



# TALES OF TRANSFORMATION

**Market System Development of Safe Poultry  
& Poultry Products Value Chain Sub-Project**

**Rural Microenterprise Transformation Project ( RMTp)**





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**CREATIVE AND DIGITAL PRODUCTION**

Amartya Tarafdar

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## **ABOUT THE PUBLICATION**

This publication offers an intimate look into the transformative journeys of small farmers and micro-entrepreneurs engaged in producing safe poultry and poultry-related products under the Regenerative Market System Development of Safe Poultry & Poultry Products Sub-Project. Through these stories, readers gain a nuanced understanding of how the project is driving meaningful change across five upazilas of Faridpur district.

More than a visual record, this collection stands as a testament to the quality of resources, technologies, and market-oriented solutions introduced by the project. These include improved production practices, access to essential inputs, IoT-based farm management, diagnostic labs, composting systems, modern chicken coop models, Pekin duck farming, feed machines, egg shop development, and hygienic meat processing facilities. The narratives reflect first-hand experiences of how the RMTP Poultry Sub-Project has enhanced productivity, reduced losses, and significantly increased incomes.

Together, the photos and stories illustrate the wider impact of adopting regenerative and market-responsive practices, strengthening modern farm management, improving safe production, processing, and packaging, and creating pathways for long-term sustainability. Above all, this publication celebrates the resilience, determination, and innovation of the smallholders and micro-entrepreneurs leading this change.

It is our hope that their experiences will inspire others to embrace the sustainable value chain emerging under the RMTP Poultry intervention.



## **ABOUT THE PROJECT**

Since August 2022, the Market System Development of Safe Poultry and Poultry Products Sub-Project under the Rural Microenterprise Transformation Project (RMTP) has been jointly financed by PKSF, IFAD, and the Embassy of Denmark. Implemented by the Society Development Committee (SDC) across five upazilas of Faridpur, the project works to increase income, strengthen food security, and improve family nutrition among marginal and small farmers, as well as poultry-related micro-entrepreneurs.

The intervention focuses on value addition at multiple points along the poultry value chain, expanding access to financial services, improving enterprise management, and strengthening market systems for safe eggs, meat, and poultry products. Through efficient production methods, modern technologies, and strong market linkages, the project aims to ensure that 70 percent of participating entrepreneurs increase their income by at least 50 percent, and that 30 percent of members are able to add nutritious food to their regular diet.

A detailed value chain analysis identified several constraints in the livestock sub-sector, including limited supply of purebred chicks and quality feed, poor farm biosecurity, inadequate livestock services, weak processing facilities, limited ICT and financial access, improper waste management, and poor market linkages for safe meat and eggs. Addressing these challenges is expected to boost sales of safe poultry products by at least 30 percent and increase net profit by 20 percent for 80 percent of entrepreneurs.

The project engages 9,539 farmers (93 percent women), 500 service providers, and 3,630 youth participants, targeting poor, transitory poor, and enterpriser-poor households. Working through training, technology adoption, certification support, market facilitation, and policy dialogue, the project aims to build an environmentally responsible, competitive, and sustainable poultry value chain in Faridpur.



## **PREFACE**

It is with great pleasure that I present this publication highlighting the impact of the Market System Development of Safe Poultry & Poultry Products Sub-Project (RMTP Poultry). The poultry sector remains a vital pillar of Bangladesh's rural economy, contributing not only to food security and nutrition but also to women's empowerment, employment generation, and rural entrepreneurship.

At SDC, we believe that meaningful change begins with the right support. Through improved technologies, quality services, skill development, and strong market linkages, the RMTP Poultry Sub-Project has enabled small farmers and entrepreneurs to strengthen their livelihoods with confidence. The project's interventions, ranging from technical and clinical support to biosafety improvements and youth and women entrepreneurship, have brought visible and lasting change to rural households.

This publication captures those journeys of transformation, showcasing the path from farm to market, the growth of women-led enterprises, and the opportunities created for youth. More than a collection of stories, it stands as a learning resource and an evidence-based reflection of how strategic investment in the poultry sector can drive inclusive and sustainable development.

I extend my sincere appreciation to the beneficiaries, field teams, partners, and collaborators whose dedication made these achievements possible. SDC remains committed to strengthening rural livelihoods and advancing a resilient poultry sector in Bangladesh.

