



Unlocking Public and Private  
Finance for the Poor



# INCLUCITY BANGLADESH

Addressing Poverty and Vulnerability through Targeted  
Economic Development Financing in Narail Slum Areas







## DURGAPUR GROWTH AND SALES CENTER FOR MARGINALIZED COMMUNITIES RESIDING IN SLUM AREAS

A family living in slum areas, Narail Municipality, Bangladesh

# BACKGROUND

Bhadulidanga para is one of the cluster slums and most disadvantaged areas under Narail Municipality. More than 90% of the population of Bhadulidanga belong to minority groups such as Dalit, Harijan (Sweeper), Pal, and other religious minorities. A total of around 200 families live in the Bhadulidanga slum. Out of these families, about 150 families produce handicraft items. Around 500 women artisans have been manufacturing different kinds of hand-made products from bamboo, cane, wood, nakshi kantha, and other handicraft items since many generations at their home.

However, due to lack of proper training and marketing techniques and lack of access to markets, their products often do not reach the right buyers. Due to a lack of storage, display and marketing linkage facilities, those women have been deprived of a fair price for their quality products.

# CHALLENGES

The local women in Narail remain extremely poor and live in slum areas where basic services including health, hygiene, education, water, sanitation and accommodation facilities are of poor quality. The women have no land of their own as the families live on the government land adjacent to the Jashore-Narail highway. The women of these communities run the household by making and selling various household items mostly bamboo and cane by hands.

With growing demand for products made from sustainable raw material with less harmful impact on environment, the proposed sales center will make an important contribution to promote sustainable and environmentally friendly products. Despite the strong demand, these products are not reaching the right buyers specially in the non-domestic markets. There are about 20,000 such artisans in Narail district including potters, cobblers, blacksmiths, and other groups and almost half of them are women.



# **OUTCOME: ADDRESSING POVERTY AND VULNERABILITY THROUGH TARGETED ECONOMIC DEVELOPMENT FINANCING IN NARAIL SLUM AREAS**

## **OUR HOLISTIC SOLUTION TO BRING SYSTEMIC CHANGE**



**OUTPUT 1: CAPACITY OF NARAIL MUNICIPALITY STRENGTHENED FOR INCLUSIVE PLANNING, BUDGETING AND ACCOUNTABILITY**



**OUTPUT 2: INCREASED INCOMES OF LOCAL ARTISANS WITH ESTABLISHED SALES CENTER**



**OUTPUT 3: MARGINALIZED GROUPS, CIVIL SOCIETY AND PRIVATE SECTOR ENGAGED FOR MARKET AND VALUE CHAIN DEVELOPMENT, BETTER VOICE IN DECISIONS, AND PARTNERSHIP**

The proposed project initiated in collaboration with the municipal government will directly benefit local women artisans and will significantly contribute to the economic upliftment of the marginalized communities. The construction of a dedicated sales center and market place will create greater economic opportunities for women to engage with buyers from neighboring markets.

The market will play a vital role, especially for women-headed families and marginalized communities to attain financial security with increased income. With increased economic security, the project contributes to promoting long term prosperity of the targeted women and other excluded groups in the community.

## **MUNICIPALITY INCOME**

The project provides a great opportunity for the municipality to expand female artisan led local economic development process and earn much needed revenue. This municipal led project will be an important example for neighboring municipalities who seek to alleviate poverty among ultra-poor and grow their revenues through increased income earning opportunities specially for women and marginalized groups.





Local artisans, Narail, Bangladesh

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UNCDF offers "last mile" finance models that unlock public and private resources, especially at the domestic level, to reduce poverty and support local economic development.

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