



TALES OF GRASSROOT ENTREPRENEURS



EMBASSY OF DENMARK





ABOUT THE PUBLICATION

This publication offers an intimate glimpse into the transformative journey of small farmers and micro-entrepreneurs participating in the 'Safe Meat and Dairy Product Market Development Sub-Project' under the Rural Microenterprise Transformation Project (RMTP). The collection of case stories showcase the impact of six significant interventions designed to overcome longstanding challenges in the meat and dairy value chain in the rural heartlands of Chuadanga, Meherpur, and Jhenaidah districts. Each story and photograph capture the essence of transformation—how traditional farming practices have evolved, access to quality resources has empowered farmers, and these changes have led to increased income, job creation and better nutrition for family and the community. The photographs capture not just moments in time, but the essence of the change that has swept through these communities—highlighting the improved livelihoods and strengthened value chains of meat and dairy products that have emerged as a result of the project's focused efforts. It vividly portrays the project's impact, illustrating not just the context but the tangible results achieved. While this book offers a comprehensive overview, the stories and successes it highlights are just the beginning. We encourage our readers to visit our project sites, either online or in person, to explore the full breadth of the transformation taking place through these sub-project interventions under RMTP.



TALES OF GRASSROOT ENTREPRENEURS

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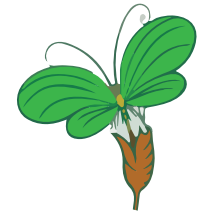
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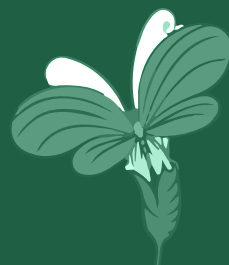
INTERVENTIONS

PROJECT HIGHLIGHTS

TALES OF GRASSROOT ENTREPRENEURS

PATH FORWARD

ABOUT THE PROJECT



Since January 2022, WAVE Foundation has been implementing the 'Safe Meat and Dairy Product Market Development Sub-Project' as part of the 'Rural Microenterprise Transformation Project (RMTP)'. This initiative is made possible with the valuable support from RMTP Project of Palli Karma-Sahayak Foundation (PKSF) jointly funded by International Fund for Agricultural Development (IFAD) and the Danish International Development Agency (DANIDA). The RMTP is designed to provide financial services for microenterprises and enhance the income, food security, and nutrition status of small-scale farmers, entrepreneurs, and other stakeholders involved in the value chains of selected high-value agricultural products. Under RMTP, the specific goal of WAVE's sub-project is to boost the income of marginal and small farmers as well as market entrepreneurs in the meat and dairy sectors, ensuring food security and improving family nutrition. The efforts focus on developing the value chain for safe meat and dairy products, including value addition, expanding financial services for enterprise development, and strengthening institutional structures. The project is also working to enhance the range of enterprises and expand their operations through efficient production methods and robust market connections for marginal and small farmers. Addressing challenges such as inadequate animal services, lack of quality cattle feed, traditional farm management, poor processing, limited knowledge on safe meat and milk production, and lack of access to ICT and financial services, the project is making a significant impact. WAVE is implementing this project in Damurhuda Upazila and Sadar Upazila of Chuadanga District; Mujibnagar Upazila, Sadar Upazila, and Gangni Upazila of Meherpur District; and Sadar Upazila of Jhenaidah District through six major interventions focusing on sustainable growth, market demand, and linking small farmers and micro-entrepreneurs to comparative advantage and growth potential. All the interventions are dedicated to creating a brighter future for rural communities by establishing sustainable value chains for high-quality agricultural products.

VALUE CHAIN DEVELOPMENT
CLIMATE SMART TECHNOLOGY TRANSFER
ENTREPRENEURS MECHANIZATION
ENVIRONMENT FRIENDLY SUSTAINABILITY
MICROENTERPRISES
FINANCIAL SERVICES
NEW TECHNOLOGIES
SAFE INPUTS & SERVICES
CERTIFICATION LIVESTOCK
TRAINING & WORKSHOP
FOOD SECURITY
FAMILY NUTRITION
STRONG MARKET LINKAGES
POLICY DIALOGUE
CERTIFICATION LIVESTOCK
FINANCIAL SERVICES



PROJECT NAME

'Safe Meat and Dairy Product Market Development Sub-Project' under 'Rural Microenterprise Transformation Project-RMTP'



PROJECT GOAL


To increase the income of marginal and small farmers and backward and forward market entrepreneurs related to meat and dairy sub-sectors, ensure food security, and improve family nutrition.



