



FEMALE SALES AGENT

BANGLADESH NUTRITION ACTIVITY

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ABOUT BANGLADESH NUTRITION ACTIVITY

To address the issues of poor dietary diversity and nutritional status, poor sanitation and hygiene, gender inequality in decision-making related to household production and consumption, low level of participation of women in income-generating activities, Feed the Future Bangladesh Nutrition Activity funded by USAID is working with a combination of market system development and social behavior change (SBC) approaches that empower market and community actors to address underlying causes of malnutrition in Bangladesh.

Through the Activity, children under five years of age, pregnant and lactating women, and adolescents learn ways to better meet their nutritional needs and practice healthier behaviors.

Intended results:

Throughout the five years, the Activity contributes to improved nutritional outcomes in selected Upazilas of Bangladesh. The Activity is focused on three goals:

- Result 1:** Increasing consumption of nutritious, diverse, and safe diets by rural households;
- Result 2:** Increasing social and economic empowerment of women and adolescents;
- Result 3:** Improving the adoption of improved water, sanitation, and hygiene (WASH) practices.



PROJECT OBJECTIVE

- Increased Social and Economic Empowerment of Women and Adolescents
- Building a Sustainable Agri-Nutrition Supply Chain Engaging Female Sales Agent



TALE OF EMPOWERING WOMEN: KALLYANI NETWORK

KALLYANI is a Bengali feminine word (emanating from the word kallyan, meaning wellbeing) represents a woman contributing to bringing and positive changes in others' lives. Kallyanis, the female sales agent (FSA) are those amazing positive women, who are developing their own skills and knowledge as women entrepreneurs to create positive impact and sustainable change in their community. Nature created women with the enormous power of positivity, inborn change makers. Thus, apart from all the challenges and hardships of a patriarchal society they have the ability to improve their lives and livelihood through adequate knowledge, financial independence and taking decision-making ability. Considering the strength of equality and women empowerment Bangladesh Nutrition Activity a program of Abt Associates funded by USAID reaching out to women through FSA network as Female Sales Agents (FSA). Our Kallyanis as FSAs tirelessly supporting to make sustainable changes in nutrition, wellbeing, WASH practices in BoP households in Bangladesh.

OFFLINE STICKER CAMPAIGN

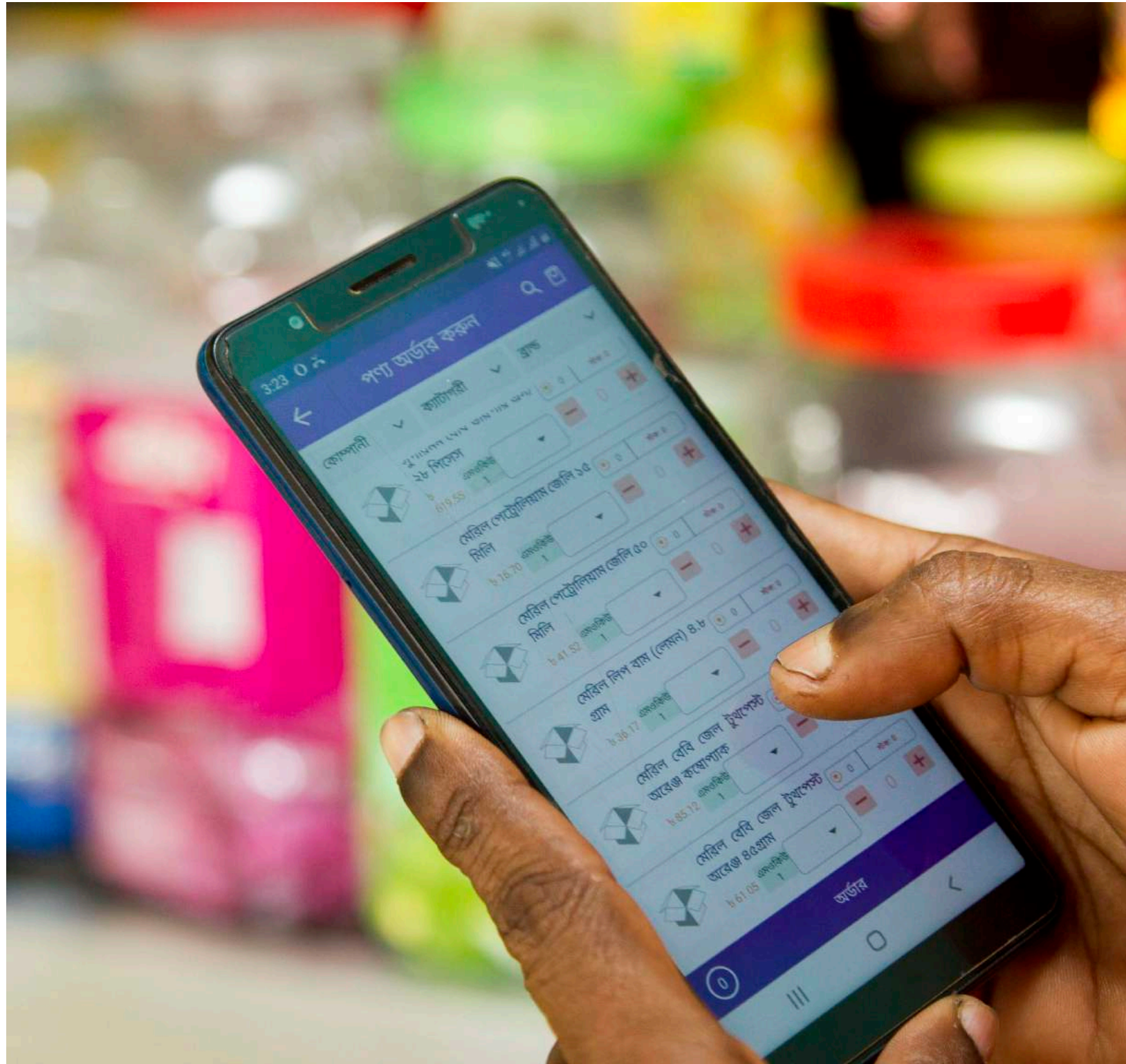
For recruiting FSAs offline campaigns like sticker campaign, Micking and leaflet distribution conducted at the targeted area."