**Kazi Ashraful Hassan**  
**Executive Director**  
**Society Development Committee (SDC)**



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# A woman who refused to give up

Once earning little from her backyard flock, Shabnoor Akhter Shopna expanded into parent stock farming with a new coop and technical guidance. Her income increased by **328%**, bringing stability to her household.







Life had never been easy for Shabnoor Akhter Shopna (29). Living in the Komorpur area of Faridpur Sadar, she wanted to contribute to her family's income, but her husband discouraged the idea. Still, Shopna quietly held onto her dream of doing something on her own. She began raising a few local chickens, hoping it would lead her somewhere.

But the earnings were too small to make a real difference. Determined to improve, she kept searching for guidance until June 2025, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached her.

Through financial management, GAP, business development, and safe food production training, Shopna learned how to manage a poultry farm properly. A 20,000 BDT grant helped her build a better deshi chicken coop and expand her setup.

"Once I learned the right way, everything changed," Shopna shares. "I finally felt capable."

Starting with just 7,000 BDT income, she gradually built a flock of 150 parent chickens, selling fertile eggs and chicks to local farmers. Her monthly income has now grown to about 30,000 BDT, giving her the confidence she had long dreamed of.

Her husband, once unsure, now fully supports her work. With her earnings, she covers household needs and ensures her children's education continues without interruption.

Shopna's journey is a reminder that empowerment often begins with a single brave step and grows stronger with opportunity, knowledge, and determination.



# Turning feed into fortune

Poultry farmer, Md. Ahaduzzaman struggled with high feed costs until he received a feed machine and improved business training. His income increased by **200%**, turning his diverse bird farm into a profitable venture.







For Md. Ahaduzzaman (38) from the Purbo Gangabardi area of Faridpur, poultry farming was more than a business; it was a passion he had nurtured for years. His farm housed local chickens, quails, guinea fowls, Peking ducks, and turkeys. The demand was high, the sales were steady, yet the profits never matched the effort he was putting in.

His turning point came in August 2025, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached his farm. During financial management, GAP, business development, and safe food production training sessions, Ahaduzzaman finally discovered the hidden reason behind his low profit: excessive feed costs.

With a 50,000 BDT project grant, he purchased a feed machine and learned to formulate balanced feed on his own. The impact was immediate. Expenses dropped, bird health improved, and production became far more consistent.

“Earlier, half my income disappeared into buying feed,” Ahaduzzaman says. “Now I control the cost, and the profit finally belongs to me.”

His monthly income rose from 40,000 BDT to nearly 120,000 BDT, giving him the confidence to strengthen and scale his farm. Today, Ahaduzzaman is known in his community as a modern, cost-efficient livestock farmer, someone who turned his business around through knowledge, technology, and determination. His story shows how the right support can turn a struggling enterprise into a thriving one.



# Two brothers and a thousand dreams

Two brothers, Nibir and Nabil Rahman, upgraded their slow egg trading business into a safe, washed-egg enterprise with grading skills and market linkage. Their income increased by **14%**, and their daily sales doubled.







When Nibir Rahman (28) completed his engineering studies, he faced a job market with limited opportunities. Instead of waiting, he chose to build something of his own. He began exploring the egg trade in the Station Bazar area of Faridpur and soon convinced his younger brother Nabil to join him. Together, they started an egg business with just 2,000 eggs, a small beginning filled with big hopes.

The early days were difficult. Buying stock took time, sales were slow, and their income barely improved. But the brothers refused to give up. They believed that perseverance would eventually open the right door.

That turning point arrived in June 2025, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached them. Through financial management, GAP, business development, and safe food production training, they learned the importance of washing, grading, and handling eggs properly. A 10,000 BDT grant helped them improve their shop setup and adopt safer practices.

“Customers started coming back because they could see the difference,” Nibir says. “Safe eggs gave us a new identity.”

With improved knowledge and project-facilitated market linkage, the brothers saw their business stabilize. Their monthly income grew from 35,000 BDT to 40,000 BDT, and their product gained recognition in the community.

Today, Shafi Enterprise is known for supplying safe, washed eggs, and the brothers now plan to launch their own branded packaged eggs. Their story is a reminder that even the smallest start can grow when guided by learning, support, and determination.