PROJECT PARTICIPANTS

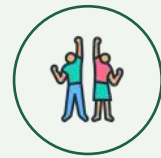
27,014 Farmers

 **358** Male

 **26,656** Female



1,000
service providers



13,204
Youth Participants

PRIMARILY TARGET



15% Poor



22% Transitional Poor



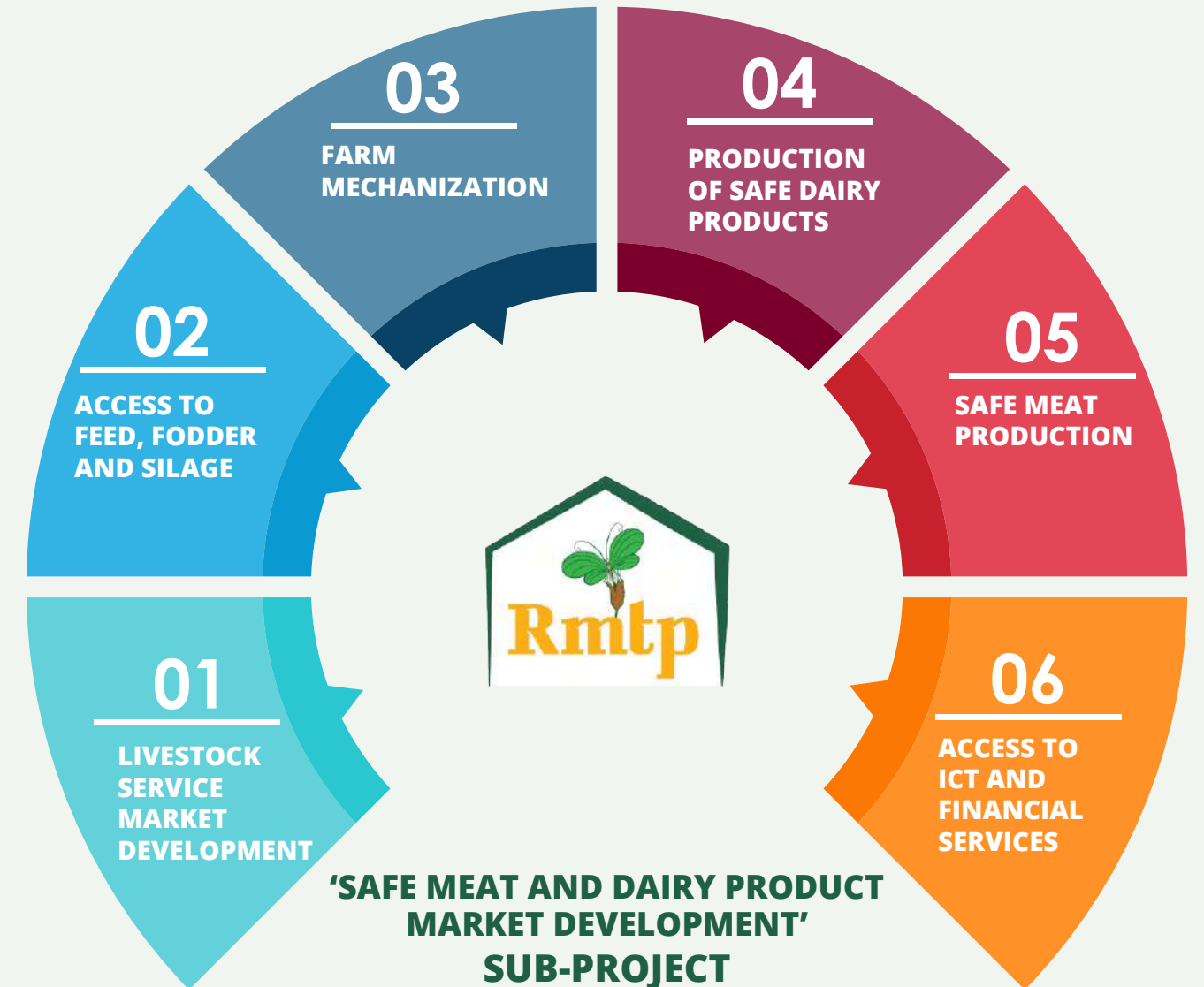
63% Enterprising Poor



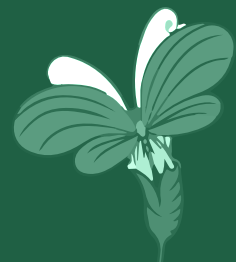
DURATION

January 2022 to September 2025

FINANCIER



INTERVENTIONS



সেবাসমূহঃ #

পরীক্ষা

যোগাযোগঃ 01915-691-773627

সার্বিক সহযোগিতায়ঃ



A COMMUNITY-FOCUSED VISION: THE CATALYST OF CHANGE IN RURAL VETERINARY CARE



ANIMAL CARE POINT

Holidhani Bazar
Jhenaidah Sadar, Jhenaidah



“

**RMTP FILLS ME
WITH CONFIDENCE
IN EMPOWERING
FARMERS AND
UPLIFTING MY
COMMUNITY
THROUGH ADVANCED
VETERINARY CARE**

Dr. MD SHAZEDUR RAHMAN
Private Veterinary Practitioner

Born into a farming family, Dr. Md Shazedur Rahman saw firsthand challenges of rural farmers in animal health care. Although government veterinary services existed, many marginalized farmers could not access them. From a young age, Shazedur dreamed of addressing this gap in his community. He pursued his graduation in veterinary science. After graduation, he started working on a private farm, but his inner desire to serve his community soon called him back. In 2019, he returned home and began providing door-to-door veterinary services to rural farmers. Despite noble intentions, lack of promotion and equipment limited his monthly income to BDT 10,000-15,000. His financial difficulties continued, and the lack of modern diagnostic facilities hampered his ability to serve his community. Determined not to give up, he dreamed of a veterinary diagnostic center. Later in 2019, he learned about the RMTP and contacted them for support in expanding his services. RMTP was impressed by his qualifications and dedication and provided initial support. The project supported him in attending a 5-day training program on “Veterinary

Diagnostic and Laboratory Services” and securing a BDT 150,000 loan from WAVE Foundation to help him establish ‘Animal Care Point’, the first private diagnostic center in his community. RMTP covered 30% of the costs for the ultrasonography machine and diagnostic center development, allowing him to offer advanced services. Animal Care Point now serves 30-32 farmers’ daily, improving livestock health through essential veterinary care. His initiative benefited not only himself but also the community. He created jobs by hiring two assistant doctors, a lab assistant, and an office assistant. His personal income increased by 50%, even after covering expenses. His upgraded diagnostic services have improved livestock health, increased production, and benefitted the economy of his community. Now, Dr. Shazedur envisions expanding his services even further, reaching more communities, and continuing to reduce unemployment while enhancing the lives of local farmers.

A portrait of Jaminur Rahaman, a man with a beard and mustache, wearing a blue and white polo shirt. He is smiling and looking directly at the camera. The background is slightly blurred, showing shelves with various items.

