We seek a world of HOPE, TOLERANCE and social justice, where poverty has been OVERCOME and people live in DIGNITY and security.

**Foundation of the Project:**

CARE Bangladesh implemented a project called “Towards the Outlooks” (TOO) (2006-2010) to test approaches that enabled small farmers to achieve high yields and contribute to the fight against poverty, malnutrition, and hunger.

The TOO project achieved three significant objectives:
- Increased income of small farmers by 40% through improved harvests and better marketing.
- Strengthened local institutions and farmer associations, improving their capacity to mobilize resources and address farmers’ needs effectively.
- Improved livelihoods by promoting the use of sustainable agricultural practices, reducing vulnerability to climate change hazards.

CARE Bangladesh is now implementing the Sustainable Development Value Chain (SDVC) Project (2011-2015) to develop and test an integrated, accessible and replicable Hub Model for Pro-Poor growth in inclusive dairy movements in Bangladesh.

**Where Are We Working?**

The project is currently progressing in a district of Northern Bangladesh, including Bogra, Joypurhat, Shirajganj, Pabna, Natore, and Rangpur. It is expected to benefit over 30,000 dairy farmers, covering a network of 76 social value chain hubs. The project has been designed to support dairy farmers in these districts, providing them with resources and training to improve their livelihoods and access to markets.

**How Are We Going To Improve The Value Chain?**

CARE and BRAC Dairy’s approach emphasizes on few key intervention areas. In combination, the partners see these interventions as an innovative dairy hub model that could be applied not only in the focus communities of SDVC but across BRAC Dairy’s 100 nationwide chilling plants as well.

**What Do We Expect To Achieve?**

Funded by the Bill and Melinda Gates Foundation, the SDVC II project aims to leverage the developments, innovations and learnings from the SDVC I project. In addition to these factors, a limited yet effective set of new activities is being considered/testing the additional requirements to reach a tipping point in the sector that could lead them to an industry-wide replication.

The project directly targets 30,000 small-holding producers in three major dairy clusters in the North-Western part of Bangladesh, to engage in a transparent milk collection system and integrated service provision model. This is to be anchored through a network of input supply shops and dairy collection points, applying game-changing Digital Fat Testing technology.

**What Challenges Do We Anticipate?**

- Engaging small-holding farmers: SDVC II is working with the farmers to develop their knowledge of dairy farming, incorporating them into a transparent market system and ensuring their access to quality inputs and information.
- Building capacity, linkages and integrations of farmers into the dairy hubs
- Introducing/improving transparency in milk collection process and pricing through installing Digital Fat Testing facility
- Consolidating supply chain system that would allow farmers to attract/interest commercial buyers and improve/increase their bargaining power
- Expanding small-holding farmers’ access to productivity enhancing quality inputs and services

**How Are We Going To Improve The Value Chain?**

CARE and BRAC Dairy’s approach emphasizes on few key intervention areas to improve value chain. The partners see these interventions as an innovative dairy hub model that could be applied not only in the focus communities of SDVC but across BRAC Dairy’s 100 nationwide chilling plants as well.

**Engaging Small-Holding Farmers:**

- Providing improved dairy inputs and services
- Ensuring better access to markets
- Enhancing small-holding farmers’ access to productivity enhancing quality inputs and services
- Expanding small-holding farmers’ access to productivity enhancing quality inputs and services
- Building capacity, linkages and integrations of farmers into the dairy hubs
- Introducing/improving transparency in milk collection process and pricing through installing Digital Fat Testing facility
- Consolidating supply chain system that would allow farmers to attract/interest commercial buyers and improve/increase their bargaining power
- Expanding small-holding farmers’ access to productivity enhancing quality inputs and services

**Aims:**

- To increase dairy output by 40% and the collection point will be equipped with digital fat testing facility to ensure market-driven quality of milk and transparency
- To develop a transparent milk collection system that would allow farmers to attract/interest commercial buyers and improve/increase their bargaining power
- To ensure that milk of higher quality is collected and sold to the highest bidder
- To incorporate small-holding farmers in the value chain, improving their access to market and technology
- To increase the productivity of small-holding farmers and improve their bargaining power
- To improve the quality of milk produced by small-holding farmers and ensure its safety and availability to consumers.

**Concentrations:**

- BRAC will focus on the dairy sector in Bangladesh and will work to improve the livelihoods of small-holding farmers and increase their access to markets.
- BRAC will work to increase the productivity of small-holding farmers and improve their access to quality inputs and services.
- BRAC will work to ensure that small-holding farmers are integrated into the dairy value chain and are able to benefit from its improvements.

**Project Area in Bangladesh:**

SDVC Phase II in Numbers

<table>
<thead>
<tr>
<th>Area of Operation</th>
<th>Phase I</th>
<th>Phase II</th>
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<tbody>
<tr>
<td>Area</td>
<td>7850</td>
<td>7349</td>
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<tr>
<td>Number of milk collection businesses</td>
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<td>Number of milk collection points</td>
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<td>Number of farmers trained</td>
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<td>Number of farmers accessed</td>
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<tr>
<td>Total cost (BDT)</td>
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<td>170000000</td>
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