# From struggle to sustainability

Entrepreneur Kaniz Fatima expanded her small vermicompost setup into a 5-ton production unit after receiving machines and training. Her income increased by **300–400%**, securing her son's education.







There was a time when Kaniz Fatima (32) constantly worried about her family’s future. Her husband’s limited income from abroad was not enough to meet their needs, and her son’s education often felt uncertain. Living in the Piarpur area of Faridpur, Kaniz wished for a livelihood she could build with her own hands.

Her inspiration came from watching another woman succeed in vermicompost production. Believing she could do the same, Kaniz began with just four small rings, tiny, hopeful steps toward financial stability. But the scale was too small to create meaningful income.

Everything shifted after June 2023, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, discovered her interest and potential. With financial, management, GAP, business development, and safe food production training, along with a 50,000 BDT grant to expand her vermicompost setup, Kaniz finally found a path forward.

“This business didn’t just give me income,” Kaniz reflects. “It gave me confidence.”

Her monthly income, once 10,000 BDT, now ranges between 40,000–50,000 BDT. She produces nearly five tons of vermicompost every month, supplying farmers in nearby markets who prefer organic fertilizer.

Kaniz no longer worries about her son’s schooling. She supports the household independently and even plans to expand as market demand grows. Her journey shows how determination, support, and opportunity can turn a simple idea into a sustainable future.



# Clean eggs, clear future

Egg seller Yasin Meer transformed his struggling business through egg washing, grading, and market linkage. His income increased by **200%**, and he now sells thousands of safe eggs daily.







Selling eggs in the bustling market of Kanaipur was never easy for Yasin Meer (34). He worked long hours but still struggled to sell even a thousand eggs a day. His family lived with constant financial pressure, and despite all his efforts, poverty seemed impossible to escape.

In May 2023, change finally reached him through the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida. During training sessions on financial management, GAP, business development, and safe food practices, Yasin discovered something simple but powerful: clean, graded eggs attract more customers. A 10,000 BDT grant helped him improve his shop setup and start washing and grading eggs properly.

“People trust what they can see,” Yasin says. “Clean eggs brought customers who never came before.”

With better handling and the project’s market linkage support, Yasin’s business transformed rapidly. His daily sales rose to nearly 12,000 eggs, and his monthly income grew from 20,000 BDT to around 60,000 BDT. He even employed three assistants to manage the increasing workload.

More importantly, Yasin can now provide a stable life for his family. His children go to school with confidence, and he no longer worries about meeting basic needs.

Yasin’s journey shows how a simple improvement, cleaning and grading eggs, can open the door to a brighter future when combined with knowledge and opportunity.



# From backyard dreams to bright futures

Local chicken farmer Laboni Akhter expanded her parent stock unit with improved feeding and training support. Her income increased by 275%, ensuring a stable livelihood for her family.







In the quiet community of Adompur, Laboni Akhter (25) carried a dream that seemed larger than her circumstances. Her husband worked as a day laborer, and their income barely covered daily needs. Yet Laboni believed she could earn on her own, if only she found the right starting point.

With courage and small savings, she began raising a few local chickens in her backyard. The plan was modest: sell chicks to neighboring farmers. But limited skills and resources kept her earnings low, and the business grew slowly.

Everything changed after she connected with the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida. Through farm management, financial, GAP, and business development training, along with a 20,000 BDT grant to improve her deshi chicken coop, Laboni learned how to transform small-scale farming into a sustainable livelihood.

“For the first time, I felt my efforts could give my family a better life,” she says.

Her monthly income, once just 8,000 BDT, has now risen to around 30,000 BDT. With 300 parent chickens, she sells nearly 200 chicks a month, feeding her family nutritious meals and funding her eldest son’s education. Laboni even grows natural feed on her homestead, keeping her birds healthy and lowering costs.

With renewed confidence, she now dreams of expanding her farm further, proving that even the smallest backyard can become a gateway to a brighter future.



# ফারিদপুর পেট ক্লিনিক এন্ড পায়াগনস্টিক সেন্টার

প্রাঃ এস.এম মান্নান

## Healing hands for Faridpur's farmers

A retired livestock trainer, S. M. Mannan, opened the first poultry diagnostic center in Faridpur with project training and lab support. His income increased by 212%, and farmers now rely on him for quick disease identification.