REVITALIZING RURAL LIVESTOCK CARE: THE INSPIRING JOURNEY OF EMBRACING INNOVATION



**HUZAIFA DRUG HOUSE AND
VACCINE HUB**

Shankarchandra, Chuadanga Sadar
Chuadanga



**SEEING THE CHANGE
IN MY COMMUNITY
AND KNOWING
I HAD A HAND IN
IT IS WHAT DRIVES
ME EVERYDAY**

JAMINUR RAHAMAN
Livestock Service Provider



Jaminur Rahaman used to be a Livestock Service Provider (LSP) in his early career. In 2008, he went abroad seeking a better life but faced hardship, isolation from his loved ones, and an accident in 2015 left him unable to work. Returning home the same year, he decided to rebuild his career as an LSP. After college, he spent a year training in animal husbandry through a local NGO and later completed a 3-month training program in 2018 under the Department of Youth Development, GoB. Initially, he struggled to gain recognition in a market crowded with unskilled service providers. In 2022, a Value Chain Facilitator (VCF) introduced him to the RMTP project. RMTP endorsed him as a trusted LSP and provided essential training. This official recognition gave him the credibility he needed to connect with more clients within the RMTP network. His reputation grew as farmers recognized his dedication and quality service. “Before RMTP, I could barely engage 50 farmers a month. Now, I serve 250-300 farmers monthly. It has

completely changed my livelihood,” Jaminur recalls. Deeply impressed by his dedication and the positive feedback from those he served, RMTP supported him in setting up ‘Huzaifa Drug House & Vaccine Hub’ in Shankarchandra. This support has made other LSPs rely on his hub for vaccine collection. It has increased his earnings and enabled him to create employment for a person to manage his pharmacy, freeing up his time to focus on providing doorstep veterinary services to rural farmers. The respect and trust he long sought were finally his, as farmers turned to him for advice, and livestock diseases significantly decreased under his care. Looking ahead, Jaminur dreams of expanding his business into a modern veterinary pharmacy, ensuring his community thrives. The project has established 22 vaccine hubs, with an additional 8 hubs created through the demonstration effect, collectively serving 46,723 individuals so far across all project areas.



FROM GRASS TO GRACE: AN INSPIRING SOLUTION TO THE COMMUNITY'S FODDER SHORTAGE



GRASS DEALER POINT

Hamdaha, Alfalha Hospital Mor
Jhenaidah



**THE TRAINING OPENED
MY EYES TO NEW
POSSIBILITIES AND
ALLOWED ME TO STAND
WITH MY HEAD HELD
HIGH IN MY COMMUNITY**

JAMINA KHATUN
Grass Producer and Seller



Jamina Khatun, now 51, has a life story marked by tragedy and misery. She was married at 16 and divorced two years later with a son, she faced immense struggles and societal stigma as a single mother. But she was determined to provide a better life for her child and herself. She began working at a furniture shop, yet she fought to make ends meet. She used to sell grass to supplement her income, selling about 50 bunches daily. Despite her efforts, life remained difficult. She could barely afford food, let alone other necessities like shelter or medical care. In 2023, WAVE identified her grass-selling initiative as a solution to the community's fodder shortage. RMTP trained her in grass cultivation and business management. Through training, she discovered new opportunities, and with RMTP's grant support, she built a terrace for organized grass storage. It increased her sales, as it was now more appealing to customers. Her daily sales significantly increased to 450-500 bunches. She expanded her product range to include jackfruit leaves and

straws to meet growing demand. Her business expanded, connecting over 20 local women in her community, buying and selling their products to farmers. In April 2024, she took a BDT 150,000 loan from WAVE Foundation to lease land for more grass cultivation. This expansion further strengthened her business, enabling her to meet growing market needs. RMTP also facilitated her participation in community events, and her success was recognized by the District Livestock Office, which invited her to join their committee. Jamina now owns a house on 3.5 decimals of land and runs the business with the full-time support of her son. Her achievements inspire other women in the community. "I dream of empowering more women through initiatives like this, creating opportunities for them to stand on their own feet and lead better lives," she reflects on her journey. The project has implemented 10 similar initiatives and inspired 22 more, benefiting 98,345 individuals so far across the areas.



TRANSFORMING CATTLE CARE: SHARMIN'S SUCCESS WITH THE COW COMFORT ZONE




SHARMIN'S COW COMFORT ZONE
Teipur, Alukdia, Chuadanga

“

I TAKE PRIDE IN THE POSITIVE CHANGES IN MY LIFE. EMBRACING NEW PRACTICES HAS TURNED SETBACKS INTO OPPORTUNITIES FOR GROWTH

SHARMIN AKHTER
Cattle Farmer



Sharmin Akhter, a 36-year-old housewife from Teipur village in Chuadanga District, once relied on rearing cows as an additional income to support her family. In 2023, a tragic incident occurred when one of her cows died after becoming entangled in its rope, resulting in a financial loss of BDT 100,000. For a small farmer like Sharmin, this was a crushing blow. Realizing the need to improve her cattle-rearing practices to prevent further losses, she sought training to enhance her skills. During this time, she learned about RMTP through WAVE Foundation. Hearing her devastating story, RMTP visited her small farm and assessed her situation. They discovered that Sharmin already possessed significant knowledge about cattle farming and recognized her potential to become a lead farmer in her community with the proper guidance and support. RMTP enlisted her in their project and provided a one-day training on 'Advanced Training on Livestock Rearing.' From the training, Sharmin was introduced to the concept of a 'Cow Comfort Zone.' Unlike traditional practices, where cows are often tethered and confined, this approach

prioritizes open environments, avoiding tethering. With 25% support from RMTP and additional funds, she established a cow-comfort zone on her seven decimals of land for her two cattle. Her cows can access huts and designated feeding areas and graze freely. This reduces stress, accidents, and diseases while improving health, milk production, and fertility. Since implementing this practice, Sharmin has noticed remarkable improvements. "My cows have improved since we switched to these new practices. They are healthier and producing more milk than ever," she shared. Within a year, her herd grew to 28, with newly born calves, and her production and monthly income increased by 50%. "Many farmers visit my farm to see the cow comfort zone and adopt similar practices," she says proudly. She actively participates in RMTP's district and sub-district programs, sharing her knowledge. Looking ahead, Sharmin plans to expand her farm further, creating more employment opportunities and continuing to support her sons' higher education.

