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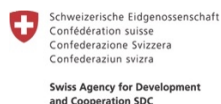
Since 1984, iDE has created business opportunities for the private sector with the goal of improving income, livelihood, and well-being for low-income and marginalized communities.



DONOR	PROJECT NAME	DESCRIPTION	PROJECT DETAILS
<p>SIDA</p>  <p>SWEDEN</p>	<b>Women's Economic Empowerment through Strengthening Marketing Systems</b>	<p>Funded by the Embassy of Sweden, the Women's Economic Empowerment through Strengthening Market Systems (WEESMS) project aims to provide greater opportunities for women to access the labor market. The initiative focuses on increasing women's opportunities for economic participation and decision-making through improved access to productive employment options with small and medium enterprises (SMEs) led by women entrepreneurs.</p>	<p>Women's Economic Empowerment</p> <p>USD 4,274, 992</p> <p>2016 - 2021</p>
<p>USAID, SIDA, BMZ, Duke Energy, and OPIC</p>   <p>SWEDEN</p>   	<b>Powering Aquaculture</b> Innovating Clean Energy Development for Off-Grid Hatcheries and Communities in Bangladesh	<p>The project seeks to improve farmer and agribusiness income generating opportunities and revenues by creating partnership between fish hatcheries and private sector companies to provide power for water pumping and lighting for off-grid fish hatcheries and small fish farming households in Bangladesh. The business model combines the technology of solar micro-grids and payment system of a mobile network metering to create a source of renewable energy that is easy to monitor, administer and control. The success of this new approach, as proven through this project, will accelerate the development and growth of a private-sector driven market for renewable micro-grids across Bangladesh.</p>	<p>Technology &amp; Innovation</p> <p>USD 499,748</p> <p>2015 - 2018</p>

<p>Wellcome Trust</p> 	<p><b>Smallholder Solar Pump Technology Testing and Assessment in Bangladesh</b></p>	<p>iDE is supporting Thermofluidics Ltd. to field test the solar powered NIFTE (the Non-Inertive Feedback Thermofluidic Engine) and uDAHR (NIFTE coupled with the Double Acting Hydraulic Ram) pumps, and provide contextual information on farmer irrigation and solar pumping habits, opportunities for developing inclusive financing options, and explore distribution models.</p>	<p>Technology &amp; Innovation</p> <p>USD 333,102</p> <p>2016 - 2018</p>
<p>DFAT (via IFRC)</p> 	<p><b>Menstrual Hygiene Management</b></p>	<p>iDE supported IFRC by identifying potential private sector partners to design and scale up the production of menstrual hygiene products and services. To do so, iDE worked closely in evaluating various private and public institutions that had proven technical skills and distribution models to support the adoption of MHM products in Bangladesh as potential partners for the next phases of the project.</p>	<p>Water, Sanitation &amp; Hygiene</p> <p>USD 53,405</p> <p>2015 - 2016</p>
<p>USAID (via WorldFish)</p> 	<p><b>ECOFISH - BD</b></p>	<p>The Enhanced Coastal Fisheries (ECOFISH - BD) project supports coastal fishing communities and other resource ecosystem users and key stakeholders to improve the resilience of Meghna River estuarine ecosystem and the livelihoods it sustains. iDE's technical assistance engagement in the project was to provide market specific skills and knowledge in the development of implementation strategies, which included a keen focus on understanding the market systems-based challenges around creating improved and sustainable economic and livelihoods opportunities.</p>	<p>Agricultural Markets</p> <p>USD 125,000</p> <p>2015- 2016</p>

UNICEF, SDC

**SanMarkS****Improving Sanitation Market Systems in Bangladesh**

SanMarkS: Sanitation Marketing Systems in Bangladesh, is a 48-month sanitation access project funded by SDC and UNICEF and implemented by iDE, which is seeking to strengthen the sanitation market system and increase access to improved sanitation for the poor and disadvantaged. The overarching goal of the SanMarkS project is to reach 450,000 people in 90,000 households, particularly women, children and youth, in at least six districts who benefit from increased and more equitable utilisation of quality sanitation facilities and services, resulting in better health conditions and wellbeing. The program works on the national, regional and local levels with three main outcome levels: households, the private sector and public institutions. iDE will seek to leverage design thinking in five strategic intervention areas throughout the project: capacity development of relevant stakeholders; marketing and behavior change that speaks to the consumers including the poor and disadvantaged; viable, feasible and desirable product and service solution development; scalable market linkages; and strategic partnership networks. SanMarkS is working to link demand, supply and the enabling environment to ensure that women, children and the disadvantaged have access to and a desire for improved sanitation.

