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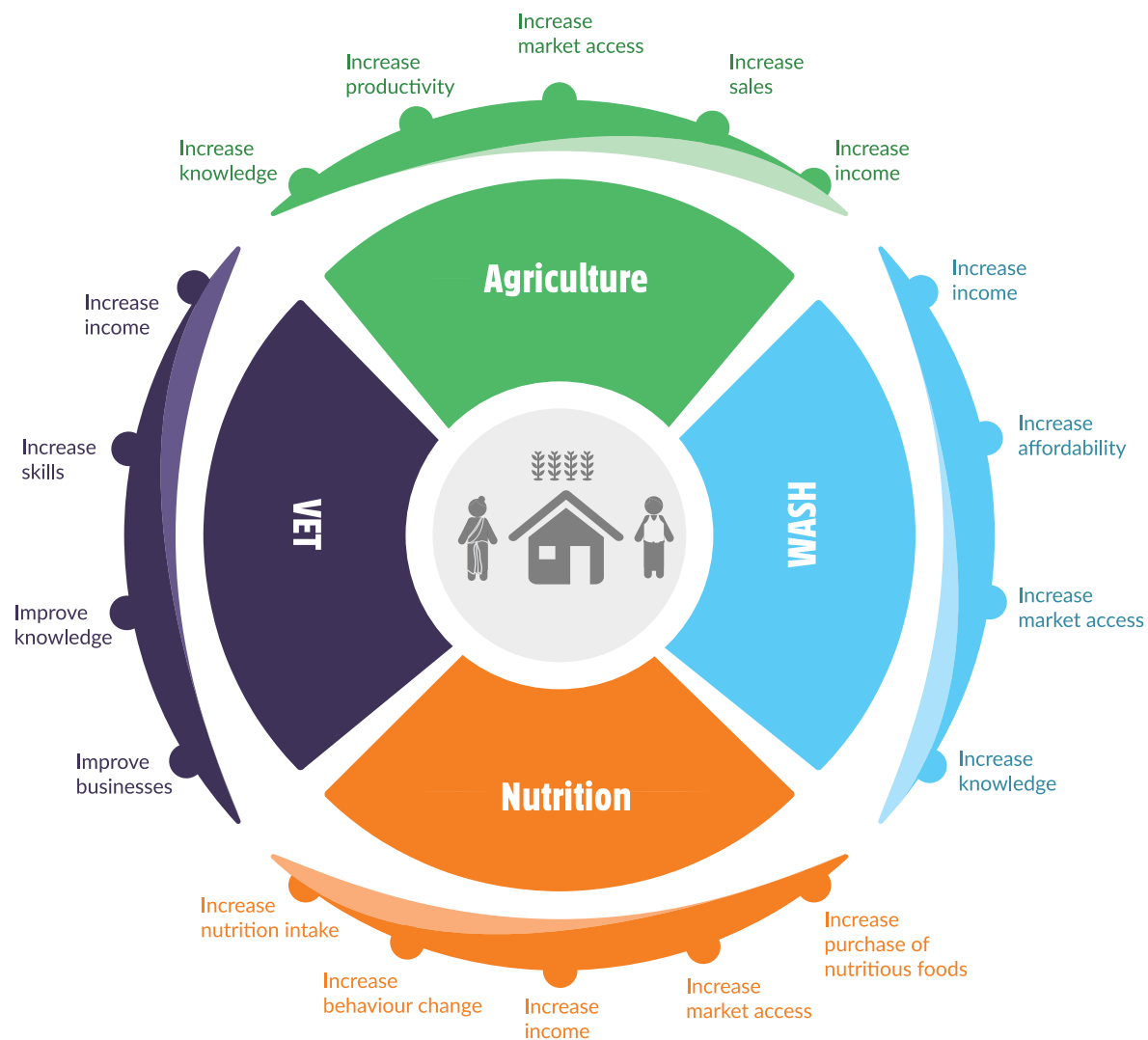
**PROOFS**  
PROFITABLE OPPORTUNITIES FOR FOOD SECURITY





## What is PROOFS?

Profitable Opportunities For Food Security (PROOFS) aims to improve the food and nutrition security, as well as the water, sanitation and hygiene (WASH) situation of 80,000 households in seven districts in northwest and southwest Bangladesh. PROOFS is a consortium project, funded by the Embassy of the Kingdom of the Netherlands, and implemented by ICCO Cooperation, iDE, BoPInc, and Edukans.



## What is PROOFS?

To improve the food and nutrition security and WASH situation of households, PROOFS applied a nexus-based approach. This means that PROOFS simultaneously engaged in activities designed to stimulate and improve local market systems that deliver agricultural, nutrition and WASH products and services to smallholder producer households.

Through understanding the various people, products, and services involved in agriculture, nutrition and WASH markets, PROOFS, through development of last-mile market actors and other activities, was able to address gaps and constraints, allowing these markets to work more effectively and inclusively for smallholder producers. The interventions are complemented by an additional Vocational Education Training (VET) component targeting adolescents in PROOFS targeted households.