A portrait of Md. Ashraful Haque, a middle-aged man with a beard and mustache, wearing a light-colored striped shirt. He is smiling and has his arms crossed. The background is slightly blurred, showing some greenery and a structure.

IGNITING A QUIET CHANGE: JOURNEY TOWARDS ECO-FRIENDLY FARMING PRACTICES



KRISHI KHAMAR
Teipur, Alukdia, Chuadanga



“

**I ASPIRE TO TURN
DUNG INTO DOLLARS,
CONTRIBUTING TO
A SUSTAINABLE
ENVIRONMENT FOR THE
WELL-BEING OF FUTURE
GENERATIONS**

MD. ASHRAFUL HAQUE
Fertilizer Manufacturer

Ashraful Haque, owner of Krishi Khamar, used to support his eight-member family by working at a tea stall and as a day laborer, but poverty persisted. In 2018, he attempted sheep rearing but faced losses due to inexperience. During that time, he observed a rising demand for organic fertilizers and started small-scale vermicompost production in 2020. Despite initial challenges with sourcing cow dung and using inefficient methods, his efforts began yielding profits. In 2022, RMTP got to know him through the WAVE Foundation. Recognizing his dedication and potential RMTP provided him with a one-day training on 'Farm Mechanization and Vermicompost Production,' enabling him to refine his techniques. With RMTP's support, he was registered as an official fertilizer supplier and received a 25% grant for a modern vermicompost plant, boosting his production capacity from 7-8 tons to 85-90 tons monthly. Materials like cow dung, banana trees, kitchen waste, and water hyacinth made his operations more eco-friendly. Seeing further growth potential, he took a loan of BDT 200,000 in 2023 from WAVE Foundation

to purchase a compost separator machine. Today, Krishi Khamar produces 28 products, including vermicompost, tricho fertilizer, and organic fertilizer. The business employs 10 permanent and 20 non-permanent workers and sources raw materials from 600 RMTP members, promoting environmentally friendly farming practices. RMTP also supported him in partnering with major agro-farms like ACI, Lal Teer, Mazin Agro, and Rush Agro, who regularly purchase his fertilizers. His son also helps sell their products online by their own name 'Krishi Khamar'. From a struggling day labourer, Ashraful now earns BDT 80,000-90,000 monthly, transforming not only his own life but also benefiting his entire community. He now dreams that one day Krishi Khamar will export its products beyond the country and earn dollars. Impacting 34,580 individuals so far, the project established 9 similar units, and 13 more were established as a demonstration effect, ensuring green compost production and promoting sustainable farming practices in the community.

A portrait of Monara Khatun, a woman wearing a patterned orange and blue headscarf and a matching patterned orange and blue long-sleeved top. She is looking directly at the camera with a slight smile. The background is a blurred green field.

EMBRACING FARM MECHANIZATION, ENVISION A BRIGHTER FUTURE



MONARA KHATUN DAIRY FARM
Amirpur, Chuadanga



**LOCAL FARMERS
OFTEN VISIT MY FARM
TO LEARN FROM MY
METHODS AND I HAVE
GAINED A NEW LEVEL
OF RESPECT AND
RECOGNITION**

MONARA KHATUN
Dairy Farmer



In Amirpur village of Chuadanga District, Monara Khatun was living her days in financial hardship with her family. Her husband, Bisharat Ali, was a daily labourer who struggled to support their family of six. She tried desperately to find ways to improve their situation, but being illiterate she felt hopeless. In 2015, she bought a cow to contribute to her family's income from milk sales. Gradually her herd grew and the small farm expanded, but financial difficulties persisted. Although her herd was growing, her lack of experience in cattle rearing resulted in low milk production and frequent health issues for her cows. The RMTP project, through the Value Chain Facilitator of WAVE Foundation, discovered her struggling farm in 2022. After assessing her situation, they identified mechanization as the key to improving her farm's productivity. Pinpointing her potential, RMTP team enlisted her as a Dairy Farmer and provided one-day training on "Cattle Husbandry Technology". The training covered modern practices such as animal feed management, waste management, animal health, vaccination, deworming, and farm mechanization. Monara decided to mechanize

her operations. With 50% support from RMTP, she purchased a Feed Grinder Machine to enhance feed management. In addition, she invested in a milking machine to streamline milk production. Her farm's milk production significantly increased after implementing RMTP's farm mechanization recommendation, resulting in a substantial rise in monthly income and enabling her to supply cow's milk to communities beyond her own. Daily milk yield from her five cows increased from 20-30 liters to 70-80 liters leading to a monthly income rise from BDT 15,000 to BDT 25,000. Her success has allowed her husband to quit his job as a day labourer. They have also purchased a motorcycle. Bisharat now uses the motorcycle to assist her in managing the farm. "My wife's patience, concentration, and hard work have significantly improved our family's circumstances", he expresses with gratitude. Monara is determined to continue expanding her farm, with a vision of having over 50 cows producing 500 liters of milk daily.



