



Project Jagoroni

**Empowering Women of Rural Communities
through Value-Added Mango Products and
Eco-Friendly Farming Practices.**



Prepared by
IAAS Bangladesh IUBAT Local Committee

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Introduction

Project Implementation Site: Bashkopa Village, Prahladpur Union, Sreepur, Gazipur, Dhaka, Bangladesh.

We have selected Bashkopa village in the Prahladpur Union of Sreepur Upazila, Gazipur District, Dhaka, Bangladesh, as the implementation site for the WIA × VCP World Project Competition. This village, enriched with natural greenery and agriculture, is traversed by the Chilai River. On April 10, 2025, our Jagarani Project Team conducted a field visit and surveyed the entire area.

Bashkopa is known for its abundance of mango and jackfruit trees. However, through conversations with local women and farmers, **we discovered that the mango trees are mostly 30–40 years old and of traditional varieties.** As a result, although the yield is initially promising, significant post-ripening damage occurs due to pest infestation, causing major economic losses. **Moreover, Gazipur—regarded as the jackfruit capital of Bangladesh—faces problems in post-harvest management. Nearly 45% of jackfruit production goes to waste due to oversupply, poor market linkage, and low fair pricing.**

The Chilai River is choked with water hyacinth and pollution, resulting in poor flow and near-dead condition.

Farmers lack knowledge of modern agricultural techniques, relying on excessive chemical inputs, which increases costs without improving yields, further harming the environment.

Our project aims to empower local women through post-processing mango and jackfruit into value-added, nutritious products like mango bars, pickles, jackfruit chips, and ready-to-cook traditional items. We will also conduct training on modern farming, promote eco-friendly composting using water hyacinth and vermicompost, and support river restoration and sustainable agriculture.



Our Project idea

Our project centers around empowering rural women and restoring environmental health through sustainable agriculture and value-added agro-processing. Implemented in Bashkopa village, Gazipur, the project addresses intersecting issues of gender inequality, post-harvest losses, pollution, and outdated farming practices.

The main focus is on Women in Agriculture (WIA) — **empowering women with skills in processing local mango and jackfruit into marketable products like pickles, chips, and bars. This promotes income generation, entrepreneurship, and leadership among rural women.**

The project also follows the **Village Concept Project (VCP) model by adopting a community-driven, holistic development approach. It aims to reduce post-harvest waste, introduce modern and climate-smart farming techniques, and promote eco-friendly composting using water hyacinth and vermicompost.** This not only enhances agricultural productivity but also reduces chemical dependency, preserving both human and soil health.

A major environmental component involves reviving the Chilai River, which is now nearly dead due to pollution and invasive water hyacinth. By engaging community members — especially youth and farmers — we plan to clean the river and promote conservation.

Additionally, the project offers training workshops, awareness programs, and capacity building, contributing to multiple SDGs such as No Poverty, Zero Hunger, Gender Equality, Climate Action, and Responsible Consumption.

In essence, Jagoroni is a people-centered model that uplifts rural women, revitalizes village resources, and champions sustainable development at the grassroots.



The Case for Investing in the Jagoroni Project

The Jagoroni Project aims to empower marginalized rural women in Bashkopa village by turning local resources—especially mangoes, jackfruits, and the neglected Chilai River—into opportunities for income, sustainability, and resilience.

We want to achieve three core goals:

- 1. Empower women through agro-entrepreneurship** by equipping them with the skills and tools to produce market-ready value-added products.
- 2. Reduce post-harvest loss** and improve food security by transforming surplus or wasted fruits into profitable goods.
- 3. Restore the local ecosystem** by removing invasive water hyacinths and converting them into organic compost for sustainable farming.



We are doing this because we believe that real change starts from the ground up. Women in rural Bangladesh often have limited economic opportunities, despite having valuable traditional knowledge and access to natural resources. By investing in their capacity, linking them to markets, and promoting eco-friendly farming, we are creating a community-led model of development that addresses poverty, food waste, environmental degradation, and gender inequality— at once.

