: 02)



Area Coverage  
**Jashore** District  
(Jhikargacha & Chowgacha Upazilla)



Flower Festival 24: Our Gerbera cooperative members received certificate from the DC Jashore based on display and performance of flowers stall in the festival.