ActionAid Bangladesh expresses sincere gratitude to everyone who supported the development of this Photo story-book. We are particularly thankful for the inspiring work carried out by our partner organisations in Patuakhali, Faridpur, Bogura and Gaibandha.
Women play a central role in agriculture. Rural women throughout Bangladesh make critical contributions to household production and consequently to household and national food security. The specific nature of their contribution vary, for instance women’s participation in economic activities differ considerably according to the type of activity and the place of residence. Traditionally women have played an important role in a wide range of income-generating activities. These rural production activities include post-harvesting, cow fattening and milking, goat farming, backyard poultry rearing, pisciculture, horticulture, food processing, cane and bamboo works, and handicrafts. Yet the reality has been that ‘markets’ are not women sensitive nor friendly. Women struggled to be in market spaces as a producer trying to sell their product, or as a buyer to make choices in person.

ActionAid Bangladesh (AAB) took up initiatives in different parts of the country with the intent of changing the market system and practices so as make the market system women-friendly. This called for long-term projects and investment. One such project entitled: Making Market Work for Women (MMWW), in partnership with the Embassy of the Netherlands in Bangladesh, aimed to support women Agri -entrepreneurs to evolve into a competitive and successful entrepreneur by participating in the market. MMWW project facilitated the creation of a women-friendly market environment; developing linkages with market actors and relevant stakeholders towards promoting and increasing access for women entrepreneurs in existing rural markets. The project also established linkages with online market platform for women entrepreneurs, so as to promote their engagement in e-commerce. In the present reality of the Covid-19 pandemic online marketing played a great role to sustain the enterprise of women entrepreneurs. They were able to trade their produce and flourish their business in 2020.

AAB took an initiative to publish a Photobook to showcase the success stories of women entrepreneurs. It is a testimony of women’s contribution in transformation of society, and the significant contribution to their community, as well as national economy. I believe that Agri-entrepreneurship particularly by rural women is an important growing sector in the economy of Bangladesh. Therefore, it calls for recognition and investment to stimulate growth and further development.

It is my privilege to present to you the Photobook “MARKET TRANSFORMATION FOR WOMEN”. I hope that this publication will help to recognise the women Agri-entrepreneurs and their contribution at the family, the society, and the country level. It will also give you the impetus to celebrate these outstanding women!

Farah Kabir
Country Director
WHO ARE WE

ActionAid (AA) is a global justice federation working with over 15 million people in 45 countries to achieve social justice, gender equality and poverty eradication. Throughout the world, we work to strengthen the capacity and active agency of people living in poverty and exclusion, especially women and young people, to assert their rights.

We work directly with communities, with people’s organisations, women’s movements, groups and networks, social movements and other allies to overcome the structural causes and consequences of poverty and injustice.

Our rootedness is in engaging with the most vulnerable communities with broader efforts and struggles for justice at all level to make the greatest contribution towards a just, equitable and sustainable world.
Making Market Work for Women (MMWW)

**Project Goal:** Strengthen Food Security in Project Location by Making Market Work for Women.

**Objectives:**
- To bring sustainable and systemic changes in existing market behaviour which will enable women to perform in the agri-value chain.
- To improve capacity of targeted women for entrepreneurship, competitiveness, increased productivity and profitability.
- To improve SRHR and nutrition situation of targeted women entrepreneurs and their family members with a focus to SRHR sensitive wider community.

**Implementing Partners:**
SKS Foundation, ASEAB, Faridpur MMWW project, Shushilan
MMWW
Gaibandha, Bogura, Faridpur and Patuakhali

04
Districts

05
Upazila

30
Union

420
UP Standing Committee Members

6,002
Entrepreneurs

10,104
Adolescents

270
Market Actors
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>Market Shed</td>
</tr>
<tr>
<td>67</td>
<td>Community-led Collection Point(s)</td>
</tr>
<tr>
<td>99</td>
<td>Input Actors/Sellers</td>
</tr>
<tr>
<td>171</td>
<td>Output Actors/Sellers</td>
</tr>
<tr>
<td>250</td>
<td>Demo Plot(s)</td>
</tr>
</tbody>
</table>
100 Model Seed Farmer
12 Established SRHR Corner at Schools
31 Community Volunteer (Linkage Established with Health Sector)
250 Women Entrepreneur’s Group established
30 Union Association formed
5 Upazila Association formed
Kalpona Rani Das
Location: Kanaipur Union, Sadar Upazila, Faridpur
Business: Vegetables
Market Linkage: Local and regional level, government-led district safe food market
Monthly Income: BDT 16,000

We are producing safe vegetables using organic manure and getting higher price than usual. Moreover, my family members are consuming safe and healthy food.

