

- Development and dissemination of communication materials on Women's Rights & Prevention of Early Marriage
- Training on homestead gardening for the entrepreneurs
- Cooking competition for WEs at the Upazila level to encourage nutritive food habits
- Procure and distribute weight machine, height board, and other logistics
- Orientation on the usage of nutritional equipment (weight machine, height board etc)



FOR A JUST SOCIETY

The Association for Socio-Economic Advancement of Bangladesh (ASEAB) is a non-government, non-political, and voluntary development organization founded and run by a group of committed professionals, social workers, and multi-disciplinary experts. For over 30 years, ASEAB has been contributing to uplifting the miseries of the poor and the needy communities facing multi-faceted social deprivation and long-held injustices.

Through various projects, the organization aims at ending poverty, and improving the lives and prospects of the destitute across Bangladesh. The head office of ASEAB is situated in the village of Khayerbagan, 10 kilometers from the district headquarters of Pabna, located in the catchment of the great river Padma.

In the last three decades, ASEAB played a significant role in transforming the lives of the people of Char areas of Pabna, where acute poverty, starvation, illiteracy, floods, river erosion, habitat loss, and a decline in cultivable land have been prevalent. In this context, ASEAB commits its resources at relieving individuals from the grip of enduring poverty and hunger. Since its inception ASEAB have covered more than 10 of 17 SDGs to mitigate social injustice, deprivation, and inequality across almost all the divisions of Bangladesh through different initiatives. As of 2023, ASEAB has served about a million beneficiaries and their families.

ASEAB has been working and affiliated with different national and international organizations and networks since its inception. The organization obtained registration with the NGO Affairs Bureau in 1995, the Trust Act in 2002, the Microcredit Regulatory Authority in 2008, and the Joint Stock Company in 2009.

DEVELOPMENT PARTNERS

Actionaid, Bdesb Foundation USA, Baznas Indonesia, Bangladesh Bank, CARE Bangladesh, Concern, DFID, GoB-unicef, Imana USA, Islami Bank Bangladesh Ltd, Mafiq Foundation USA, Manusher Jonno Foundation, USC Canada and WFP

Association for Socio-Economic Advancement of Bangladesh (ASEAB)

Head Office: Bharara (Khayerbagan), Bhawdanga, Pabna Sadar, Bangladesh

Dhaka Office: 110, North Bashabo, Sabujbag, Dhaka-1214, Bangladesh

www.aseab.org.bd

info@aseab.org.bd | +880 17 4704 0971

MAKING MARKET WORK FOR WOMEN

PROJECT DURATION

NOVEMBER 2018 TO 2021

Funded By
Action Aid



Beneficiary

Poor Women Entrepreneurs

PRESENT TARGET

600

WOMEN
ENTREPRENEURS

10500

FAMILY MEMBERS

FUTURE TARGET

3000

WOMEN
ENTREPRENEURS

15000

FAMILY
MEMBERS



Project Area

07 locations of Gabtoli Upazila of Bogura district



Goal & Objective

MMWW is operating since 2018 with the objective to promote women's entrepreneurship based on agriculture and ensure women's access to nutrition, sexual and reproductive healthcare (SRH), and market transformation as well as strengthening food security in target areas. The overall objective of MMWW project is to increase market accessibility for women entrepreneurs. Another objective is to bring sustainable and systemic changes in existing market behaviors that enables women to perform in the agriculture value chain

Projects Activities

- Facilitate linkage between big buyers and women entrepreneurs' (WE) groups at Union and Upazila level.
- Meeting with identified potential big buyers and association leaders at regional and national levels.
- Facilitate MOU signing between potential buyers and WE groups at Unions or Upazila level.
- Facilitate Union Parishad plans and budget to ensure the inclusion of the WE group for skill development.
- Financial management training by FFs/FBA through group meeting
- Training the WE group leaders on Commercial Vegetable Cultivation using the CRSA technique
- Develop a constitution for the Union and Upazila level WE associations
- Organize quarterly meetings with WE associations at the union level
- Facilitate courtyard sessions on post-harvesting, processing, packaging, and promotion techniques
- Training on post-harvesting, processing, and market promotions techniques of agricultural products
- Training for WEs on post-harvesting, processing, packaging, and market promotion techniques of specific products (Pickles, Jam Jelly, Cake, etc.)
- Facilitate courtyard sessions on product variety, cultivation techniques, and market systems at the group level