This project is practical, scalable, and rooted in local ownership. Your investment will spark lasting social, environmental, and economic transformation.

Project Objectives

1. Empower Rural Women through Agro-Processing:

- To enhance the economic resilience of rural women in Bashkopa village by training them to produce value-added products from local mangoes and jackfruits, such as mango bars, pickles, jackfruit chips, and traditional ready-to-cook items

2. Reduce Post-Harvest Losses and Improve Market Linkages:

- To minimize post-harvest losses of mango and jackfruit by introducing improved processing, packaging, and marketing techniques, thereby ensuring fair prices and better market access for farmers.

3. Promote Sustainable and Eco-Friendly Agriculture:

- To train local farmers in modern, environmentally friendly agricultural practices that reduce chemical dependency and increase productivity using vermicompost and water hyacinth-based compost

4. Improve Crop Protection and Yield through Pest and Disease Management:

- To support farmers in identifying and managing pests and diseases in mango and other crops through integrated pest management (IPM) and sustainable practices, ultimately increasing yield and crop quality.

5. Strengthen Community Knowledge and Capacity Building:

- Build community capacity through training on sustainable farming, agro-entrepreneurship, and climate-resilient practices.

6. Revive the Chilai River Ecosystem:

- Restore Chilai River's flow and health through hyacinth removal and community-driven conservation.



Activity Chart

Activity	June	July	Aug	Sep	Oct	Nov
1: Needs Assessment and Baseline Survey						
2: Stakeholder Meetings and Partnership Building						
3: Curriculum Development and Training Material Preparation						
4: Training Workshops for Women on Agro-Processing						
5: Training for Farmers on Sustainable Agriculture and IPM						
6: Support for Establishing Women-Led Agro-Enterprises						
7: Chilai River Clean-up and Awareness Campaign						
8: Monitoring and Evaluation						
9: Sustainability Planning and Exit Strategy						
10: Project Documentation and Reporting						

Activity Plan Details

Project Duration : 6 months

Phase	Activity	Description	Resources	Timeline	Output
1: Preparation & Mobilization	1: Needs Assessment and Baseline Survey	Conduct a detailed survey in Bashkopa to gather data on women's skills, post-harvest practices, farmer knowledge, and river pollution.	Questionnaires, data collection tools, transportation, data analysis software.	June 1, 2025- June 30, 2025	Baseline survey report.
	2: Stakeholder Meetings and Partnership Building	Meet with local leaders, farmers, women's groups, and government agencies. Establish partnerships with local NGOS.	Meeting venue. communication materials, transportation.	June 1, 2025- June 15, 2025	List of stakeholders and partnership agreements.
	3: Curriculum Development and Training Material Preparation	Develop training modules and materials for agro-processing, sustainable agriculture, IPM, and business skills.	Research papers, online resources, training manuals, printing materials.	June 15, 2025- June 30, 2025	Training modules and materials.

Phase	Activity	Description	Resources	Timeline	Output
2: Implementa tion & Capacity Building	4: Training Workshops for Women on Agro-Processing	Conduct hands-on training workshops for women on processing mangoes and jackfruit into value-added products.	Training venue, raw materials, processing equipment, training materials.	July 1, 2025 - July 31, 2025 (Batch 1), August 1, 2025 - August 31, 2025 (Batch 2)	Increased knowledge and skills of women in agro-processing.
	5: Training for Farmers on Sustainable Agriculture and IPM	Organize training programs for farmers on modern, eco-friendly agricultural practices, including vermicomposting, water hyacinth compost production, and IPM.	Training venue, demonstration plots, composting materials, IPM tools, training materials.	September 1, 2025 - September 30, 2025	Increased adoption of sustainable agriculture and IPM practices by farmers.
	6: Support for Establishing Women-Led Agro-Enterprises	Provide support to women who have completed agro-processing training to establish small businesses	Business plan templates, marketing materials, access to microfinance institutions, market information.	October 1, 2025 - October 31, 2025	Number of women-led agro-enterprises established.