A SWEET SUCCESS OF A LOCAL CONFECTIONER: BALANCING TRADITION WITH INNOVATION



AMIN MISTANNO VANDAR
Degree College Para, Gangni, Meherpur

“
**I WAS LOSING SO
MUCH MILK AND
FELT STUCK, UNABLE
TO MEET DEMAND.
THE SUPPORT FROM
RMTP CHANGED
EVERYTHING**

MD. RASIDUL ISLAM
Confectioner



In the neighborhood of Degree College Para in Gangni Upazila, Meherpur District, Amin Mistanno Vandar has stood for years. Rasidul Islam, the owner, inherited the business from his father and significantly expanded it. By recruiting skilled artisans from Bogura, he met the rising demand for quality sweets in the local market. Despite rising demand and a growing reputation, his business struggled due to insufficient local milk supply and inadequate storage facilities. In 2022, he found a lifeline in the RMTP and applied to participate the project. Through their Market Exposure Visit to Sirajganj, he discovered a chilling plant, a crucial solution to his milk storage problem. This plant allows to store large quantities of milk without freezing it, ensuring the quality and taste remains intact for up to three days. Inspired by the visit, he invested in a chilling plant with partial support from RMTP, covering 25% of his total costs. The plant revolutionized his operations, enabling him to source milk from distant areas, reduce wastage, and meet increased demand.

His daily sweet production doubled from 600 kg to over 1,200 kg. “With RMTP’s guidance and the chilling machine, I have transformed my business. It’s been a complete turnaround,” he shared. He also introduced premium yogurt and new sweet items, further diversifying his offerings. RMTP supported him in obtaining ISO certification and guided him through BSTI certification, boosting his brand’s credibility and attracting more customers. Today, Amin Mistanno Vandar is a trusted regional brand employing 20 people and serving communities beyond Gangni through outlets in Kushtia and Chuadanga. Inspired by his success, two other local entrepreneurs adopted chilling plants, improving milk storage and fostering local business growth. From inheriting a small shop to becoming a market leader, Rasidul dreams of further expanding his business, opening more outlets, and creating employment opportunities.



CORPORATE CUBICLES TO COMMUNITY CATALYSTS: THE JOURNEY OF TWO FRIENDS




BISMILLAH ENTERPRISE
Hatkalugonj, Chuadanga Sadar
Chuadanga



“**LEAPING INTO ENTREPRENEURSHIP
WAS RISKY BUT REWARDING
DECISION WHERE RIGHT SUPPORT
TURNED MY VISION INTO A REALITY**
MD. SUMON ALI, Matha Entrepreneur

“Local corporate scenarios are often devastating—lead to long hours, low pay, and job insecurity,” said Sumon Ali, a young man from Hatkalugonj, Chuadanga, who found himself caught in the same familiar situation. With the constant pressure and lack of job satisfaction, he made a bold decision—to quit his job to become an entrepreneur. As with many aspiring entrepreneurs, he had no clear direction. He spent hours watching YouTube videos on small-scale businesses. Once Sumon discovered a potential business opportunity in “Matha” (Fermented Milk) production. He was enthralled by the idea of bringing Matha to his community. He discussed the idea with his childhood friend, Masud Rana, who was also feeling the pressure of a corporate job and was eager to break free. They decided to explore Matha production in Sirajganj. In February 2023, they embarked on Sumon’s motorbike on a journey of almost 200 km from Chuadanga to Sirajganj to learn more. They visited several facilities in Sirajganj over two days and made deals with producers to supply Matha to their area but envisioned a challenge: storing the milk. The solution was a chilling plant. Due to lack of money, Sumon sold his motorbike, and with Masud’s savings, they bought a chilling plant in May 2023. Soon

they faced a new challenge: transporting the milk across the community. They loaded Matha in a drum onto their father’s van, planning to sell it locally. During this first attempt, a Value Chain Facilitator (VCF) from WAVE noticed them and, after hearing their struggle, introduced them to RMTP project, where they learned about tanker vans for Matha transportation. RMTP provided them with a one-day training on “Entrepreneurship in Matha Production” and covered 25% of the cost to purchase a tanker van. This investment significantly boosted their business and customer base. As their business grew, they purchased more tanker vans, expanding their operations to neighboring districts. Their monthly income jumped from BDT 12,000 to BDT 35,000. Today their business operates seven tanker vans. Sumon’s father and brother sell Matha in two vans and employ five people. Additionally, fifteen other tanker owners get supplies from them, creating more employment. Their business has not only thrived but has also had a significant impact on the community, providing jobs and inspiring others to pursue their entrepreneurial dreams.

A portrait of Abdus Samad, a middle-aged man with a mustache, wearing a maroon polo shirt, smiling at the camera. In the background, there are shelves with yellow jars.

ENHANCING TRADITION: SAMAD'S COMMITMENT TO SAFE AND QUALITY DAIRY ENTREPRENEURSHIP



CHINIPATA SWEETS

Sohid Gofur Sorok
Hotel Bazar, Meherpur



**IT IS AMAZING HOW
DREAMS CAN TRANSFORM
INTO REALITY WHEN
YOU HARNESS YOUR
KNOWLEDGE AND THE
RESOURCES AROUND YOU**

ABDUS SAMAD
Dairy Product Producer

Abdus Samad, an expert in Applied Chemistry and Chemical Engineering, spent years working in the chemical industry. In 2013, his journey into dairy production began with an unexpected twist. One day, while enjoying Bogura's yogurt, he realized it was not authentic. This sparked his curiosity, leading him to use his chemistry knowledge to make yogurt himself. He began experimentation at home and launched the business in his hometown Meherpur named "Chinipata Sweets." When he started the business in 2014, he set a dream to one day produce internationally standard cheese and dairy products. With this goal in mind, he continued his studies and gathered information. In 2023, Samad met with a Value Chain Facilitator of the RMTP project and became inspired by its efforts to revolutionize the dairy industry through diversification and market expansion. RMTP saw an opportunity to support his growth and provided him with machinery for cheese production and helped him obtain ISO certification, covering 45% of the

