



ENHANCING BANANA PRODUCTION AND MARKETING IN THE SOUTHERN DELTA OF BANGLADESH

Harvesting Quality, Supplying Excellence



The "Enhancing Banana Production and Marketing in the Southern Delta of Bangladesh" project, implemented by Rural Reconstruction Foundation (RRF) with support from Chemonics International Inc. (USAID), commenced on 7 June 2023 and ran till August 2024. This 12-month initiative targets three districts—Jashore, Jhenaidah, and Chuadanga—and covers six upazilas, including Jashore Sadar, Monirampur, Kaligonj, Kotchadpur, Jhenaidah Sadar, Mohespur, and Jibannagar. The project aims to empower banana farmers with modern cultivation techniques, improve production quality, and strengthen market linkages.

FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	Enhancing Banana Production and Marketing in the Southern Delta of Bangladesh
2	Duration	June 2023 to August 2024
3	Supported By	Chemonics International Inc., USAID, RRF
4	No. of beneficiary in FY:2023-24	1000 individuals (997 males and 3 females).
5	No. of staff	06
6	Working Location	03 Districts (Jashore, Jhenaidah and Chuadanga) 06 Upazillas (Jashore Sadar, Monirampur, Kaligonj, Kotchadpur, Jhenaidah Sadar, Mohespur and Jibannagar)

PROJECT OBJECTIVES AND GOALS

The sub project goal is to ensure supply of quality Banana through safe Banana production and marketing and increase their income. The objectives are-

1. Enhance the production of safe bananas.
2. Introduce banana fruit bags and other management practices for safer production.
3. Increase farmers' technical capacity in banana production technologies and post-harvest management.
4. Facilitate linkages between banana farmers and local, regional, and national buyers.

KEY ACTIVITIES AND INTERVENTION

1. **Farmer Capacity Building Sessions:** Conducted training sessions on banana production technology and post-harvest management for all 1,000 farmers.
2. **Demonstration Plots:** Established 10 demonstration plots showcasing the effectiveness of banana fruit bags for quality production.
3. **Farmers' Field Day:** Held 10 field day events to demonstrate and promote the use of banana fruit bags.
4. **Distribution of Banana Fruit Bags:** Distributed 10,000 banana fruit bags among farmers to support safe production.
5. **Market System Development:** Connected banana farmers with buyers, resulting in the supply of 226.13 MT of bananas to Hanay Foods Pro Ltd., exceeding the 225 MT target.

SPECIAL FEATURES

Feature-1: RRF Provides Banana Fruit Bag to Produce Safe Banana: RRF Provides Banana Protection Bag among Banana farmers so that they could produce safe Banana and achieve high market price. This contribution helps banana farmers to develop their economic growth.

Feature-2: RRF, Chemonics Personnel, and Indian Banana Expert Visit: On a significant day, representatives from Rural Reconstruction Foundation (RRF), Chemonics International, and an expert in banana cultivation from India conducted a field visit to Ganna, located in Jhenaidah district.

Feature-3: RRF harvest and supply Banana to Hanay Foods Pro Ltd. : RRF collects safe, premium-quality bananas from its network of farmers and supplies them to Hanay Foods Pro Ltd.

Hanay employs modern harvesting methods, washes the bananas with fresh water, and ripens them in a dedicated chamber. These high-quality bananas are then distributed to different super shop (e.g Swopno, Agora, Meena Bazar etc), Foreign Embassy, Govt. Institutes, Five-star hotel etc.



IMPACT OF THE PROJECT

- **Reduction of Chemical Fertilizers:** Farmers have become more aware of the harmful effects of chemical fertilizers and are using them more responsibly.
- **Improved Water Management:** Training has improved farmers' understanding of efficient irrigation methods, reducing water misuse.
- **Knowledge Enhancement:** Farmers gained insights into bio-pesticides, eco-friendly fertilizers, disease management, and post-harvest techniques.
- **Adoption of Fruit Bags & Expanded Market Reach**

CHALLENGES

- **Low Adoption of Fruit Bags:** Farmers are hesitant to use banana protection bags and need more awareness of the benefits.
- **Limited Access to Planting Materials:** The unavailability of tissue-cultured banana plants and seeds poses a challenge.
- **Water and Pest Management:** Farmers require more training to enhance their knowledge in these areas.

PARTICIPANT REFLECTION

I am Md. Ratan Mia, son of Md. Abdul Halim, from Katapole, Hashadah Union in Jibannagar, Chuadanga. I'm the third among three brothers and two sisters, and I'm currently 35 years old. Unfortunately, due to poverty, I couldn't continue my education beyond class nine and had to join my father in farming. I have a son in class seven and a daughter in class three. I initially struggled to make a profit from banana cultivation because I was using old methods. However, in June 2023, I became a member of the RRF-implemented Safe Banana Project. Through this project, I've learned many important things about banana cultivation, including modern eco-friendly practices, fertilizer and water management, and the use of organic pesticides. With the training I received, I'm now able to produce bananas in an environmentally friendly way. This has allowed me to earn more profit than before, and my neighbors are encouraging me to continue. I really hope that RRF will keep supporting banana cultivation activities in the future.



Name: Md. Roton Mia
Father Name: Md. Abdul Halim
Village: Katapol, Union: Hashadah
Thana: Jibannagar, Dist: Chuadanga