Phase	Activity	Description	Resources	Timeline	Output
	7: Chilai River Clean-up and Awareness Campaign	Organize a community based initiative to clean up the Chilai River and raise awareness about its ecological importance.	Cleaning equipment, awareness materials, gloves, transportation.	July 15, 2025- August 15, 2025 (Clean-up), September 15, 2025- October 15, 2025 (Awareness)	Improved condition of a section of the Chilai River, increased community awareness.
3: Monitoring Evaluation, & Sustainability	8: Monitoring and Evaluation	Regularly monitor project activities and evaluate their impact on beneficiaries. Collect data on key indicators and IPM.	Data collection tools, data analysis software.	November 1, 2025- November 15, 2025	Monitoring and evaluation reports.
	9: Sustainability Planning and Exit Strategy	Develop a plan to ensure project sustainability. Identify local resources and partners. Establish community-based organization 5.	Community mobilization materials, legal support (if needed).	November 15, 2025- November 30, 2025	Sustainability plan, established community organizations.
	10: Project Documentation and Reporting	Document the entire project process. Prepare a final project report. Share findings.	Computers, software, cameras, reporting templates.	November 1, 2025- November 30, 2025	Final project report, project website/ presentation

Impact and Return

Impact on Women in the Community:

The project will shift women from unpaid laborers or seasonal earners to agro-entrepreneurs with stable, dignified incomes. **Through training in value-added product development (mango bars, pickles, jackfruit chips), postharvest handling, packaging, and eco-friendly composting techniques, women will gain practical, income-generating skills.** These women will not only support their families financially but also become role models, transforming local perceptions of women's roles in society.

What We Will Get in Return:

We will witness the emergence of a resilient, self-sustaining ecosystem where women drive rural economic growth. **We will gain an inclusive model for climate-smart agriculture, value chain development, and social entrepreneurship. This return is not only financial (through increased product sales and reduced post-harvest loss) but also social and environmental—reclaiming the Chilai River, enhancing soil health, and strengthening community unity.**

What We Will Learn:

This project will be a living laboratory of rural innovation. We will understand the challenges and success factors of community-led agro-processing. **We'll gain insight into how strategic partnerships (with BARI, BRRI, BRAC, and IUBAT) can be leveraged for localized, inclusive development.** Our learning will encompass women's leadership dynamics, behavioral change strategies, compost market potential, and sustainable value chain practices that are context-specific yet scalable.

How Others Will Benefit :

Farmers will gain from reduced post-harvest losses and better market prices. Local youth will be motivated to pursue agri-entrepreneurship. **Environmental groups will benefit as the Chilai River is restored using water hyacinth-based solutions. IUBAT and other institutions will access valuable field data and student engagement opportunities.** Development partners and policymakers can replicate this gender-inclusive, eco-friendly model across Bangladesh and beyond.

Project Jogoroni :

Aligning with WIA, VCP, and SDG 5



Our project is strongly aligned with the principles of Women in Agriculture (WIA) and the Village Concept Project (VCP). By selecting Bashkopa, a rural village with rich agricultural potential but socio-economic challenges, we follow the VCP model of community-centered development. The project is rooted in local needs, engages grassroots participation, and addresses environmental, agricultural, and social issues holistically.

In line with WIA, we focus on empowering rural women by training them in agro-processing and entrepreneurship. Women will lead the production of value-added mango and jackfruit products, gain access to income-generating skills, and participate in decision-making processes within the community. These efforts place women at the heart of agricultural innovation and local development.

This project significantly contributes to empowering women by enabling them to become agro-entrepreneurs. It provides practical training, leadership opportunities, and market access, helping women break economic dependency and take control of their livelihoods. **Through skill development and capacity-building, women will engage in sustainable food systems and small-scale agribusinesses.**

This directly supports SDG 5: Gender Equality by promoting women's participation in economic life, reducing gender disparities in rural employment, and ensuring that women have equal access to resources, knowledge, and opportunities.



