



MARKET LINKAGE INITIATIVE, LOOP, LAUNCHED IN BANGLADESH

The Feed the Future Developing Local Extension Capacity (DLEC) Project, in Partnership with the USAID Agriculture Extension Support Activity Project (AESA), launched Digital Green's Flagship Program LOOP in Bangladesh. The initiative will help increase AESA farmer producers group income through the aggregation and collective selling of their production.

LOOP works like a pack and hauling service for farmers powered by a digital platform. When farmers of a community are ready to take the crop in market, they call a loop agent. Based on the product volume aggregator hires a transport and collect the product from farmer's doorstep. The aggregator then takes the product to market on behalf of all the farmer of the community, reducing transport cost by fully utilizing vehicle capacity, reducing labor cost of the farmer and ensure better price due to bulk selling. Aggregator uses mobile app for record keeping and SMS and paper-based receipts for ensuring transparency

The launch event was attended by Mr. Vinay Kumar, Chief Operating Officer (COO) and Mr. Aditya Sethi, Deputy Director of Technology from Digital Green; Mr. Bidyuth K. Mahalder, Chief of Party of the AESA project and other representatives of AESA and Dhaka Ahsania Mission. Around 60 farmers also attended the launching and showed their enthusiasm to join in the program.

34 FARMERS
JOINED IN
FIRST DAY

2846 KG OF
VEGETABLE
TRANSPORTED

BDT 81,960
EARNED
USING THE
SYSTEM

"IN THE VERY FIRST DAY
I MADE AN EXTRA 350
TAKA PROFIT SELLING
PRODUCT
COLLECTIVELY. "

— MOHIDUL ISLAM,
KASHIMPUR, JESSORE

HOW LOOP WORKS:



Aggregator collects and marks the product and transports it to market.



Aggregator sells the product to market buyer



Aggregator give the farmer the money for the sale with a receipt.



Farmer's profits increase due to collective selling.

For more information visit:

<https://www.digitalgreen.org/connect/usaiddlec/> or
<http://www.aesabd.org/>

ABOUT THE PROJECTS

DEVELOPING LOCAL EXTENSION CAPACITY

In an effort to raise incomes and increase resilience of smallholder farmers and their families in Feed the Future countries, USAID funded the Developing Local Extension Capacity (DLEC) project. This project is led by Digital Green in partnership with the International Food Policy Research Institute (IFPRI), CARE International and multiple resource partners. DLEC works with country stakeholders and USAID missions to scale and improve locally relevant, cost-effective and pluralistic agricultural extension systems that bring together information technologies and community-based organizations.

AGRICULTURAL EXTENSION SUPPORT ACTIVITY EXTENSION

The USAID Agricultural Extension Support Activity (AESAs) Project is implemented by Dhaka Ahsania Mission (DAM) in consortium with CARE Bangladesh and mPower. The project works in 12 districts in the southwest and central areas of Bangladesh (Barisal, Jessore, and Khulna regions) to support in implementing various capacity building activities and fostering a farmer demand-driven agricultural extension system, synergized by the use of information communication technology to improve farmers' access to quality ag inputs, improved technologies and management practices with access to finance and market opportunities.