- Kalpona Rani Das
  Chairmil MMWW Group
  Kanaipur Union
Mst. Momotaj Begum
Location: Ramjibon Union, Sundarganj
Gaibandha
Business: Vegetables
Market Linkage: Local and regional level
Monthly Income: BDT 60,000

Earlier I did only domestic work, now I’m producing vegetables commercially and selling to large wholesalers.

- Mst. Momotaj Begum
Executive Member
Subornodoho Bohumukhi Krishi Untayan Group
Ramjibon Union
Bipanna Rani

Location: Naruamala Union, Gabtoli Upazila, Bogura
Business: Vegetables
Market Linkage: Local and regional big buyers
Monthly Income: BDT 10,000

“I love to do business. I work for myself, and for my family. Most importantly, my profit helps me do what I want to do.”

- Bipanna Rani
Chalk Kathuli Mayakamon MMWW Group
Naruamala Union
Putul Rani

Location: Panpatty Union, Galachipa Upazila, Patuakhali
Business: Mungbean
Market Linkage: Jonaki Enterprise, Grameen Euglena (Japan-Bangladesh Joint Venture) and local market
Monthly Income: BDT 11,000

“My husband now recognizes me and the relationship fostered due to this business. I have linkage with Agriculture office and input & output actors. I have good business relation with Grameen Euglena - a Japanese Company. Thanks to MMWW project for helping me.

- Putul Rani
Member, Raintreea LFS Dal
Panpatty Union

"
Kolpona Begum

Location: Ratandi Taltali Union, Galachipa Upazila, Patuakhali
Business: Vegetables
Market Linkage: Local market and local buyers
Monthly Income: BDT 10,000

I used to cultivate vegetables for family meals but now I am farming on a commercial basis. I earn from the business and I spend on my family and the education of my children.

- Kolpona Begum
Member, Bakul Mahila Group
Ratandi Taltali Union
Nargis Begum

Location: Chiknikandi Union, Galachipa Upazila, Patuakhali
Business: Dragon Fruit, Vermi-Compost
Market Linkage: Local market and local buyers
Monthly Income: BDT 12,000

I operate my vegetable farm and my husband helps me to do that. Upazila Agriculture Officer, Galachipa Upazila has visited my farm several times. Last year, I was selected as the best woman entrepreneur in my Union. I have bought one bigha of land from my profit earnings. I want to be the best woman entrepreneur.

-Nargis Begum
Member, Uttar Sutabaria Betel Leaf Producer Group
Chiknikandi Union
Mst. Dulali Begum

Location: Mohishaban Union, Gabtoli Upazila, Bogura
Business: Local Fruits
Market Linkage: Local and regional level, online market
Monthly Income: BDT 48,000

I faced a lot of difficulties regarding financial matters in my business. After getting advance training, I started gardening commercially and selling to wholesalers. Now I have a regular income.

- Mst. Dulali Begum
  Group member, Nishin dhara MMWW Group
  Mohishaban Union
Mst. Nurjahan Begum

Location: Kagoil Union, Gabtoli Upazila, Bogura
Business: Local Fruits
Market Linkage: Local and regional market
Monthly Income: BDT 180,000

“ I can communicate with big buyers. I sell banana and earn enough to make my children happy.”

- Mst. Nurjahan Begum
Group member, Telkupipara MMWW Group
Kagoil Union
Purba Ramjibon Sohonshil Jibikayan Motshojibi Dal

Location: Ramjibon Union, Sundarganj Upazila, Gaibandha
Business: Fish
Market Linkage: Local and regional level
Number of Group members: 15
Monthly Income: BDT 100,000
Location: Sonaroy Union, Gabtoli Upazila, Bogura
Business: Fish
Market Linkage: Local big buyers
Number of Group members: 25
Monthly Income: BDT 1,25,000
Sonia Begum

Location: Chiknikandi Union, Galachipa Upazila, Patuakhali
Business: Fish
Market Linkage: Local and regional level
Monthly Income: BDT 12,000

I have received training on business management, financial management and fish culture from MMWW project. Now I have a good relationship with Upazila fisheries office, input and output actors, and they are helping me to continue my business. Thanks to MMWW Project for helping me to become a successful woman entrepreneur.

- Sonia Begum
Member, Pachim Mazgram Fish Producer Group
Chiknikandi Union
Mst. Miti Begum

Location: Ramjibon Union, Sundarganj Upazila, Gaibandha
Business: Layer Egg Supply
Market Linkage: Local and regional level
Monthly Income: BDT 75,000

I am an important earning member of my family. Now I have a voice in the decision making process in my family as well as at the community level.

- Mst. Miti Begum
Kashdoho Bohumukhi Krishi Unnayan Group
Ramjibon Union
Julekha Begum

Location: Durgahata Union, Gabtoli Upazila, Bogura
Business: Duck rearing farm
Market Linkage: Local big buyers
Monthly Income: BDT 36,000

“I make a profit through rearing ducks. I want to set up a big duck farm.”