Sustainable Development Goals (SDGs):

Direct Contributions :



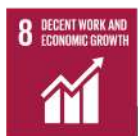
SDG 1 – No Poverty: Empowers rural women with income-generating opportunities through agro-processing.



SDG 2 – Zero Hunger: Enhances food preservation, reduces post-harvest loss, and increases agricultural productivity.



SDG 5 – Gender Equality: Involves women in leadership roles and entrepreneurship.



SDG 8 – Decent Work and Economic Growth: Creates rural employment and supports local agro-based businesses.



SDG 12 – Responsible Consumption and Production: Promotes resource-efficient food processing and eco-friendly farming.



SDG 13 – Climate Action: Encourages sustainable agriculture and composting, reducing environmental impact.



Indirect Contributions:

Indirectly, the project contributes to **SDG 3 (Good Health and Well-being)** by reducing harmful chemical usage in agriculture. Through technical training and workshops, it supports **SDG 4: Quality Education** and reduces social and gender-based disparities in rural areas (**SDG 10: Reduced Inequalities**). River conservation efforts also align with **SDG 15: Life on Land** by preserving biodiversity and soil health, while improved water management helps protect aquatic ecosystems and reduce downstream pollution, contributing to **SDG 14: Life Below Water**.



Possible Partnerships

To ensure the success and sustainability of our “Jagoroni Project × WIA × VCP,” we aim to establish strong partnerships with leading institutions and local stakeholders for technical, field, and institutional support.

Our **first partnership will be with the Bangladesh Agricultural Research Institute (BARI)**, engaging the Departments of Plant Pathology, Entomology, and Postharvest Technology. Their expertise will be vital in identifying pest and disease issues in mango and jackfruit and promoting eco-friendly control strategies. Additionally, their guidance on postharvest handling will enhance product shelf life and reduce losses, ensuring high-quality value-added goods like mango bars and jackfruit chips.

We will also work with the **Farm Machinery Division of the Bangladesh Rice Research Institute (BRRI)** to introduce small-scale agro-processing machinery. Their support in mechanization will make production more efficient, cost-effective, and accessible to rural women entrepreneurs.

Our **local implementation partner will be the BRAC regional office** in Khamarpara, Sreepur Upazila, which will help mobilize women, conduct training, and support access to microfinance for initial capital.

Lastly, **academic and field guidance will be ensured by the Department of Agriculture, IUBAT**, whose faculty and students will contribute to training development, field surveys, and performance monitoring.

Together, these collaborations form a robust, multi-level support system essential for scaling impact and empowering rural communities.



Financial Sustainability of the Project

The Jagoroni Project is financially sustainable because it aligns with four key sustainability criteria:

1. Income-Generating Activities:

By training rural women to produce value-added products like mango bars, jackfruit chips, pickles, and ready-to-cook items, the project ensures consistent revenue streams. These products meet growing local and urban demand, turning previously wasted fruits into marketable goods. This builds a self-sustaining micro-enterprise model rooted in community production and profit reinvestment.

2. Efficient Resource Use:

The project reduces post-harvest losses and reuses local waste (like water hyacinth for compost) and vermicompost to lower farming costs. This approach minimizes input expenses, boosts productivity, and improves profitability for both farmers and processors, ensuring a cost-effective operation that can sustain itself over time.

3. Institutional and Financial Support:

Through partnerships with BRAC (for microfinance), BARI and BRRl (for technical support), and IUBAT (for academic guidance), participants access essential tools, machinery, and training. This ecosystem reduces startup risks and provides ongoing assistance, encouraging reinvestment and growth from within the community.

4. Capacity Building and Ownership:

Regular training in agro-processing, climate-resilient farming, and entrepreneurship empowers participants with the skills needed to manage their operations independently. As knowledge is retained locally, future reliance on external funding or technical assistance decreases, making the initiative truly community-owned and sustainable.

