PROOFS INCLUSIVE APPROACH
Food insecurity and malnutrition are serious problems in Bangladesh. Around 50 million Bangladeshis experience insufficient access to nutritious and safe food as well as other basic needs. The objective of the PROOFS project is to improve food security and prevent malnutrition for farmers’ households in rural Bangladesh.

PROOFS has an innovative approach which includes small farmers, as well as retailers, traders, financial institutions and (local) government institutions. Farmers will be organized in competitive Farm Business Groups (or FBGs). These will be linked to all the actors who influence their capability to produce sufficient and nutritious food. The farmers can sell their food produce at a better profit and improve their household nutritional status. This will enhance their food security.

PROOFS’ STRATEGY 2013–2017
With financial support from the Netherlands Government, PROOFS will empower farmers with business skills and knowledge like marketing, management, finance and networking. Their newly acquired skills will result in improved production and more efficient links with the markets. Better produce will lead to better pricing and higher sales. Farmers will have the opportunity to evolve into more innovative enterprises.

PROOFS will analyze the local food system and use the findings to spur consumption of nutritious food and safe water, and also boost access to safe sanitation.

PROOFS will gain deep insights in consumer behavior regarding food and water consumption, like eating habits, buying behavior, food aspirations and water usage. Production and sales of nutritious food will be boosted with use of these insights. PROOFS innovative participatory approach will ensure a demand for nutritious food, access to safe water and awareness about safe sanitation.

PROOFS:
• Is committed to improving food and nutrition security by working closely with the private sector
• Engages 80,000 Base-of-the-Pyramid Producers and Consumers in market-led rural economic development
• Provides innovation opportunities for private sector and development partners in and outside Bangladesh

FARM BUSINESS GROUPS
PROOFS will create 320 Farm Business Groups from within existing rural organizations. These business groups will be an interesting market in itself. National and international companies will have access to a platform to do business with large low-income groups, via improved distribution and retail channels.
BOOSTING FARMERS’ PROFITS

PROOFS will contribute to enhancing food security in Bangladesh. Base-of-the-Pyramid Farmers and Consumers will have improved access to sufficient, safe and nutritious food to maintain healthy and productive lives. This achievement is likely to have a spillover effect on the extended community at large. As the local markets begin to function better by increased economic activity, all citizens will be able to access and afford nutritious food.

Specific activities on nutrition messaging will lead to increased awareness about nutrition, safe drinking water and hygiene which will contribute to the health and well-being of the farmers and their families.

PROOFS will act as a catalyst which focuses on business training and farmers’ competitiveness by building the network of Farm Business Groups. New and existing innovative technologies, like new seed varieties and technologies for a more efficient harvest, will be promoted and supported.

Farmers with business skills, in combination with innovative food production and improved distribution chains will themselves create more profitable farm enterprises.

Based on tried and tested instances of successes, the private sector will be keen to collaborate on long-term investments and new business ventures.

PROOFS : ICCO, iDE, BoP Innovation Center

ICCO, a Dutch international NGO with more than 40 years of experience in Bangladesh, uniquely positions itself as an enterprising connector, linking people, organizations, knowledge and innovative ideas.

iDE specializes in Market Development and Technology Commercialization with 30 years of working experience in Bangladesh.

BoP Innovation Centre (BoPInc) is an expert organization on developing new business models, by creating sustainable innovations for pro-poor development.

REACH AND OUTPUT

The project covers four districts in Northwest Bangladesh and three districts in Southern Bangladesh, covering 80,000 households.