ONBOARDING & CAPACITY DEVELOPMENT:

After recruitment campaign FSAs are shortlisted for training. They received 5 days long training on business essentials, Financial literacy, digital literacy, Sales pitches, Nutrition, WASH and Women empowerment. They also received on the job training and refresher training.



MAKING WOMEN DIGITALLY EMPOWERED

FSAs can buy smartphones from iSocial with monthly installment facility at a very cheaper interest rate. Through the digital App Shujog, FSAs can place orders for products and services.

DEMAND CREATION IN THE COMMUNITY

FSAs conducted Court yard session and disseminated information on Nutrition, WASH and Women empowerment. In those session they showcase their products in a mobile curt. Court yard session played an important role in FSAs sales promotion.





ORDER THROUGH CALL CENTER

FSAs can order via call, by calling iSocial's telesales team, they can order products to get delivery in their footsteps.

DIGITAL PAYMENT

Shujog app enables FSAs to keep a record of the transactions made digitally and they can check the history anytime. Also, they can see the progress of the business from the dashboard available in the app."



RECEIVING PRODUCTS FROM ISOCIAL'S HUB

Through the iSocial's staff (Shujog Sohojogi), FSAs can receive products at their door steps after ordering through Shujog app or via call.





DOOR TO DOOR SERVICE

FSA's Provide Necessary services and sell relevant products at customer's doorsteps after receiving them from the Shujog Shohojogi.



KSHOP AND PERISHABLE PRODUCTS

Besides Door-to-door sales, a FSA can serve the customers from her sales point or branded k-shop. By selling the necessary products and perishable vegetables, FSAs are earning money and ensuring nutritional needs for her community. One of the FSA Rekha says, “the shop helps me stay active and allows me to be highly involved with the people in my community, which has been immensely rewarding.

WASH PRODUCTS SELL

Ensuring hygiene of rural women by selling sanitary napkin and other wash related products through another woman. Sima quoted, “Being an entrepreneur was a dream, my husband always supported me to fulfill my dream. He motivated me the most to start my journey as a Female Sales Agent. I wish someday this Kallyani network will expand nationwide.

