



WITH THE GENEROUS  
SUPPORT OF THE GATES  
FOUNDATION,  
STRENGTHENING DAIRY  
VALUE CHAIN PROGRAM

WORKED WITH MORE THAN  
52,697 HOUSEHOLDS IN 11  
DISTRICTS IN NORTH AND  
NORTHWEST BANGLADESH

TO SUPPORT IMPROVED  
COW REARING PRACTICES,  
BETTER MARKET ACCESS,  
HIGHER QUALITY  
LIVESTOCK INPUTS AND  
SERVICES AND MORE  
ACCESS TO IMPACTS.

SDVC'S FIRST PHASE WAS  
FROM 2007-2012, AND THE  
SECOND PHASE FROM  
2013-2016.

## REACHING THE TIPPING POINT

Private sector and market-based solutions were a key part of the process. CARE worked closely with BRAC—the second largest dairy company in Bangladesh—to roll out sustainable private-sector interventions. They also worked with local input-supply companies and livestock service providers to ensure that the market is providing everything poor women producers need to improve their dairy production and marketing.

Looking at the whole market system has allowed SDVC to change the entire dairy sector in Bangladesh. In 2011, it was hard to find a private company that was willing to work with poor women producers. Now, major private-sector players in Bangladesh are changing the way they work to reflect the models that SDVC developed.

## How did we get there?

- **Making market connections:** CARE helped connect producers to BRAC, who helped build 89 milk collection centers much closer to communities. There was a 50% increase in farmer's who sold to companies instead of informally. This helps farmers produce more milk, spend less time travelling, and get higher prices for each liter they produce.
- **Get supplies closer to home:** CARE created Krishi Utsho—local suppliers who sell inputs for 92% less than farther away bulk suppliers. Because Krishi Utsho shop owners are local farmers, they have a better sense of the size and type of products farmers' need, and farmers do not have to spend as much time traveling. They spend 50% less time accessing inputs than they did before.
- **Create transparency:** The Digital Fat Testing machines that CARE installed in conjunction with BRAC allowed farmers and BRAC to see milk quality and pay a premium for good milk. 25% of SDVC producers sell to DFT centers.



- **Improve cow-rearing practices:** Producers are much more likely feed improved fodder to cattle, to buy more productive breeds of cow, and to invest in vaccinations and veterinary services. SDVC producers were likely to test 1.5 times better on knowledge of appropriate practices than control groups were.
- **Build stronger groups:** One of SDVC's key strategies was to organize producers into groups for training, marketing, and mutual support. These groups are much healthier, have more transparent leadership, and are more likely to focus on learning new skills and information than producer groups that were not a part of SDVC.



## What did we accomplish?

**55%**

**The market transformed:**  
In 2011, SDVC producers made up 2% of BRAC's supply chain. By 2016, they are 55%. BRAC has decided to roll out SDVC tools to their entire network (more than doubling the reach) and continue to use an SDVC-developed data dashboard to monitor and improve their services.

**164%**

**Incomes more than doubled:**  
SDVC households saw a 164% increase in their incomes since 2011, and have incomes 48% higher than non-SDVC households.

**75%**

**Productivity increased 75%:**  
SDVC households saw a huge jump in production, and comparison households did not see any increase. In fact, SDVC households produce 2.3 times more milk than non-SDVC households. This also ensured a more stable milk supply for private companies that buy milk.

**3.8%**

**Resilience increased:**  
In the period of political unrest, SDVC producers saw a production drop by 3.8% and were able to return to pre-crisis levels in 2 weeks. Non SDVC families took 7 weeks to recover, and had production fall by 7.1%.

**23%**

**Women got more power:**  
there was a 10% increase in joint decisions about how to make milk sales, and a 23% increase in men sharing burdens around cattle production.

**40%**

**Nutrition became more equal:**  
The number of households where everyone in the family consumed milk quadrupled—to 40% of families in 2016.

**116%**

**Families increased assets:**  
The value of producers' cattle herd increased 86% (40% higher than control groups). Women especially benefitted, with a 116% increase in the number of women who owned cows—mostly bought with women's own money.



### For Further Query or Technical Assistance

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