সহযোগিতায় : পল্লী কর্ম-সহায়ক ফাউন্ডেশন (পি  
বাস্তবায়নে : সোসাইটি ডেভেলপমেন্ট কমিটি







When S. M. Mannan (60) retired from government service, he returned to his home in Faridpur Sadar with a desire to remain useful to the farming community he had served for decades. But he soon saw a growing problem around him: poultry farmers had no diagnostic center to identify diseases. Most treated their birds by guessing, leading to losses and frustration.

In July 2025, the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached Mannan. Through financial management, GAP, business development, and safe food production training, along with a 100,000 BDT grant, he was finally able to establish the first poultry diagnostic lab in Faridpur.

His daughter, Tamanna Maria Asha, a microbiologist, joined hands with him, giving the lab a strong scientific foundation. Farmers began visiting the center regularly, bringing samples and seeking clarity.

“Before this center, we spent money without knowing the real problem,” says a local farmer. “Now we get proper reports and can save our birds.”

With reliable services and growing trust, Mannan’s monthly income rose from 8,000 BDT to about 25,000 BDT, giving him stability and pride in his work.

Today, the Faridpur poultry community sees Mannan not just as a retiree with experience but as someone who brought science, confidence, and hope to their farms. His small lab is quietly transforming livelihoods, one diagnosis at a time.



A woman wearing a green headscarf and a green floral-patterned dress stands on a muddy bank next to a pond. She is gesturing with her right hand towards a group of white ducks swimming in the water. The background features a wooden fence and several trees.

## Wings of hope

With a sick husband to support, Chhahera Begum built a Pekin duck farm using project assistance. Her income increased by **150%**, helping her manage family and medical expenses confidently.





Life had pushed Chhahera Begum (55) into a corner. With her husband bedridden after a stroke and her daughters already married, she found herself alone and struggling. Meeting daily expenses felt impossible, and she longed for a way to regain control of her life.

Her opportunity arrived in May 2025, when she connected with the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida. Seeing her determination, the project provided farm management training and a subsidy of 2,500 BDT for 500 day-old Pekin ducklings, a small but powerful start.

Chhahera embraced the chance wholeheartedly. She began raising the ducks with care, learning how to manage their feed, health, and housing. With time, her confidence grew alongside her flock.

“These ducks gave my family a second chance,” she says. “I can stand on my own now.”

Once earning barely 10,000 BDT, she now brings in around 25,000 BDT each month by selling duck eggs. The income covers groceries, household costs, and her husband’s medical treatment, expenses she once feared she would never manage again. Her newfound stability also allows her to support her daughters when needed, something that fills her with great pride.

Today, with 100 Pekin ducks thriving under her care, Chhahera is living proof that even in the hardest of circumstances, hope can take flight when opportunity meets determination.



# Small birds, big change

Quail farmer Shamima Parvin strengthened her small business with training and chick support. Her income doubled by **100%**, improving her family's food security.







Before poultry farming entered her life, Shamima Parvin (35) spent most days worrying about how to feed her family. With two children and an uncertain income, even basic meals were sometimes difficult to secure. But Shamima carried a quiet determination; she wanted to build something of her own.

While searching for opportunities, she learned about quail farming and began with just a handful of birds. The start was humble, but it opened a door she never knew existed.

Her real transformation began in May 2025, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached her. She received farm management training and a 2,500 BDT subsidy for 500 day-old quail chicks, helping her expand with confidence and proper knowledge.

“Those tiny birds changed everything for us,” Shamima smiles. “I can feed my children without any tensions now.”

Her monthly income grew from 15,000 BDT to nearly 30,000 BDT, and the steady earnings finally brought food security to her home. Her husband, seeing her dedication, now works alongside her, turning the farm into a family venture.

Their eldest son proudly attends school, and the household no longer struggles to meet daily needs. Shamima now dreams of adding more batches of quails and enlarging her shed to meet growing market demand. Her story is proof that big changes often come from the smallest beginnings.



# Clean practices, better prosperity

Poultry meat seller Mehedi Hasan adopted hygienic and halal processing techniques with project guidance. His income increased by 67%, earning customer trust for clean, safe meat.