Together, these strategies ensure that the Jagoroni Project grows from a development initiative into a long-term, self-reliant rural enterprise ecosystem.



Our Team



Jagoroni Project Team

Sourav Kanti Bala
Project Leader

Shahriar Mannan Imon Talukder
Research & Strategy Developer

Shahoriar Sabbir Tulon
Field Operations Manager

Asmaul Hosna Poushy
Finance and WIA Coordinator

Jahanara Zaman Noboni
Documentation and VCP Coordinator

Work Distribution in the Project Team

Sourav Kanti Bala – Project Leader :

As the Project Leader, Sourav Kanti Bala oversees the overall planning, coordination, and implementation of the project. He ensures team alignment with goals and timelines, facilitates inter-team communication, and represents the project in external collaborations. His leadership drives the team toward meaningful and measurable impact.

Shahriar Mannan Imon Talukder – Research & Strategy Developer :

Shahriar is responsible for crafting the research framework and strategic approach. He conducts in-depth analysis on rural livelihoods, women's empowerment, and environmental sustainability. His work shapes the long-term vision and ensures the project is grounded in data-driven decisions.

Shahriar Sabbir Tulon – Field Operations Manager

Tulon manages all field-level activities, including training sessions for rural women, production logistics, and community engagement. He ensures that activities such as product preparation (pickles, pithas, papads) and agricultural demonstrations are carried out efficiently and effectively.

Asmaul Hosna Poushy – Finance and WIA Coordinator

Poushi oversees financial management, including budgeting and expenditure tracking. She also leads the Women in Agriculture (WIA) segment, ensuring the active participation, capacity building, and economic empowerment of rural women involved in the production and marketing processes.

Jahanara Zaman Noboni – Documentation and VCP Coordinator

Noboni is in charge of documenting all project activities, maintaining reports, and ensuring transparency. As the VCP Coordinator, she also supports initiatives like river protection, compost production, and community training centers to promote sustainable village development.



Jagoroni Project Team

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Jagoroni Project

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Jagoroni

Project Logo

Mango Outline (with Leaves)

- Represents mango-based products
- Symbol of rural prosperity
- Green leaves = eco-friendly farming

Rising Sun with Female Silhouette

- Highlights women's empowerment
- Symbolizes hope and new beginnings (Jagoroni = Awakening)

Earthen Pot (Handi)

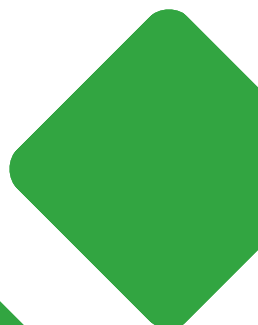
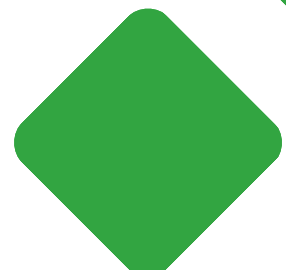
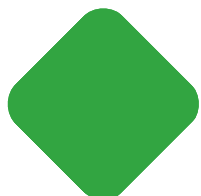
- Traditional food processing (pickles, jams)
- Reflects cultural heritage

Agricultural Elements (Wheat, Chilli, Veggies)

- Promotes crop diversity
- Supports sustainable farming

"Jagoroni" Name

- Means "Awakening"
- Stands for empowerment and community spirit



Jagoroni Project Poster

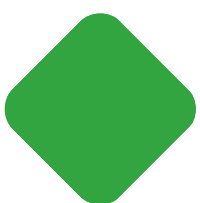


Photo Gallery



Photo : Visiting Bashkopa village and identifying local problems through discussions with grassroots women and farmers.



Photo : IAA Bangladesh IUBAT Local Committee visited the Postharvest Technology Division of BARI and learned about processing technologies for mango, jackfruit, and other crops.



Think Globally, Act Locally!

