How did we get there?

- Building market understanding: CARE took a deep dive into attempts to understand the market for stunting prevention, in particular the roles of condom users and those who were not. This helped inform the development of a business plan.

- Get supply chain closer to home: CARE worked with the Bangladesh Microfinance Institute (BMI) to ensure that the supply chain for stunting prevention products was scaled up at the local level. This helped ensure that the products were affordable and accessible to the target population.

- Create a strong brand: The Digital Platform was developed in collaboration with BMI and its partner organizations. The platform was designed to be user-friendly and to provide clear, accurate information about the products.

What did we accomplish?

- 164% increase in demand for stunting prevention products
- 75% increase in demand for stunting prevention products
- 3.8% increase in demand for stunting prevention products
- 40% increase in demand for stunting prevention products
- 116% increase in demand for stunting prevention products

For Further Query or Technical Assistance

Answer any questions or concerns you might have about this document. Contact us for any technical assistance you might need.