costs. Additionally, he received a BDT 5,00,000 loan from WAVE, enabling him to modernize and expand his business. Samad said, "With the support of the project, I had the opportunity to witness firsthand how cheese production and marketing are taking place in Sirajganj. The financial and technical backing has made the implementation of my initiative much easier." Unlike many competitors, he uses food-grade materials and also uses gas instead of firewood, giving his products a unique taste. His brand, has become known for safe, high-quality dairy products. The new dairy products are being added and this expansion has also created employment for 12 people. There is now growing demand for these products beyond district and its monthly income has doubled to BDT 60,000. RMTP project has opened doors for Samad as local entrepreneur to innovate and grow. Having established his own business, Samad has gained respect within the community.



PROMOTING SAFE FOOD: TRANSFORMATION THROUGH ENTREPRENEURSHIP AND INNOVATION



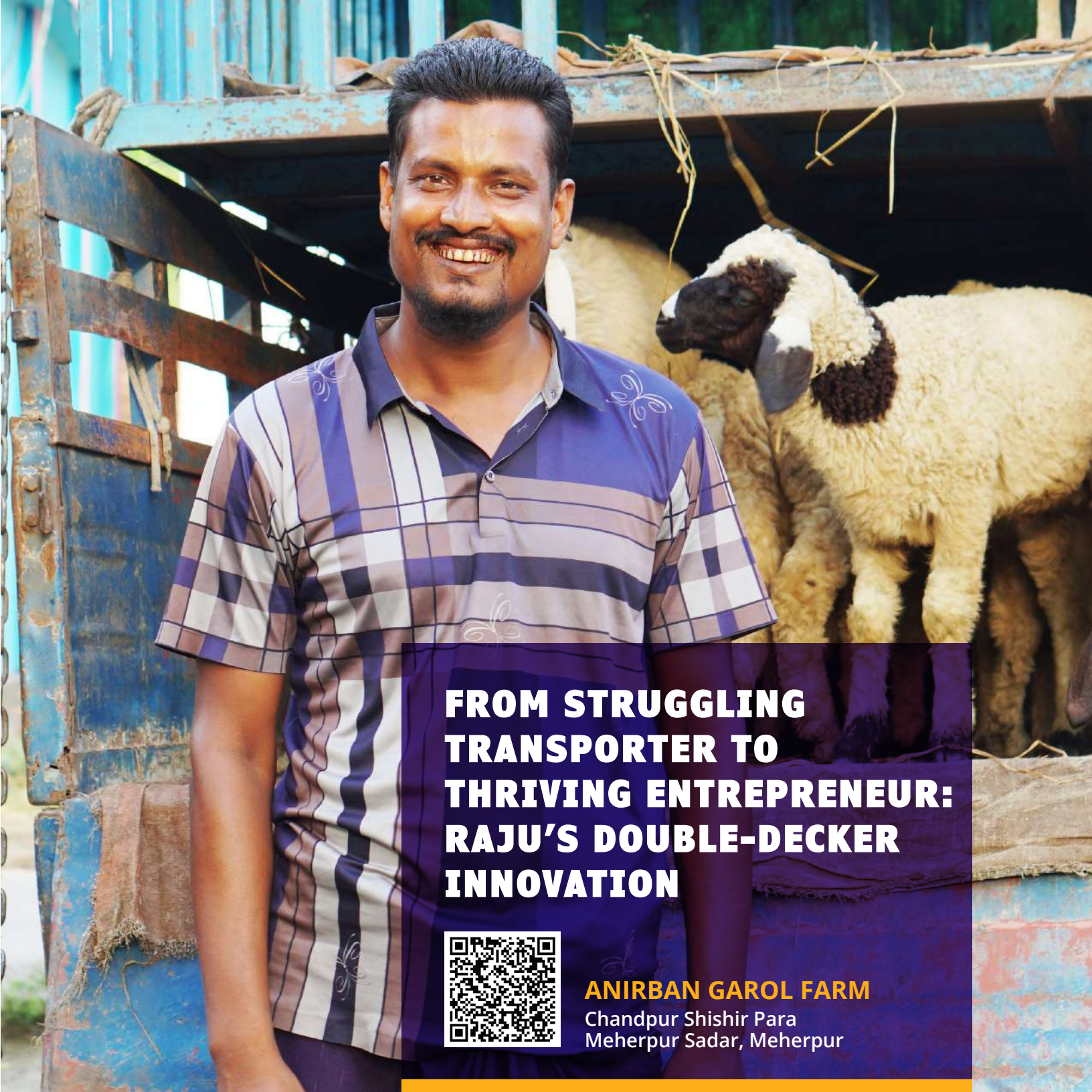
CHUADANGA MEAT
Valaipur Bazar, Chuadanga
Sadar, Chuadanga



“EVEN IN OUR FIFTIES, WE HAVE PROVEN THAT IT IS NEVER TOO LATE TO START A NEW VENTURE WITH THE RIGHT SUPPORT
MD. MOHSIN REZA, Founder Entrepreneur

Lifelong friends Mohsin and Jillur, both in their fifties, had always shared a passion for uplifting their community in Chuadanga. They were thinking of trying something new- a new business or initiative to uplift both individuals and the community but lacked a clear idea. In late 2022, they came across the RMTP project and learned about the “Safe Meat Market Development” intervention. Inspired by the idea of providing safe and hygienic meat, they decided to establish a meat processing plant. RMTP arranged visits to existing plants across the country, from which they learned a lot and used that knowledge to build their own meat processing plant called ‘Chuadanga Meat’. Jillur contributed five decimals of land in Valaipur Market, agreeing to defer rent until profitability. With RMTP’s grant covering 72% of the construction costs, they began building the facility. By mid-2023, the plant was ready for pilot operations, emphasizing strict safety protocols such as quarantining animals and maintaining hygienic slaughter and storage conditions, with meat preserved at -4 degrees Celsius. In February 2024, Chuadanga