Water, Sanitation &amp; Hygiene

USD 6,221,160

2015 - 2019

DFID, EU  
(via Save the Children)**SUCHANA****Ending the Cycle of Undernutrition in Bangladesh**

Suchana program is six-year initiative that aims to prevent chronic malnutrition in children in the first 1,000 days of their lives. The program adopts an integrated approach to nutrition specific and nutrition sensitive interventions and aims to develop a sustainable and replicable model that can be scaled. Suchana is funded by the UK Department for International Development (DFID) and the European Union (EU) and is implemented in Bangladesh by a consortium of eight partners including iDE. iDE's role in the program is to provide technical advisory services related to strengthening market linkages and capacity building of the consortium partners on market-based approaches. iDE is providing support to SUCHANA in three key areas: (1) capacity building and mentoring of consortium staff; (2) outcome monitoring and providing strategic and operational advice on market development; and, (3) developing knowledge products, documentation, and contributing to the dissemination of best practices. iDE's technical advisory support to the program concentrates on capacity building and mentoring of consortium staff for implementing a component aiming to achieve better nutrition through improved economic status.

Food Security &amp; Nutrition

USD 5,294,030

2015 - 2022

DFAT  
(via ARC, IFRC)



### SanMark-SUPPORT:IFRC

Sanitation Marketing Support for International Federation of Red Cross and Red Crescent Societies

With the Australian Red Cross as the prime, iDE delivered sustainable solutions for affordable sanitation using a market-based approach within the existing framework of Community Development Initiative 2 program in Bangladesh, implemented by Bangladesh Red Crescent Society (BDRCS). iDE developed skill of local sanitation service providers, improving their business, marketing and sales skills, and business linkages, resulting in a sustainable sanitation system and positive sanitation outcomes in the communities.

Water, Sanitation & Hygiene

USD 354,672

2014 - 2017

World Bank WSP



### SanMark-SUPPORT:BRWSSP

Sanitation Marketing Technical Assistance to Bangladesh Rural Water Supply and Sanitation Project

Through this project, iDE was contracted by the World Bank to support the Government of Bangladesh's Department of Public Health and Engineering (DPHE) to implement the sanitation sub-component of its national Bangladesh Rural Water Supply and Sanitation Project (BRWSSP) for increasing provision of hygienic sanitation products and services in the rural areas of Bangladesh through market development supporting services focused on local sanitation entrepreneurs. iDE's consultancy aimed to provide technical assistance in sanitation marketing to DPHE for strengthening their capacity to implement BRWSSP's sanitation strategy and build the capacity of small-scale sanitation entrepreneurs to better produce and market hygienic sanitation products and services, including shared facilities and hand-washing devices, across almost all districts of Bangladesh.

Water, Sanitation & Hygiene

USD 359,700

2014 - 2016

BMGF  
(via ICCO Cooperation)



### SanMark-CITY

Intelligent Design in Urban Sanitation Marketing

The SanMark-CITY project was a Bill & Melinda Gates Foundation (BMGF) supported initiative to successfully adapt and develop commercialization channels amongst four improved on-site sanitation technologies ("SanTechs") for urban areas of Bangladesh. The project set out to complete four specific objectives: i) test four selected toilet technologies and localize design to demonstrate their potential to meet the sanitation needs of urban poor communities in Bangladesh in sustainable, affordable way, ii) develop business models for technically viable toilet technologies, iii) explore and identify the commercial capacity and supply chains within Bangladesh that could meet the demands of consumers, suppliers and large-scale sanitation programs using these new technologies, and iv) facilitate knowledge management, dissemination and roll-out of these new technologies. Each of the four onsite toilet technologies was assessed in terms of their feasibility across social, environmental, scientific, gender and commercial dimensions.

