Women Empowerment Activity (WEA) Project
April 1\textsuperscript{st} 2015 - August 31\textsuperscript{st} 2017 | Bangladesh

"ACI Limited - Collaborating with development partners to foster inclusive business"
ACI Limited – Advancing Possibilities

SBUs
- Agribusiness
- Consumer Products
- Pharmaceuticals
- Logistics

- 15%+ Growth in 2016
- 250+ Products
- 10+ Countries
- 3 Continents
ACI Agribusiness – Creating Wealth For Farmers

- Bangladesh’s leading entity in agriculture, livestock and fisheries
- Six strategic business units (SBUs) to provide complete solutions to the need of farmers
- Strong relationships with R&D institutions at home and abroad
- Longstanding collaboration with international development partners to promote inclusive business
Incentives for ACI to invest in WEA

- Improve ability in reaching last mile
- Minimize cost in channel expansion
- Promote products to a wider community
- Increase efficiency in unserved agricultural input market
- Gain opportunity to fulfill corporate social responsibilities
- Achieve ACI’s core motto – *Creating Wealth for Farmers*
Challenges faced by ACI in Partnering with Dev. Organizations

- Balancing for-profit and non-profit mindsets
- Streamlining dissimilar approaches and soft-skills in reaching last mile
- Ensuring follow-up support for each micro-entrepreneur
- Supporting individual producers to access market
- Reaching female farmers by male frontline workers of ACI
How ACI is Best Positioned in Sustaining WEA achievements

- Capability of ‘Providing Complete Solution to the Need of Farmers’
- Comprehensive understanding of rural markets and social dynamics
- Nationwide distribution and technical support network
- Largest skilled field force with access to grassroots community
- Enhanced knowledge on women entrepreneurs’ needs and solutions
- Highly-accepted and well-recognized brand name
Key Impacts of WEA’s Cross-cutting Interventions

30,000+ Empowered Women

10,000+ Women Adopted New Technologies

1,500+ Started Own Businesses