

STRENGTHENING CLIMATE SMART VEGETABLE AND FLOWER VALUE CHAIN IN BANGLADESH

Resilient Green Futures

🎯 To Achieve sustainable living Income of farmers through strengthening vegetable and flower value chain in Jashore, Bangladesh by 2027

🏠 Major Activities

- 4500 Vegetable and 1000 flower farmers are mobilized into the 220 self-help groups (SHGs).
- Meeting with Project Implementation Management Committee
- 7 FPOs member receive training on Participatory Self Review and Planning (PSRP), business planning, financial management, Heifer's Cornerstones, Gender, and Justice.
- SHG members are transformed into the 7 FPOs.
- Coop 360 software installation at FPOs
- Orientation to FPO members on stander operation procedure (SOP)
- Organize and introduce savings and credit activities at 7 FPOs.
- Organize monthly meetings at 7 FPOs
- Organize training for 7 FPO members on financial management, business management & planning
- Conduct capacity assessment for FPOs and planning, Organize FPO's business visioning workshop
- Agriculture Entrepreneurship support, Good Agriculture Practices (GAP)
- Cornerstone training for Cooperative, Gender & Justice Training
- Training on Flowers production, Training on IPM/ICM
- Bi-annual meeting with multi-stakeholders
- Ensure New variety seed to coop. beneficiaries

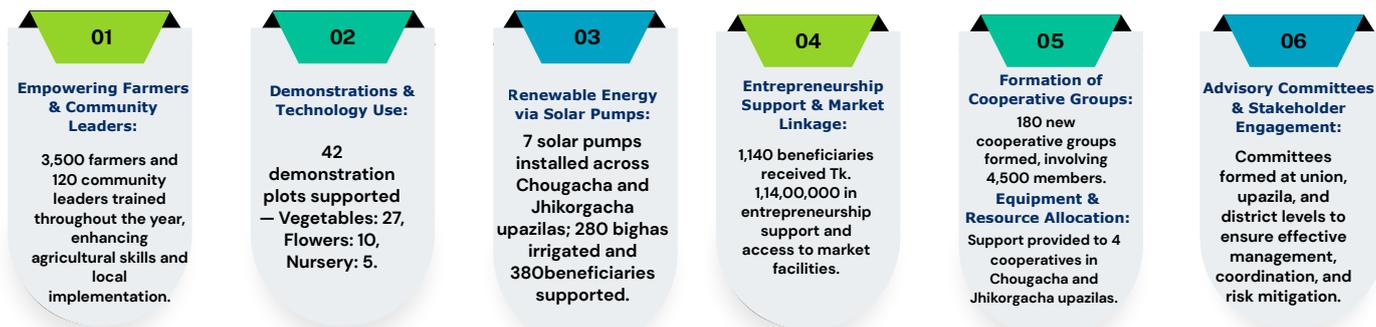
Overview

The "Strengthening Climate Smart Vegetable and Flower Value Chain in Bangladesh" project implemented by RRF at 2 Upazila (Chougacha & Jhikorgacha) under Jashore district by improving climate-resilient practices, increasing market access, building farmer resilience by the considering with a goal to improve the sustainable income of targeted beneficiaries. The project implements strategies like promoting organic fertilizer & pesticides, Solar irrigation, community-based entrepreneurship activities like vermicomposting along with providing training on safe production techniques. On the other hand, the project also main focusing on formation of Self-Help Groups (SHGs) for women farmers and facilitates their access to market and ensuring sustainable save finance.

📌 Specific Objectives

- Strengthen rural communities and institutions through building social capital and community platforms
- Increase safe vegetables and flowers production and productivity
- Farmers adopted renewable energy solutions in vegetable and flower farming
- Strengthening agribusiness and inclusive market systems
- Developing sustainable economic activities on vegetables & Flowers and market linkage to provide long-term income and support
- Strengthening communities base cooperatives beneficiaries facing for climatic change impacts, economic downturns and other crises through resilient food systems and diversified income streams.

Achievements in FY 2024-25



Key Successes & Milestones

1. Agriculture & Technology Demonstrations

- All targeted demonstrations—vermi compost, vegetable tech demo, partnership-based demos, flower variety promotion—were fully achieved (100%).
- One activity (FFD technology demo with partners) achieved 99.24%, showing near-complete performance.

2. Nursery & Agro-Entrepreneurship Support

- Nursery support and flower/vegetable promotion activities achieved 100%.
- A major indicator—Agriculture Entrepreneurship support—met its target completely (1045 achieved vs. 1045 target).

3. Cooperative Strengthening & Digitalization

- Coops 360 software installation, cooperative formation, business planning, SOP orientation, and advisory committee activities achieved 100%.
- Cooperative 360 Software Training achieved 0%, indicating a major gap.
- Financial, leadership, and savings management training for cooperatives all achieved 100%.