Water, Sanitation & Hygiene

USD 238,792

2014 - 2015



UNICEF

**SanMark-SEAMs**

Sanitation Marketing in  
Southern & Eastern  
Area Markets

The UNICEF-funded Sanitation Marketing in the Southern and Eastern Area Markets (SanMark - SEAMs) project was led by iDE in partnership with the Government of Bangladesh and Bolipara Nari Kalyan Somity (BNKS). Launched in 2014, the project was implemented in Brahmanbaria, Rangamati, Khulna, and Patuakhali districts. SanMark-SEAMs' target was to ensure that socially excluded and economically marginalized groups increasingly utilize and participate in the management of safe and sustainable sanitation facilities. The project aimed at finding the 'seams' between large-scale ongoing modalities of sanitation programming and markets-based solutions related to sanitation marketing. SanMark - SEAMs investigated how customer-oriented solutions to sanitation could be deployed across ongoing UNICEF WASH program areas. These investigations led to the piloting of innovative sanitation products and service delivery models. As a result, it filled an important gap that existed in addressing sanitation in rural Bangladesh.

Water, Sanitation &  
Hygiene

USD 350,000

2014 - 2015

USAID  
(via CIMMYT)

**CSISA-MI**

Cereal Systems  
Initiative for South Asia-  
Mechanization and  
Irrigation

The International Maize and Wheat Improvement Centre (CIMMYT) is leading the project in partnership with iDE to promote a transformative shift for small-scale farmers towards the uptake of affordable and appropriate technologies by strengthening the supply chains of key manufacturers, dealers, and maintenance mechanics. iDE's role in CSISA-MI is to develop the market system for target agricultural machinery through partnerships with private sector importers and manufacturers, financial institutions, government stakeholders, local dealers, and other market actors such as mechanics and spare parts shops. CSISA-MI promotes three core technologies to drive more precise and resource-conserving agriculture practices: axial flow pump, power tiller operated seeder, and reaper.

Agricultural Markets

USD 7,268,256

2013 - 2018

Dutch MoFA  
(via ICCO Cooperation)



## PROOFS

### Profitable Opportunities for Food Security

The PROOFS program aims to promote food, nutrition, and WASH (water, sanitation, and hygiene) status of 80,000 households and approximately 340,000 people in SW and NW Bangladesh. iDE, in cooperation with the Dutch Interchurch Organization for Development Cooperation (ICCO) and the BoP Innovation Centre, developed capacity of last mile market actors aiming to increase farmer income through agricultural activities and improve their food and nutrition status by facilitating sustainable market development of agriculture, WASH and nutrition products, services, and information. On the agricultural front, PROOFS identifies and develops capacity of Farm Business Advisers (FBAs) who provide access to and information on agricultural inputs, production, and output markets to producers at the bottom of the pyramid whilst capturing a share of the value created as income. In WASH interventions, PROOFS pilots and commercializes feasible technologies as well as building the knowledge of good practices by training local market actors known as Private Latrine Producers (PLPs). In the nutrition interventions, PROOFS helps to improve the nutrition status of farmers households through an innovative "Nutrition Sales Agent" (NSA) program. The project identifies and trains women in sales and nutrition concepts and works with the private sector to develop a basket of various nutrition and hygiene products, so that these agents can promote and sell them in their communities.

Food security;  
Mitigation; Nutrition;  
WASH-Drinking water;  
WASH-Hygiene;  
WASH-Sanitation

USD 5,747,872

2013 - 2017

USAID  
(via FHI 360)



## Firm to Farm Finance

A human-centered model for inclusive rural finance

Under the "Firm to Farm Finance" action research project, iDE documented, optimized, and disseminated information on an innovative, promising commercial model for pro-poor rural farmer financing implemented by a national non-bank financial institution. Through experiential field research, F2F2 explored critical research gaps that exist in delivering new capital sources to smallholders while addressing barriers to entry for women and extreme poor in rural Bangladesh, focusing on the inclusivity, sustainability and efficiency of a promising model for commercial credit to the poor. In practice, F2F2 combined a Human-Centered Design (HCD) field-research process, rigorous business case and model business plan development, and field piloting of inclusivity-oriented strategies to arrive at an "optimized" model credit model designed to improve access to finance for farmers reached by USAID agriculture and food security programs.