- Julekha Begum
Member of Garerbari MMWW Group
Durgahata Union
Jahanara Begum

Location: Gabtoli Sadar Union, Gabtoli Upazila, Bogura
Business: Poultry rearing farm (Layer & Pigeon)
Market Linkage: Local big buyers and online marketing
Monthly Income: BDT 40,000

I am happy with my progress. I want to build a better future for my children.
- Jahanara Begum
Group Member Padmapara, MWW Group
Gabtoli Sadar Union
Mst. Poly Akter

Location: Ambikapur Union, Sadar Upazila, Faridpur
Business: Poultry - broiler chicken
Market Linkage: Local, regional and national level, contract farming
Monthly Income: BDT 44,000

I was only a housewife before. Now I have a business and learned how to earn money and make a contribution to my family income as well.

- Mst. Poly Akter
Member, Batash MMWW Group, Vashanchar Ambikapur Union
Shamsunnahar Begum
Location: Chiknikandi Union, Galachipa Upazila
Patuakhali
Business: Native chicken
Market Linkage: Local market and local buyers
Monthly Income: BDT 66,000

I am happy because now I can earn money. I want to continue and promote my business in future.

- Shamsunnahar Begum
Secretary, Chiknikandi Vegetable Producer Group
Chiknikandi Union
Community Volunteer as an entrepreneur
Mst. Rozifa Begum
Location: Chandipur Union, Sundarganj Upazila, Gaibandha
Market Linkage: ACME, SMC, Square
Monthly Income: BDT 17,000

No man gave me any value before. I am now respected because of my business and monetary contributions.

- Mst. Rozifa Begum
Community Volunteer, Chandipur Union
Mokul Rani

Location: Naruamala Union, Gabtoli Upazila, Bogura
Market Linkage: Square, SMC
Monthly Income: BDT 12,000

I consider myself as an entrepreneur and I inspire other women in the community to serve people.

- Mokul Rani
Community Volunteer, Naruamala Union
Rozina Begum

Location: Dakua Union, Galachipa Upazila, Patuakhali
Market Linkage: Square, SMC
Monthly Income: BDT 9,000

“As a community volunteer, I am doing a noble duty. For me everything I do makes me happy. I am enjoying my responsibilities.”

- Rozina Begum
  Community Volunteer, Dakua Union
Safura Begum
Location: Machhar Union, Sadar Upazila, Faridpur
Market Linkage: Padma pharmacy, SMC and Square
Monthly Income: BDT 15,000

I am well-known to my community as a health service provider. And I am happy with this.

- Safura Begum
Community Volunteer, Machhar Union
Besides cattle rearing and milk supply, I also want to start vegetable business. I want to be a big business person.

- Aroti Rani
Group member, Naturpara MMWW Group
Sonaroy Union
Laiju Begum

Location: Ambikapur Union, Sadar Upazila, Faridpur
Business: Beef fattening and Dairy
Market Linkage: Local and regional buyers
Monthly Income: BDT 26,000

It was very difficult for us to meet the family expenses with my husband’s income only. Now that I am earning, we are doing quite well, and also helping our children to continue their education.

- Laiju Begum
Faridpur Sadar
Taslima Khanom

Location: Machhar Union, Sadar Upazila, Faridpur
Business: Cow rearing and Milk supply
Market Linkage: Local market including sweet shops - Rajkumar and Ghosh.
Monthly Income: BDT 42,000

Now that I can earn on my own, I can spend as I want to. I can bear the education expenses of my children.

-Taslima Khanom
Machhar Union
Mst. Kachiran Begum

Location: Kanchibari Union, Sundarganj Upazila, Gaibandha
Market Linkage: Local and regional buyers
Monthly Income: 90,000 BDT

Previously I only did household chores, but now I cultivate betel leaf and have a cow farm. I am better off than before.

- Mst. Kachiran Begum
Group Member: Uttar Kalikhamar Cow Rearing Group
Kanchibari Union
Razia Begum
Loca­tion: Chiknikandi Union, Galachipa Upazila, Patuakhali
Market Linkage: Local, regional and na­tional level
Mon­thly Income: 1,20,000 BDT

Before MMWW Project, I had no communication with output actors. Now I am selling my betel leaf from our collection point. As a result, I can spend more time for my betel leaf cultivation as well as for marketing them.

- Razia Begum
Cashier, Uttar Sutabaria Betel Leaf Producer Group
Chiknikandi Union
In May 2016, I was included as a group member of MMWW Project under Shushilan. I have received training on value chain, betel leaf cultivation, business, and financial management. Now I go to the collection point and sell my product. Through collection point I can easily connect to the regional level market actors.