4. Training Programs for Farmers & SHG Members

- Cornerstones training, gender and justice training, FFS establishment, safe vegetable training, IPM/ICM training, GAP training, seed preservation training—all achieved 100%.
- Flower production refresher training achieved 75%, below target.
- Large-scale trainings (over 1000 farmers) were completed fully.

6. Market Linkage & Multi-Stakeholder Platforms

- Buyer linkage meetings, export workshops, and platform formation achieved 100%.
- Regular platform meetings (bi-annual) achieved 100%.
- Meeting with local traders and stakeholders also fully completed.

7. Soil Testing Promotion

- Entrepreneurs development, awareness campaigns, and SRDI meetings all achieved 100%.

Environmental & Social Impact

The Climate resilience efforts depend on Crop management, Resource management and production technique upon its requirements that are in follows:

- The project significantly enhances climate resilience by integrating improved crop management, resource conservation, and adaptive production techniques across farming communities.
- Environmentally, the introduction of drought-, heat-, salinity- and pest-resistant varieties reduces crop loss and promotes biodiversity, while mulching and soil-health practices conserve moisture, prevent erosion, and improve soil fertility.
- The adoption of solar-powered irrigation and efficient water-use methods decreases pressure on groundwater and cuts carbon emissions from diesel pumps. Protected cultivation structures such as sheds and polyhouses shield crops from extreme temperatures and pest attacks, enabling cleaner and more sustainable production.
- Socially, these interventions improve farmers' adaptive capacity, ensure consistent yields, enhance food and nutrition security, and increase incomes even under climate stress. They also reduce input costs, create new livelihood opportunities—especially for women and youth—and build stronger, more resilient farmer cooperatives and communities.



Capacity Building and Training

01

SOP Workshop/Training for Cooperative with Stakeholders

- Duration: 3 days
- Participants: 15 (PMF, Cooperative members, Cluster Manager, Upazila Cooperative Officer)

02

Credit and Savings Management Training

- Duration: 2 days
- Participants: 18 (PMF, CM)

03

TOT for Cornerstones Training

- Duration: 1 day
- Participants: 7 Cooperative beneficiaries

04

Cooperative 360 Software Training

- Duration: 1 day
- Participants: 7 (Accounts personnel, PC, Cooperative beneficiaries)

05

Cornerstones Training of PMF

- Duration: 4 days
- Participants: 2 PMF

06

SOP Orientation for Cooperatives

- Duration: 1 day
- Participants: 7 (PMF, Cooperative beneficiaries)

07

Training on Seed Preservation/Storage

- Duration: 1 day
- Participants: 301 Cooperative beneficiaries

08

Savings and Credit Management Training for Cooperative

- Duration: 2 days
- Participants: 30 (PMF and Cooperative beneficiaries)

Basic Information



Supported by:
Heifer International Bangladesh



Duration:
From 1st July 2023 to 30 June 2027



Budget:
BDT
30,477,072



Staff:
13



No. Of Beneficiary:
5500
All Female under 220 groups)



Area:
Jashore District
(Chougacha & Jhikargacga Upazillas)



Major Challenges

- **Climate Change:** Fluctuation of weather like, Highly temperature and Stream, Sudden flood and undurable drought as well as excess salinity causes vast threat of vegetables & Flower production
- **Community Resistance:** Some time family and local leaders discourage to SHFs member in savings, share and loan activities.
- **Market volatility:** Fluctuation of price or rate, insufficient market access, more supply of same vegetables & flowers.
- **Inputs Issues:** Agri. inputs rate gradually high, Using of unexpected chemicals and lack of finance access.
- **High preliminary Cost of Solar Pump:** The first challenge of the solar pump technology is the highly initial cost that affected to disseminate the solar
- **Lengthy process of Soil Sample Testing and procedure:** Sample collecting and waiting for laboratory test results can be more time consuming

Actions taken to Overcome Challenges

The project has strengthened sustainable agriculture by promoting climate-resilient vegetable and flower varieties and enhancing farmers' capacity. Engagement with DAE, local administration, and awareness programs has improved women's participation. Solar irrigation pumps have addressed water scarcity, while vegetable and flower cultivation has created income-generating opportunities and employment for small-scale farmers and rural women.

Voice of Transformation



Nahar Sultana, 38, from Hazrakhana Majher Para, Jashore, once balanced household chores with part-time teaching. In 2023, she joined the Alor Shandhan Nari Kallayan Samobay Sammittee Ltd. Cooperative and received training from Heifer International and RRF under the BD-17 Project. With her husband's encouragement, Nahar started a vermicompost business, setting up 12 compost chambers with financial support from the government and her cooperative.

By 2025, her income reached BDT 150,000. Despite challenges like high humidity affecting sales, she successfully sold vermicompost and earthworms, adding value with packaging and promoting organic farming in her community. Nahar's perseverance transformed her role in household decision-making, inspired other women to start businesses, and established her as a respected entrepreneur and role model.

Her journey is a testament to empowerment, partnership, and sustainable change—proving that with training, support, and determination, women can turn challenges into opportunities and uplift their families and communities.