Technology & Innovation

USD 171,339

2013 - 2014

USAID  
(via ACDI/VOCA)



### PROSHAR-EML

Enhancing Market Linkages: Capacity Building Program for the Program for Strengthening Household Access to Resources (PROSHAR)

In partnership with ACDI/VOCA and funded by USAID, iDE trained and mentored partner NGOs in Bangladesh on iDE's "Firm to Farm" approach, creating capacity for Farm Business advisors and networks in rural Bangladesh. The primary objective of PROSHAR-EML was to build the capacity of partner NGOs and lead firms in promoting and enhancing market linkages among project beneficiaries, especially market access and access to finance. The project placed special importance on women farmers, and treated them as a distinct clientele. The project established 81 Farm Business Advisors and 75 Farm Business Groups which served over 7,500 farmer households (more than 32,000 people). The Farm Business Advisors were considered 'micro enterprises' as they promoted and enhanced the penetration of quality inputs to the ultra-poor rural households and ensured their access to output markets.

Food Security & Nutrition

USD 1,356,670

2013 - 2015

Unilever Foundation UK  
(via Save the Children)



### Most Critical Days Project

The First Most Critical Day's Program (MCDP) was a Unilever funded project implemented by iDE in collaboration with Save the Children International, World Fish and Helen Keller International. The project's objective was to reduce the incident of stunting amongst children under 5 working through a multi-disciplinary approach with 2,500 pregnant and lactating women of Mollahat Upazila under Bagerhat district. As a technical advisor to the program, iDE led the market development component specifically focused on building the capacity of consortia staff to design, develop and implement the income generating component of the program and provide technical backstopping/guidance to the Implementing Partner (IP) staff to implement market-based livelihood intervention in the field.

Food Security & Nutrition

USD 129,000

2013 - 2014

DANIDA  
(via RFLDC)



### RFLDC-MDI

CBO sustainability through deeper market integration for the RFLDC project




Through this Danida-funded project, iDE strengthened Community Business Organizations (CBOs) to become more business-oriented so that CBOs could provide better service to their members. Interventions on market facilitation and capacity building included increasing CBO's access to commercial loans and facilitating better linkages with private sector. In addition to assisting the overall market systems enhancement, iDE also worked in improving productivity of and sustainable return from fisheries and livestock systems of resource-poor households through Farmer Field Schools and the formation of farmers' associations.

Agricultural Markets

USD 258,532

2012 - 2013



<p>DFID (via Maxwell Stamp Pvt. Ltd.)</p> 	<p><b>CMDI</b></p> <p>Chars Market Development Initiative for the Chars Livelihoods Programme (CLP)</p>	<p>The Char Market Development Initiative (CMDI) was a component of the Markets and Livelihoods Unit of the Chars Livelihoods Program (CLP). CMDI was aimed at developing remote and inaccessible char (river islands) market systems in Sirajgonj, Pabna, Bogra, Gaibandha, Rangpur and Kurigram in northwest Bangladesh. iDE's role in CLP was to support the establishment of durable supply chains for livestock inputs and improved technologies into the char areas, and build business skills amongst char dwellers to enable them to negotiate better products and services.</p>	<p>Agricultural Markets</p> <p>USD 1,984,574</p> <p>2012 - 2016</p>
<p>SDC</p> 	<p><b>SanMark-PILOT</b></p> <p>Private Sector-Led Sanitation Services in Bangladesh</p>	<p>The project aimed to create a viable market system for high-quality (hygienic) latrine provision in Rajshahi. It achieved the result through developing the skills of latrine producers, introducing a financial product to help poor customers buy latrines, designing a new latrine product based on demand drivers that was branded and promoted, supporting supply chain development of national manufacturing firms. and forming public-private platforms to underpin coordination at the local level. This project was funded by the Swiss Federal Department of Foreign Affairs.</p>	<p>Water, Sanitation &amp; Hygiene</p> <p>USD 260,000</p> <p>2012 - 2014</p>
<p>EC</p> 	<p><b>ANEP</b></p> <p>Agriculture and Nutrition Extension Project</p>	<p>ANEP was a three-year program supported by the European Union, which aimed to develop market linkages between rural and urban areas resulting in more nutritious food intake by low-income households. The project promoted agricultural technologies for increased production of nutritious products by rural smallholders in Barisal district. It worked to develop business planning processes amongst farmers, while simultaneously linking them to local market actors to achieve a sustainable system for increased production and profitability. Rural-urban linkages are established through promotional events such as 'Pushti Melas' (nutrition festivals) organized in urban areas. This supported greater availability and access to nutritious produce for the low-income urban population, and complemented behavior change communication efforts to improve consumption and infant feeding practices.</p>	<p>Food Security &amp; Nutrition</p> <p>USD 1,493,063</p> <p>2012 - 2014</p>