FEEDiFUTURE

বাংলাদেশ নিউট্রিশন অ্যাকটিভিটি

কল্যাণী

পণ্য ও সেবা কেন্দ্র



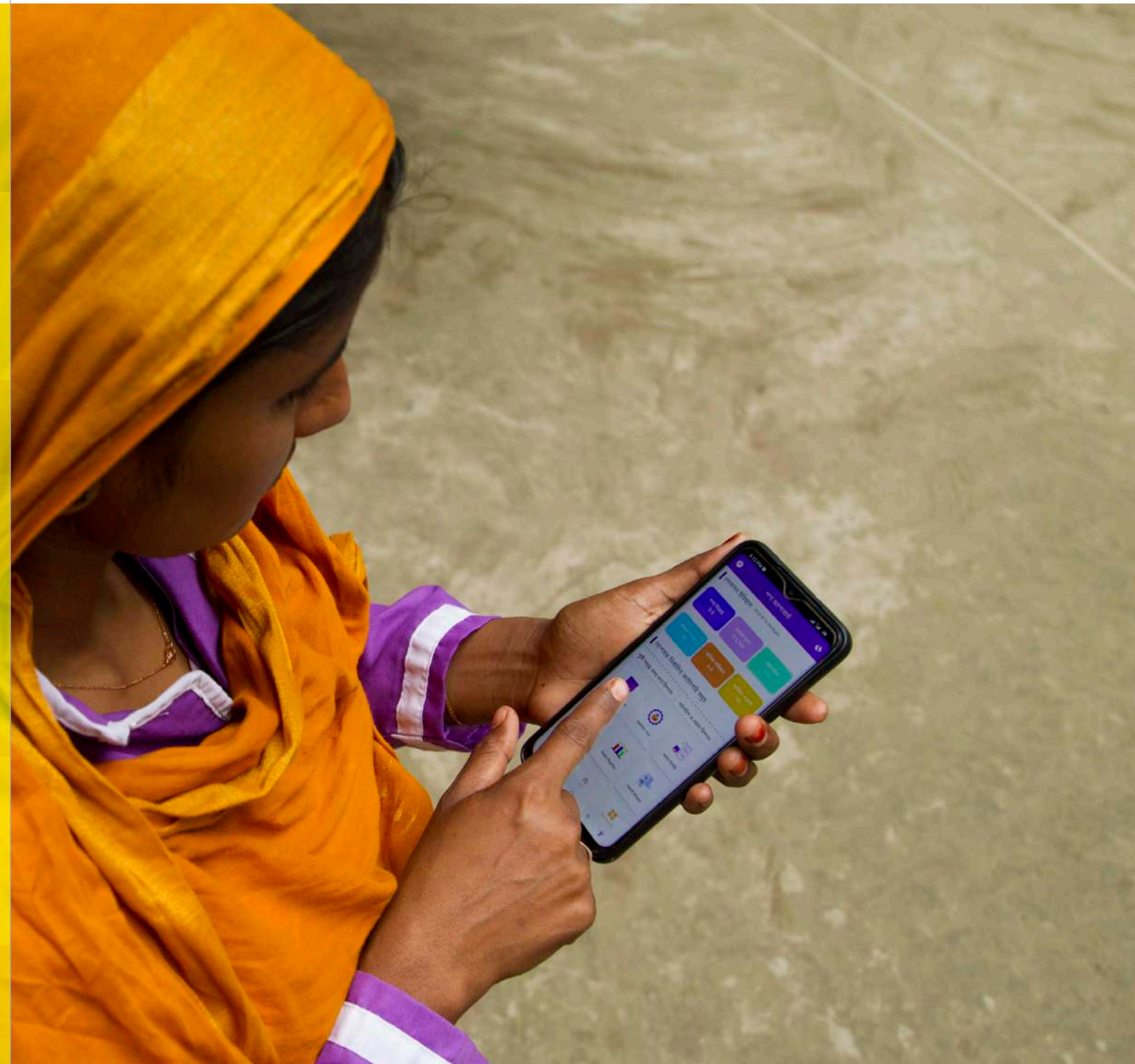


CUSTOMER DATA ACQUISITION

Besides recording Order and sales transactions FSAs also collect Customers basic info for future record, they are working as data collectors too.

DIGITAL BOOK KEEPING

In the Shujog app FSA can see her business dashboard and all the details transaction records and customer info. It shows her business growth.





WOMEN MICRO MERCHANT IN THE ERA OF FINANCIAL INCLUSION

After getting training FSAs can be a micro merchant of Bank Asia and they can do business through the micro merchant account like bill payment, mobile top-up. They also can get loan from Bank Asia for their business expansion.



ECONOMIC EMPOWERMENT

After getting training FSA starts their business and this business will make her economically empowered. FSA Parvin mentioned 'This Kallyani program gave me the chance to earn some extra money for my family, which was much needed. As my husband lives out of the country, sometimes it becomes tough for him to send money in emergencies. Now as I have my own earning I need not to wait or depend on my husband's overseas income.'

SOCIAL EMPOWERMENT

iSocial organized community-based Nutrition fair which created a buzz in the FSAs' community. Through the nutrition Fair community peoples and the related stakeholders (Govt. Stakeholders, Vendors from Growth center and Local community stakeholders) got an idea about the FSAs model and the project activity.





CASE 1

EMPOWERMENT AS BLESSING

Asma Begum said, 'This FSAs program came as a blessing in my life. When my husband lost his job and came back to Bangladesh, I used to think about how we will bear the expenses of my children's education, or how I will buy my necessities for household. " Asma become very popular in her community, people know her and praise her for her work. She has become an inspiration for her community, now many other women in her area want to work as Female Sales Agents and earn money

CASE 2

ENTREPRENEURSHIP HAS NO BARRIER

Rani Akhter, started her FSAs journey after getting informed from a field officer at Kalapara. Initially she was less confident about her educational qualification to work as an kallyani. Still Rani was looking for an income opportunity for her living as her husband was jobless and the family was suffering from extreme poverty. Thus, she enrolled in FSAs training. After finishing the training, she realized that formal educational degrees are not mandatory for an entrepreneur.

She started selling perishable products and sanitary napkin on her store. In the beginning, the women of her area were shy and hesitated to buy sanitary napkins. It's why she started her door-to-door services and explained to them the importance of sanitary napkins and menstrual hygiene. Now almost every house at her locality understands usage of sanitary napkins Rani ensured the availability.





CASE 3

ORDINARY HOUSEWIFE TO COMMUNITY ROLE MODEL

Beauty Akhter an FSAs from Sadarpur, Faridpur said that. “I was just a housewife like any other woman of my community. Yet I wanted to create my own identity, this FSAs program made that possible. Now when I go door to door everyone respects me, I have become a known face at my community. Many women come to me whenever they need any suggestion or help.