

## Project Factsheet Template

<b>Project Name</b>	Scaling Farmers’ Hub
<b>Duration</b>	Jan 25 - Jun 2028
<b>Donors</b>	Bangladesh Govt. World Bank and IFAD through PARTNER-DAM part
<b>Budget</b>	BDT 20,000,000 (100,000/Farmers’ Hub)
<b>Location</b>	64 District, 200 Upazilas
<b>Outreach</b>	200
<b>Partners</b>	NA

**Context:**

Program on Agricultural and Rural Transformation for Nutrition, Entrepreneurship, and Resilience in Bangladesh (PARTNER-DAM Part) is implementing by a specialized Government organization, Department of Agricultural Marketing (DAM) under the Ministry of Agriculture. Its development objective is to promote diversification, food safety, entrepreneurship, and climate resilience in the agri-food systems of Bangladesh. This project will be implemented from 01 July 2023 to 30 June 2028 funded by GoB, IFAD and World Bank. As an implementing agency, PARTNER-DAM will establish 200 Farmers’ Hub through local entrepreneurs in selected Upazila and Districts within project tenure. It will also provide mentoring and value chain-related services to sustain the entrepreneurs (DLI-9).

SAF Bangladesh has pioneered and successfully implemented an innovative agribusiness model known as “Farmers’ Hub”. The "Farmers' Hub" is a comprehensive commercial service platform strategically located near agricultural production zones with excellent road connectivity, functioning as a 'center of excellence' in remote rural areas, and playing a pivotal role in driving agricultural transformation. This dynamic hub facilitates farmers' access to quality agri-inputs, cutting-edge farm mechanization, efficient post-harvest handling and marketing solutions, and modern farming technologies and know-how. Furthermore, the Farmers' Hub goes beyond its primary role by actively supporting agribusinesses through the promotion of responsible sourcing practices. By fostering a symbiotic relationship between farmers and the broader agricultural ecosystem, it emerges as a cornerstone in fostering sustainable and thriving agriculture system. It enhances farm productivity and ensures quality and fair prices. The Farmers’ Hub is a bankable business model operated by a rural youth who serves 300-1000 community farmers commercially and earns BDT 30,000-80,000 per month. Farmers’ Hub entrepreneurs reach break-even points within 1.5-2.5 years.

**Objectives:**

Key objective of DLI 9 is Promoting Sustainable and Nutritious Food Production. Specific Objectives are-

- **Efficient Input Use:**  
Encouraging the efficient use of agricultural inputs to optimize resource utilization and minimize environmental impact.
- **Alleviation of Food Safety Issues:**  
Developing and promoting good agricultural practices to address and reduce food safety challenges.
- **Climate-Smart Agriculture:**  
Developing and adopting stress-tolerant and nutrient-dense rice varieties and climate-smart production packages to enhance resilience to climate change.
- **Crop Diversification:**  
Promoting the cultivation of non-rice cereals, pulses, oilseeds, and spices to diversify production and improve nutritional intake.

**Key Activities:**

- Find out and onboarding potential entrepreneurs for implementation of Farmers Hub.
- Capacity building of Farmers' Hub entrepreneurs.
- Link Farmers' Hub entrepreneurs with input and output market.
- Organize exposure visit for the Farmers' Hub entrepreneurs.
- Mentoring support to Farmers' Hub entrepreneurs
- Provide business promotional support to Farmers' Hub entrepreneurs.
- Follow up Farmers' Hub construction and business of entrepreneurs.
- Business monitoring and trouble shooting

**Achievements (so far)**

- SAF and PARTNER-DAM has been signed MoU.
- 10 PARTNER Farmers' Hub have been up and running business.
- Different planned activities related to Farmers' Hub development have been completed.
- 10 Farmers' Hub are engaged in Nursery and Agri machinery rental business, seven are buying and selling business.
- One Farmers' Hub is linked with Two Formal buyers Like; Meena Bazar and SHWAPNO



*LoA signing event between SAF Bangladesh & PARTNER-DAM part at DG, DAM office*



*Farmers' Hub construction work in progress*

***Last Updated: 23 July 2025***