For years, Mehedi Hasan (39) worked as a meat seller in the Momin Khar hat area of Faridpur. His stall was like many others, traditional, busy, and dependent on daily customers. But Mehedi often wondered why his business wasn't growing, even with steady sales. He wanted something more stable and dignified, especially for his family.

That opportunity arrived in June 2025, when he connected with the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida. During financial management, GAP, business development, and safe food production training, Mehedi learned how a hygienic and halal poultry chain could transform both safety and profit.

A 50,000 BDT grant helped him upgrade his stall with proper processing tools and a refrigerator, allowing him to store cut chicken hygienically and sell throughout the day. This also enabled him to sell smaller portions to low-income customers, increasing access and reducing waste.

"When customers see clean processing, their trust grows, and so does business," Mehedi explains.

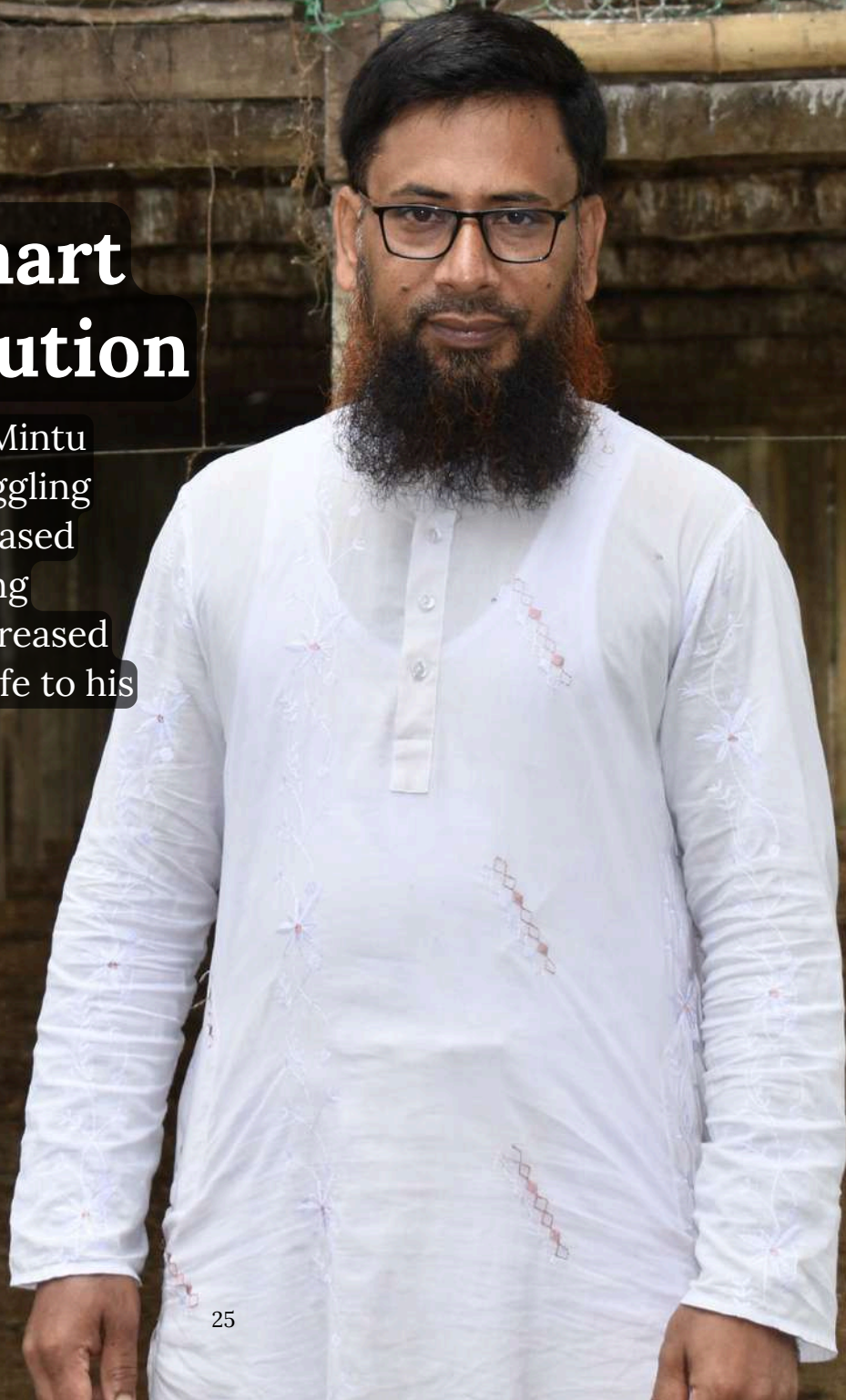
His monthly income, once 30,000 BDT, now reaches nearly 50,000 BDT. With the added supply from his own small chicken farm managed by his wife, Mehedi has created a steady and reliable system that benefits both his stall and his family.

