

- Arrange and facilitate Market Committee Meetings
- Training for entrepreneurs on quality production and marketing
- Facilitate knowledge-sharing and skill-development workshops by successful entrepreneurs
- Maintenance of Shobuj Polly Business Support Center
- Workshops with big traders, and input-output actors
- Organization Management Training for members of the Shobuj Polly Youth Development Organization
- Provide input support for poultry, cattle fattening, and dairy production
- Provide various materials such as carats, cork boxes, nets etc. for marketing and preserving products
- Participate in local and district-level entrepreneurs' fairs
- Provide Humanitarian Assistance
- Disaster Risk Reduction



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, BdesH 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

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Making Market Work for SHOBUJ POLLY ENTREPRENEURS

PROJECT DURATION
2022 TO 2023

Funded By
BDesH Foundation USA



Beneficiary

Poor Women Entrepreneurs

PRESENT TARGET

600

WOMEN
ENTREPRENEUR

4000

FAMILY MEMBERS

FUTURE TARGET

600

MORE WOMEN
ENTREPRENEUR

4000

MORE FAMILY
MEMBERS

Within 2025

Project Area

Mymensingh

Main Activities

The main activities of the project starts with selecting beneficiaries and group formation. Different types of training and workshops are conducted to make them efficient and skilled to be an entrepreneur. These trainings and workshops include topics like organization building and organization management, entrepreneurship development and business planning, skill development, (poultry rearing, cow fattening, fresh dairying, and handicrafts) etc. Some knowledge sharing meetings are also arranged at community levels. Providing emergency health support, installation of sanitary latrines, installation of deep tube wells for safe water, distribution of seeds and worm manure for homestead gardening, tree plantation (fruit, wood) etc. also included to this project.

Method of Implementation

- Beneficiary Selection using the PRA method
- Formation of 10 Women Entrepreneurs' Teams of 30 members each
- Formation of Shobuj Polly Youth Development Association including 25-30 members
- Weekly meetings with Nari Udyog Dal for life skills discussions
- Monthly Meeting of Shobuj Polly Youth Development Association
- Opening 10 bank accounts for 10 women initiative groups
- Opening a bank account for the Shobuj Polly Youth Development Association
- Inspire and Ensure Team Savings
- Establish and Repair the Community Business Center of Shobuj Polly Youth Development Organization

Project Objective

The objective of the project is to increase the availability and access to the basic needs of target families through the production and selling of quality products to manage their livelihood activities. In doing so the project works on increasing market accessibility, and skill development of the women entrepreneurs. It also focuses on improving the capacity and moral standards of participating families through life development skills like education and nutrition of children.