Meat officially launched. Despite initial challenges, the business grew as the community became aware of their clean and safe practices. They soon were able to sell 7,680 kg of meat and earning BDT 50,000–60,000 monthly. Their flexible pricing made meat affordable for low-income families, ensuring the protein demand for all, particularly the marginalized communities. The business also created jobs, employing six people and sourcing healthy animals from around 100 local farmers. They also partnered with an organic fertilizer trader and a fish farmer for waste management, introducing a hygienic slaughterhouse and environmentally friendly practices. RMTP also assisted them in obtaining ISO certification by providing additional grant support. Today, Jillur and Mohsin are setting new standards in safe, small-scale meat production. With RMTP’s ongoing support, they aim to make Chuadanga Meat a national model of community-focused entrepreneurship.

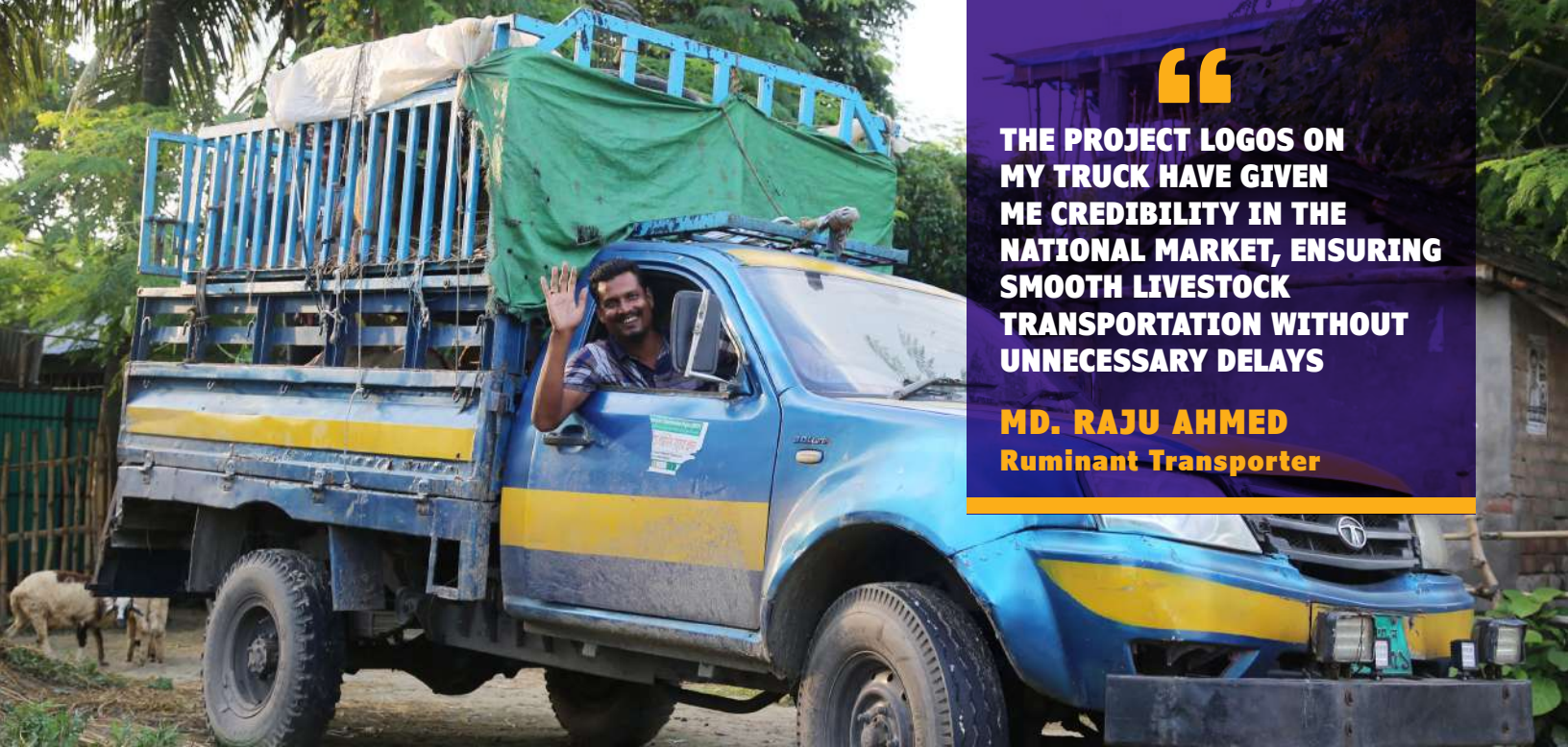


FROM STRUGGLING TRANSPORTER TO THRIVING ENTREPRENEUR: RAJU'S DOUBLE-DECKER INNOVATION



ANIRBAN GAROL FARM

Chandpur Shishir Para
Meherpur Sadar, Meherpur



“

**THE PROJECT LOGOS ON
MY TRUCK HAVE GIVEN
ME CREDIBILITY IN THE
NATIONAL MARKET, ENSURING
SMOOTH LIVESTOCK
TRANSPORTATION WITHOUT
UNNECESSARY DELAYS**