His daughter now attends school, and the family enjoys newfound stability. Mehedi's journey shows how cleaner practices and new knowledge can reshape a simple business into a thriving enterprise.



# Mintu's smart farm revolution

Poultry producer, Md. Mintu Sheikh revived his struggling farm by installing IoT-based temperature and lighting control. His income increased by **33%**, bringing new life to his business.







For Md. Mintu Sheikh (42), poultry farming had always been more than a business; it was the dream he carried after spending 15 years working as a poultry feed dealer. Determined to grow, he invested all his savings to establish a large chicken meat farm in the Purbo Gangabordi area. But even with experience and ambition, success didn't come easily.

When Mintu started his new farm, he faced an unexpected challenge: extreme heat trapped inside tin sheds, causing high mortality among his birds and severe financial losses. It was a devastating setback after such a big investment.

In September 2025, the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, stepped in. Through financial management, GAP, business development, and safe food production training, the project helped identify the root problem. A 50,000 BDT grant enabled Mintu to install an IoT-based smart farming system, a modern solution he had never imagined using.

"Now I manage my farm from my phone," Mintu says proudly. "Temperature, fans, lights, even roof cooling, it's all in my control."

With improved conditions, bird health stabilized, and production increased. His monthly income rose from 30,000 BDT to around 40,000 BDT, bringing him back on track toward the growth he always envisioned.

Today, Mintu's farm stands as a model of technology-driven poultry management, proving that innovation can revive dreams that once seemed lost.



# Building trust, one vaccine at a time

A trusted vet medicine seller, Md. Nurul Islam became a trusted local vaccine hub after receiving a storage fridge and training. His income increased by **100%**, ensuring farmers easy access to vaccines.


 Rural Microenterprise Transformation Project (RMTP)  
“নিরাপদ পোস্তি ও পোস্তিজাত পণ্যের বাজার উন্নয়ন” শীর্ষক ভ্যালু চেইন উন্নয়ন উপ-প্রকল্প এর আওতায়

## ভ্যাকসিন হাব উন্নয়ন

**প্রো: মোঃ নূরুল ইসলাম**

মোবাইল : ০১৭১৭-৪১৯৮৫৮  
সদরপুর বাজার, সদরপুর, ফরিদপুর

সহযোগিতায় : পল্লী কর্ম-সহায়ক ফাউন্ডেশন (পিকেএস)  
— বাস্তবায়নে : সোসাইটি ডেভেলপমেন্ট কমিটি (এসডি)

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“নিরাপদ পোস্তি ও পোস্তিজাত পণ্যের বাজার উন্নয়ন” শীর্ষক ভ্যালু







In the busy market area of Faridpur Sadar, Md. Nurul Islam (45) was known as a polite and dependable veterinary medicine seller. Farmers trusted his advice, but one major gap remained: the entire area lacked a poultry vaccine hub. Farmers had to travel far, often returning disappointed when vaccines weren't available.

Everything began to change in June 2023, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, connected with him. Seeing his sincerity and long-standing relationship with farmers, the project encouraged him to take up the responsibility of becoming the local vaccine hub.


Nurul received financial, management, GAP, business development, and safe food production training, along with a 10,000 BDT subsidy to establish proper vaccine storage with a refrigerator and essential tools.

"Now farmers don't have to search from place to place," Nurul says. "They know they'll get what they need right here."

With vaccines available nearby, local farmers began visiting regularly. Poultry health improved across the area, and Nurul's own income rose from 20,000 BDT to around 40,000 BDT per month. His shop transformed from a small medicine counter into a trusted service center.

Today, Nurul feels proud, not only of his business growth but also of the impact he makes on the community. By ensuring timely vaccine access, he has become a vital link in Faridpur's safe poultry chain.