DFID (via Shiree)

**WOTSHAB**

Womens' Onset Technologies for Sustainable Homestead Agriculture in Bangladesh

iDE Bangladesh promoted above-ground homestead production among extremely poor women and teenage girls who lacked access to agricultural land. The project worked with the targeted beneficiaries to design rooftop farming and hanging jute nets for homestead vegetable production. The intervention also addressed the challenges of traditional farming, including high-soil salinity and heavy monsoon flooding. This project was funded by DFID's Shiree Innovation Fund.

Technology &amp; Innovation

USD 482,048

2011 - 2014

AGFUND

**PRISM**

Technology and Service Market Development Project in Bangladesh

In 2009, iDE was awarded a \$200,000 Pioneering Development Project prize from Saudi Arabia-based AGFUND to further implement the Prosperity Realization through Irrigation and Smallholder Markets (PRISM) in Bangladesh. AGFUND evaluators listed the strengths of the PRISM approach as follows: focus on income generation involving investment of farmers' own resources; a market-driven approach; stimulus for micro-enterprises, thereby enhancing value-chain; appropriate technology, technologies targeted at barriers to progress IDE emphasize a customer participation approach and not a 'top down' technology driven approach.

Agricultural Markets

USD 150,000

2011 - 2013

USAID (via Save the Children)

**Nobo Jibon-MDI**




Market development initiative for the Nobo Jibon project

Nobo Jibon (New Life) was a five-year, integrated food security program that targeted 80,000 poor and extremely poor households. iDE Bangladesh conducted a poultry sub-sector study, identifying intervention activities, developing a training manual on poultry-based livelihoods and facilitating the training of staff and farmers. The project established a business model where input sellers provided quality inputs and information on use of the inputs to the producers, thus improving their production quality and quantity which results in higher income. It also established better access to markets for producers by linking them with rural markets and supporting them to aggregate produce at collection points. This enabled producers to command better prices for their produce.

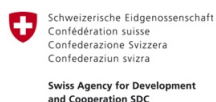
Food Security &amp; Nutrition

USD 1,167,442

2010 - 2014

<p>Danida</p> 	<p><b>LIFE - II</b></p> <p>Livelihood Improvement Facilities for Ethnic</p>	<p>The objective of the project was to develop greater sustainability of the livelihoods of ethnic communities in Chittagong. It encouraged private sector investment with Community-based Organizations and facilitated access to affordable finance for the producers, in order to ensure their economic sustainability.</p>	<p>Agricultural Markets</p> <p>USD 33,946</p> <p>2013 - 2015</p>
<p>IFAD</p> 	<p><b>RED</b></p> <p>Rural Enterprise Development</p>	<p>This market development initiative, funded by the International Fund for Agricultural Development, was focused on improving physical markets, building capacity of primary producers and local market traders, developing strategies for value addition, and linking producers with processors and buyers from diverse markets. iDE partnered with DevCon to establish five Market Development Centers, analyze value chains, connect producers with various markets, provide marketing/ management trainings and to strengthen the capacity of 500 service providers. These combined interventions benefited nearly 20,000 people.</p>	<p>Agricultural Markets</p> <p>USD 1,123,319</p> <p>2009 - 2013</p>
<p>DFID (via Green Hill)</p> 	<p><b>IMPACT-CHT</b></p> <p>Improving Markets and Poverty Alleviation through Cash Transfer in the Chittagong Hill Tracts of Bangladesh</p>	<p>This project aimed to create income opportunities for 1,200 extremely poor households. Agri-businesses for high-value crops were created and local markets were established with a workable value chain. 195 households have increased their income by 50% and 140 households are using their new knowledge on primary processing and post-harvest handling, resulting in a significant increase in their earning. The Shiree Foundation and DFID funded this project.</p>	<p>Technology &amp; Innovation</p> <p>USD 69,063</p> <p>2009 - 2012</p>

DFID and SDC (via  
Swisscontact - Katalyst)



## IIMS

Improving irrigation  
market systems for  
small farmers in  
Northern districts of  
Bangladesh

iDE implemented this project to increase farmers income by tackling water-control issues. The aim was to improve access to irrigation markets and to increase water efficiency with proper irrigation technologies, services and management techniques. As a result of this project, 122 farmers reduced their irrigation costs by 17% and are using 19% less water through the improved water conveyance systems. 156 farmers reduced their irrigation costs by 20%. This project was funded by DFID and SDC, through the Katalyst Project.