MD. RAJU AHMED
Ruminant Transporter

Raju Ahmed, a resident of Chandpur Shishir Para in Meherpur Sadar, had always been involved in his family's sheep farming business. The small scale of their operation made it difficult to provide for his family of seven. Seeking new opportunities, Raju decided to become a mini-truck driver. In 2020, Raju purchased a mini-truck on loan and began transporting small ruminants to various markets across the country. The income from driving the mini-truck was somewhat inconsistent, and it was not enough to meet Raju's growing aspirations. He often struggled with irregular orders and sought to expand his business beyond traditional ruminant transportation. Facing financial difficulties due to the loan, Raju turned to WAVE for assistance in 2022. Seeing an opportunity to improve his business, RMTP welcomed Raju into their network of transport workers. Through RMTP, Raju connected with local farmers and began transporting their sheep and goats. Besides, recognition from the project made his acceptance better in his local community as a transporter. Raju soon realized that the limited space in his mini-truck was hindering his business. He then again sought support from RMTP. This time, he was asked to modify his mini-truck into a double-decker to transport more at once. A

grant of BDT 50,000 from RMTP helped him make this crucial modification. RMTP supported him for the modification, covering 25% of the total cost as a grant. This modification enabled him to transport substantially more animals on a single trip, effectively doubling his capacity. It resulted in a considerable boost to his income. What began as a simple adjustment to his mini-truck, a creative solution to increase his transport capacity quickly transformed his entire livelihood. "Previously, I struggled to earn BDT 15,000 a month which now has turned into BDT 35,000. Today, I transport goats and sheep across the country," he explained. Raju acknowledges that having the logos of WAVE Foundation, IFAD, and Danida on his truck has given him credibility in the national market. Raju's inventive approach caught the attention of other transporters in the area, inspiring them to adopt similar strategies. Soon, several more mini-trucks were modified with double-decking, proving that one man's vision could spark a ripple effect of change within the community. Raju aspires to expand his business by acquiring two additional mini trucks in the future and creating job opportunities.



REVOLUTIONIZING VETERINARY CARE: HARNESSING INNOVATION AND TRANSFORMING LIVESTOCK SERVICE



SHAHIN PHARMACY
Bari Baka Bazar, Buripota Union
Meherpur Sadar, Meherpur



**TECHNOLOGY HAS MADE MY
VETERINARY CONSULTATIONS
ACCESSIBLE AND AFFORDABLE
FOR EVERYONE**

MD. SHAHINUR RAHMAN
Veterinary Telemedicine Service Provider



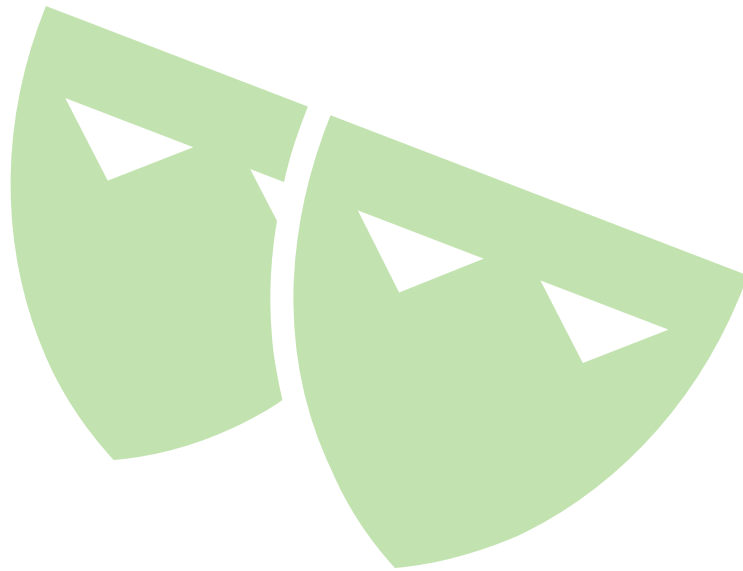
For years, Shahinur Rahman watched his life go by, working tirelessly but feeling unfulfilled. Starting his career in 2002 to support his family, he struggled financially despite 15 years of service. Determined to improve his situation and benefit others, he ventured into livestock farming and veterinary care in 2017. With support from government and private organizations, he acquired veterinary skills and began providing essential services to his community. However, he often encountered diseases he could not diagnose. In 2022, he faced a challenge when treating a farm cow with unfamiliar symptoms. Repeatedly facing such situations, he became increasingly concerned. His journey took a transformative turn when he joined the RMTP project. Through this project, Shahinur was introduced to the 'Khamar Bondhu' app, a tool that enabled him to provide more effective and timely veterinary care. RMTP supported him with a 25% grant of the total cost for establishing a vaccination hub and telemedicine services, equipping him with advanced tools and software to diagnose and treat

animal diseases effectively. Using the app, he efficiently resolves livestock issues for farmers free of charge. For complex cases, expert solutions are available at minimal costs of BDT 50 to 150. The app made veterinary consultations affordable and accessible, increasing his earnings. This app usage has revolutionized his veterinary practice and created waves of change in his community. Farmers now have access to expert care, ensuring healthier livestock and productivity. This has driven sustainable development in farming practices, benefiting both farmers and their communities. The RMTP project has not just transformed my life; it has been a source of inspiration for my entire community," Shahinur reflects. His success has set an example for others, proving that with determination, planning, and the right technology, anyone can uplift themselves and their community. The project has successfully implemented 10 similar initiatives in its operational areas, providing services to a total of 4,569 individuals to date.

PATH FORWARD

As these stories draw to a close, it becomes evident that each intervention has evolved into something far more impactful than initially anticipated. The six interventions, though distinct in their objectives, are unified by a shared purpose to transform the lives of small farmers and entrepreneurs by addressing critical challenges in the meat and dairy sectors. The stories of transformation presented in this publication are not merely individual achievements, they symbolize the ongoing potential for resilience and growth in the community. Together, these interventions have laid the groundwork for a brighter future where rural communities flourish, and sustainable development becomes a reality.





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