- Ruma Begum
Member, Hagolbunia Betel Leaf Producer Nari Group
Dakua Union
Halima Begum

Location: Kanaipur Union, Sadar Upazila, Faridpur
Market Linkage: Safe food market at Faridpur, Local and regional vegetable market
Monthly Income: 63,000 BDT

I collect vegetable from collection points and sell it to different type of markets, including Faridpur safe food market. I got the opportunity to increase my income through collection points. So I am grateful to MMWW Project and the system of collection points.

- Halima Begum
  Kanaipur Union
Integrated Farming
Selina Begum

Location: Koijuri Union, Sadar Upazila, Faridpur
Business: Vegetables, Local chicken, Ducks, Cow, Goat, Fish
Market Linkage: Local market and local buyers
Monthly Income: BDT 82,000

Integrated farming is a different way of doing agriculture business and for increasing income. I am happy to be able to contribute in our family income.

- Selina Begum
Koijuri Union
Mst. Sokina Begum

Location: Ramjibon Union, Sundarganj Upazila, Gaibandha
Business: Vegetables, Local chicken, Ducks, Cow, Goat, Fish
Market Linkage: Regional market and local buyers
Monthly Income: BDT 95,000

Before I did not cultivate vegetables. Now I cultivate vegetables and sell vegetables to big wholesalers. I also sell in the market shed.

- Mst. Sokina Begum
President of Jesmin Mohila Samity
Ramjibon Union
Sajeda Begum

Location: Machhar Union, Sadar Upazila, Faridpur
Business: Vegetables, Local chicken, Ducks, Cow, Goat, Fish
Market Linkage: Online market, Aaurhi at national level market and Faridpur regional market
Monthly Income: BDT 12,000

Now I know about integrated farming and it allows me to contribute in my family income.

- Sajeda Begum
Machhar Union
**Sholakundu Vermi- Compost Village**

Location: Kanaipur Union, Sadar Upazila, Faridpur

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Vermi- Compost Production is an easy income option for us. Now we can spend according to our needs. We are also able to fulfill some small demands of our children.

- Lucky Begum
Kanaipur Union

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Individual Stories
Akhinur Begum

Location: Chiknikandi Union, Galachipa Upazila, Patuakhali
Market Linkage: Local market and local buyers
Monthly Income: 52,000 BDT

After receiving a 3-days long Entrepreneurship Development Training, I decided to start a grocery shop. Now my profit daily is around 500-700 taka. From my profit, I am contributing to my family and can cover my personal expenses too.

- Akhinur Begum
  Member, Pachim Mazgram Fish Producer Group
  Chiknikandi Union
Maloti Rani
Location: Sonaroy Union, Gabtoli Upazila, Bogura
Market Linkage: Local big buyers and online market
Monthly Revenue: BDT 1,35,000

I am involved with yogurt business. I want to go for big scale business. One day, I will go to international market, that is is my dream.

- Maloti Rani
Cashier, Naturpara MMWW Group
Sonaroy Union
Women Friendly Market Shed, Kagoil Bazar, Kagoil Union, Gabtoli, Bogura

Women entrepreneurs are permanently using the market shed.

Group members supply their products to the Bazar.

KAGOIL BAZAR MARKET SHED HAS BREAST FEEDING ROOM AND TOILET

08
Women entrepreneurs are permanently using the market shed

200
Group members supply their products to the Bazar.
Women Friendly Market Shed, Uttar Somosh Adorsho Bazar, Sreepur Union, Sundarganj, Gaibandha

06
Women entrepreneures are permanently using the market shed

130
Group members supply their products to the Bazar.
Women Friendly Market Shed, Katakhali Bazar, Ratandi Taltoli Union, Galachipa, Patuakhali

KATAKHALI MARKET SHED

HAS BREAST FEEDING ROOM AND TOILET

03 Women entrepreneurs are permanently using the market shed

108 Group members supply their products to the Bazar.
Women Friendly Market Shed, Majhibari, Bagat Union, Madhukhali, Faridpur

Women entrepreneuers are permanently using the market shed

Group members supply their products to the Bazar.

MAJHIBARI MARKET SHED
HAS BREAST FEEDING ROOM AND TOILET

21
Women entrepreneuers are permanently using the market shed

93
Group members supply their products to the Bazar.
Community Led Collection Point
Women use this collection point and market variety of products made from Bamboo.
KASHDOHO COLLECTION POINT

115
Women use this collection point to market varieties of Layer and Local Egg.
Women use this collection point to sell Vegetables, Egg and Milk.

Naturpara Collection Point, Sonaroy Union, Gabtoli, Bogura
SOLAKUNDU COLLECTION POINT

257
Women use this collection point to market multiple products: Vermi-compost, Vegetables, Fruits, Jute, Milk and Beef fattening products.
One of the women entrepreneur is taking the award from District Commissioner, Bogura for “Best Women Entrepreneur”