## Feeding growth, nurturing trust

Feed dealer Ayub Ali Mia expanded rapidly after offering subsidized feed to project farmers. His income increased by **133%**, and dozens of farmers now depend on his services.





In the Kalibari area of Vanga, Ayub Ali Mia (46) has always been known as a helpful and friendly feed dealer. For years, he supported local poultry farmers however he could, but his business remained small, selling only two to three tons of feed per month. He dreamed of expanding but lacked the right opportunity.

That opportunity arrived in June 2023, when the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida, reached him. Through financial management, GAP, business development, and safe food production training, Ayub strengthened his service approach. The project also introduced a monthly subsidy of 500 BDT (total 15,000 BDT) for supplying feed to project farmers at an affordable rate.

With this support, Ayub became a key feed supplier for the project's poultry farmers. Today, 67 farmers collect subsidized feed from him every month, ensuring better quality at a fair price.

"Ayub bhai never cheats us," says one regular farmer. "His feed is good, and he always treats us with respect."

The trust Ayub built with farmers fueled extraordinary business growth. His sales jumped from just 3 tons to nearly 90–100 tons per month, a transformation he once thought impossible.

Ayub's steady income now reaches about 35,000 BDT monthly, bringing stability to his family while strengthening Faridpur's poultry ecosystem. His story shows how honesty, service, and the right support can help a small business bloom into a pillar of community development.



# From hardship to healing hands

With training and small grants, Shima Begum became a vaccination service provider in her community. Her income increased by **300%**, allowing her to support her son's education and household needs.







Before she found her footing, Shima Begum (38) lived each day under the weight of worry. Her husband was ill and unable to work, and the cost of his medicine kept rising. Food insecurity became a constant fear, and her young son's education seemed increasingly uncertain.

In June 2023, hope returned when she connected with the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSF, IFAD, and Danida. Seeing her determination, the project provided youth development training, LSP vaccination and management training, and a 5,000 BDT grant to help her begin offering vaccination services in her area.

Shima embraced the work with confidence. She started her own vaccination campaign, visiting households to vaccinate chickens and ducks. Her dedication earned trust quickly, and soon farmers began seeking her out regularly.

Her growing reputation even reached the government's livestock office, where she was connected as a Local Service Provider (LSP) under their programs, an achievement that filled her with pride.

"I never imagined earning this way," Shima shares. "Now I can take care of my family and stand on my own."

Her monthly income rose from 5,000 BDT to about 20,000 BDT, enough to run her home, buy medicine for her husband, and send her son to school without fear. Today, Shima is not only a service provider, she is a symbol of how knowledge and opportunity can heal lives, one household at a time.



# Meat and more: expanding horizons from Dhaka to Faridpur

Meat entrepreneur Mohiuddin Siraj scaled his processing plant and gained certification support through the project. His income increased by **500%**, opening the door to larger markets.







With more than two decades of experience in the meat industry, Mohiuddin Siraj (42) had already built his name as an executive in a renowned meat processing brand in Dhaka. Yet he sensed new opportunities beyond the capital, especially in the growing poultry sector of southern Bangladesh.

In November 2024, with support from the Market system development of safe poultry and poultry products value chain sub-project, implemented by SDC, with support from PKSf, IFAD, and Danida, Siraj established a chicken meat sub-processing center in Faridpur under his brand Meat and More. Through financial management, GAP, business development, and safe food production training, along with 535,000 BDT in grants for processing operations and 110,000 BDT for certification, he strengthened his capacity to operate at scale.

“The project helped me connect small farmers to a larger market,” Siraj explains. “It created value for everyone in the chain.”

Starting with processing 20 tons of chicken meat per month, demand soon doubled to 40 tons, supplied to restaurants, local markets, and even Biman Bangladesh Airlines. Meat and More also began contract farming with local beneficiaries, ensuring a steady and safe supply chain.

Siraj’s income grew from 20,000 BDT to nearly 120,000 BDT per month, and he now plans to expand into mutton, beef, duck, and seafood processing. With certification underway and growing brand recognition, he is preparing to open retail outlets to reach even more consumers.

Today, Meat and More stands as a model of how private investment and strategic partnership can transform regional meat markets.



## **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 fifteen 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 poultry sector. 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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