## Agriculture Interventions

Through its agricultural interventions, PROOFS focused on increasing the income of smallholder farmers by improving their agricultural productivity and access to markets. PROOFS activities aimed to overcome last mile delivery gaps in information, products and services provided to farmers from market actors. PROOFS worked with smallholder farmers to increase their market readiness through group-based training and aggregation, whilst also working to bring private sector actors and output buyers to producers through information sharing events and improving market channels.



# 6644

Number of technical training sessions conducted by private sector representatives with producer groups during PROOFS. These training sessions increased producers knowledge on agricultural inputs and production practices.







Agriculture

# 129784

Number of producers reached by Farm Business Advisors. They provide access to, and information on, agricultural inputs, production, and output markets to producers whilst capturing a share of the value created as income.





## Agriculture

# 65%

Percentage of PROOFS producers who have increased their agricultural yield by 20% on land that they cultivate. Higher yields mean farmers have more product available to sell in the market - and have more access to nutritious food for their families.





## Agriculture

# 72%

Percentage of PROOFS households engaged with a PROOFS-improved output market channel to sell their agricultural products. Channels include Collection Points, Informal Markets, Farm Business Advisors or Farm Business Groups.





## WASH Interventions

In its interventions in water, sanitation and hygiene (WASH), PROOFS aimed to improve households WASH situation through enhancing their access to quality products and services. Utilizing Human Centered Design approach, PROOFS improved the capacity of existing Private Latrine Producers to increase access of water and sanitation technologies that are affordable by households, feasible for Private Latrine Producers to produce and viable in the long run to continue selling. Working to close the gap in the supply chain, PROOFS developed the capacity of Private Latrine Producers and private companies to commercialize WASH technologies and relevant services to close the gap in the supply chain.





WASH

5

Number of water and sanitation technologies, out of an initial ten, that were successfully selected or designed and commercialized under PROOFS after being intensively tested and piloted at the household level. Five success stories are of Ring Paka, 4 Tin Bera, SaTo pan, SanBox, and FilTo.





WASH

# 303

Number of Private Latrine Producers who were selected from pre-existing local sanitation businesses, whose technical, sales and marketing, business expansion and management capacity were improved to actively sell WASH products to communities





WASH

# 211522

Number of water and sanitation products sold by Private Latrine Producers of which 53589 units were sold to the smallholder farmers households PROOFS worked with.



WASH

# 197

Number of sales agents hired by Private Latrine Producers as a means to expand their reach and increase sales. These sales agents work either on commission or salary and promote WASH products and services to households and communities.







## Nutrition Intervention

PROOFS nutrition intervention uses a market based approach that combines behavior change campaigns, public sector linkages and door-to-door sales through a network of 320 Nutrition Sales Agents to improve households nutrition. These sales agents have been an influential market trigger for scaling the consumption and distribution of nutrition and hygiene products among family members with an emphasis on vulnerable family members including pregnant women





## Nutrition

₹ 64000000\*

Worth of nutrition and hygiene products were sold to households by 320 Nutrition Sales Agents through organizing educational courtyard sessions in their communities and visiting households door to door. This is strengthening market linkage to ensure last mile distribution of these products, including micronutrient powder and sanitary napkins, to remote rural areas.

\* \$794033





## Nutrition

# 2500

Number of Mobile Movie sessions have been piloted by 157 Nutrition Sales Agents to promote, amongst others, dietary diversity, hand-washing and latrine usage. Mobile Movies is more than a portable cinema; it is an innovative behavior change communication tool that has proven to be effective as it combines education with entertainment in areas where penetration rates of modern media are low and illiteracy is high.





## Nutrition

# 84%

Percentage of mothers in PROOFS targeted households are practicing exclusive breastfeeding of children under six months. Nutrition Sales Agents educated women on its importance through the community meetings and individual counseling sessions at their homes.





## Nutrition

# 97%

Percentage of 80,000 target households have improved their adequate intake of sufficiently nutritious food. This means that these households are now consuming more nutritious food either from their own production or from the market compared to the start of the program.





## VET Intervention

From November 2014 to October 2016, the PROOFS-Vocational Education and Training (VET) program worked to standardize and improve the quality of the on-the-job training delivered by local master craftspeople/traders (Ostads) across 16 trades in seven districts of Bangladesh and to connect local traders and their apprentices to the formal economy.





VET

# 1100

Number of local traders (Ostads) trained to become better teachers, smarter business owners. The traders are expanding their businesses, instituting safer workplace practices, and will continue providing quality on-the-job vocational training to other young adolescents.



VET

# 2300

Number of young adolescents trained in practical vocational skills through Ostads and connected to jobs and local trade associations. Nearly 47% of the trainees are women, breaking gender-barriers and empowering their families.





A photograph of two men working on a wooden structure. One man, wearing a black jacket over a patterned shirt and blue jeans, is crouching and looking down at his work. The other man, wearing a dark blue long-sleeved shirt, is also crouching and working on the same structure. They are in a workshop or construction site with wooden walls and floors.

VET

# 75%

Percentage of the trainees have already found skills-based work in their villages and nearby cities, but have also become employers themselves by setting up small businesses. These new-found incomes are contributing to increases in household incomes





VET

# 3500

Number of households sensitized on child labor norms and benefit from increased incomes. Field observations demonstrate that increased incomes go towards educating siblings.