Agricultural Markets

USD 428,679

2009 - 2011

USAID  
(via WorldFish Center)



## CAARP 2

Cyclone affected  
aquaculture  
rehabilitation project 2

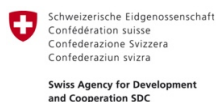
After Cyclone Sidr ravaged the southern coastal districts in Bangladesh, causing considerable damage to thousands of aquaculture ponds in 2007, iDE worked to build resilience and improve economic opportunities for the people living in this area by focusing on dike vegetable and fish production, while linking farmers with input and output markets. This project was funded by USAID, and throughout the project, iDE worked with the WFC and several other local NGOs.

Agricultural Markets

USD 186,347

2009 - 2010

DFID and SDC (via  
Swisscontact - Katalyst)



## AISD

Agriculture input  
service delivery project

iDE Bangladesh worked to improve poor small farmers' access to high-quality horticulture seeds, organic/USG fertilizers, and poultry inputs. This project improved the capacity of 310 seed suppliers to provide high-quality seed and advice to more than 24,300 vegetable farmers, increasing their incomes by 15 percent on average. The project also contributed to market development while working with 560 poultry input and health providers and 3,400 commercial poultry farmers. This project was primarily funded by Katalyst with additional funding from the Conservation, Food, and Health Foundation.

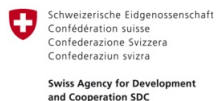
Agricultural Markets

USD 450,000

2005 - 2008

Dutch MoFA  Ministry of Foreign Affairs of the Netherlands	<b>ISEM</b>  Integrating Smallholders into Markets	This project integrated 7,000 small farm families into sustainable markets for horticulture and 3,000 families into pond fish markets, increasing farmer income by an average of \$200 annually. Case analysis showed that in one year, average net income of the vegetable farmers increased by \$108, and pond fishery farmers by \$301, while average net income of the service providers increased by \$190. The Dutch Ministry of Foreign Affairs funded both phases of this two-phase project with additional funding from the Western Union Foundation.	Agricultural Markets  USD 961,375  2004 - 2010
IFAD  Enabling poor rural people to overcome poverty	<b>ADAITR</b>  Testing and dissemination of affordable innovative technologies for resource-poor farm households	This IFAD funded project aided vulnerable households in Mymensingh and Tangail districts by promoting low-cost micro-irrigation technologies and improving farmers' access to higher value markets. ADAITR developed a supply chain for irrigation pumps involving seven manufacturers, 16 retailers and 59 installers. Hundreds of farmers were linked to Middle Eastern markets, which increased their annual income by \$100.	Technology & Innovation  USD 100,000  2003 - 2005
SDC  Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra  Swiss Agency for Development and Cooperation SDC	<b>MAT</b>  Marketing appropriate technology	The SDC-funded project conducted research and development of manual water pumps for household use and promoted the development of the supply chain for manual pump suppliers. iDE actively developed the business capabilities and services of 89 manufacturers, 4,000 dealers and 4,000 pump installers. In addition to these activities, iDE also conducted a series of mass marketing campaigns and promotional events. Through the created supply network, 1.5 million pumps were sold, improving the lives of 5.5 million poor household members.	Agricultural Markets  USD 1,540,900  1984 - 2003

SDC

**WATSAN**

Development and marketing of affordable deepset drinking water pumps, sanitary latrines and arsenic testing/mitigation products

WPP developed a supply chain of six pump manufacturers, 13 local dealers and 300 tube well mechanics. The project facilitated arsenic screening of 500,000 tube wells and provisioned 654 arsenic removal filters, 313 rope pumps and 70 rainwater harvesting systems via the private sector. WPP also introduced low-cost drip irrigation systems for 370 poor farmers. This was an SDC-funded project.

Water, Sanitation &amp; Hygiene

USD 4,906,459

1997 - 2003