A FULL 40 PERCENT OF PEOPLE LIVING IN BANGLADESH LIVE IN POVERTY, AND 85 PERCENT OF THEM LIVE IN RURAL AREAS.


IFC’s investment in Pran, a leading food and beverage company in Bangladesh, helped it expand processing capacity and its food distribution network domestically and abroad. IFC loaned Pran $15 million, including $5 million from GAFSP, to fund new processing facilities, and give farmers more consistent demand and fair pricing for their fruits and vegetables.

Pran is providing farmers with high-quality seeds, financing, equipment, training, and support for irrigation.

EXPECTED RESULTS:

This project is contributing to higher productivity and incomes for over 1,700 small farmers, and is expected to create over 1,800 new direct jobs in rural areas.

Pran’s direct purchases from farmers help them overcome the marketing challenges posed by poor infrastructure. These purchases help insulate farmers from middle men who take advantage of the fact that perishable produce must be sold quickly.

Food packaging reduces waste, increasing the supply of food without impact on the environment. It creates jobs in processing plants. Over 90 percent of the 1,500 workers in Pran’s packaging facilities are women.

Food processors also create employment through development of distribution networks. In the case of Mohammed Wahab Ali, once a poor vendor of polythene shopping bags in the Natore region, marketing Pran’s milk products enabled him to expand his business and his income. His family now lives in a sturdy house. His wife has been able to resume her education, which had been interrupted by poverty and an early marriage.