Creating market pull for nutritious products with women entrepreneurs in rural Bangladesh

Nick van der Velde, Marketing & Business Developer
We co-build inclusive market propositions in low-income markets
Core Expertise – Client Gain

Three Pillars of BoP Innovation Center

1. Inclusive Innovation
   “I want to develop an innovation for low-income markets, but need support on how to develop it.”

2. Marketing & Distribution
   “I have a proposition for low-income markets, but need support on how to market and distribute it”

3. IB Empowerment
   “I want to be successful in the field of Inclusive Business, but need support to develop the right capabilities”
Focus & Strategy

Complementarity in the Value Chain

COMMON APPROACH

Producer

Processor

Consumer

Empowering smallholders’ route to market

Black Box: Insights in rural & urban consumers

OUR APPROACH

Producer

Processor

Consumer

1. Inclusive Innovation

2. Marketing & Distribution

3. IB Empowerment

BoP
About PROOFS

● **Goal**: Creating nutrition competent communities

● **Interventions areas**: Nutrition, WASH and VET

**North West**: Gaibandha, Kurigram, Nilphamari, Rangpur, South

**South**: Barisal, Bhola, Patuakhali
Project Targets

Project targets

● 75% of targeted households significantly increase:
  ○ Dietary diversity
  ○ Food security

● 85% of targeted households practice adequate infant and young child feeding practices
Project Approach

Project focus on nutrition

- Stimulate behavior change and demand
- Fulfill demand via door-to-door distribution
**Project Approach**

**PROOFS Project**

**Private Sector Partners/Clients**

- Unilever
- SMC
- ACI
- DSM

**Innovative Social Marketing Toolkit**

- Nutrition fairs
- Cooking competition
- Courtyard sessions
- Mobile Movies

**Nutrition & Hygiene Competent Communities**

- Dietary diversity & nutrient intake
- Maternal, infant & young child feeding

**Warehouse**

**Nutritious Product Basket**

**Nutrition Sales Agents (NSAs)**

**Social Marketing Toolkit**

**Consumers**
Project results

- Project targets related to nutrition met and potential for sustainable model
- NSAs are satisfied with participation in project, 70% would continue
- Semi-annual randomized control trials indicate that:
  - Dietary diversity increased from 4.2 to 6.7 food groups compared to 5.88 in the control group
  - IYCF practices and frequency of handwashing improved
PROOFS: Five key takeaways
Five Key Takeaways

1. Consumers
2. Nutrition Sales Agents (NSAs)
3. Nutritious Product Basket
4. Social Marketing Toolkit
5. Warehouse

X 30
X 320
X 80k
1. Consumer Driven

PROOFS: Five key takeaways

**Consumer insights**

Understanding dynamics, preferences and behavior through Sensemaker
Nutritional Sales Agents (NSAs)

NSAs educate communities on nutrition and provide access to nutritious products.
About NSAs & Product Basket

- Average monthly NSA sales are between 79 – 109 EUR
- Product basket strategy balances:
  - Nutrition/hygiene impact
  - Income generation for NSAs
3. Nutritious Product Basket

PROOFS: Five key takeaways

![Graph showing product basket](image)

- North
- South

![Images of products](image)
Nutrition fairs

Opportunity for private sector engagement
Working towards a sustainable model
Over 24 fairs, +/- 1,500 participants each
Cooking competitions
Promote healthy and delicious cooking
Additionally promote WASH topics
4C. Social Marketing Toolkit

PROOFS: Five key takeaways
Mobile Movies

Behavior change through entertaining, educational content.
More than 500 organised, over 449-700% increase in sales!
4E. Social Marketing Toolkit

PROOFS: Five key takeaways

[Video: YouTube video titled "11 Iodized Salt CLIPCHAMP keep"]
Sustainable Behavior Change Model

**Take away barriers for change**  
*Make it understood, easy and aspirational*

**Trigger change**  
*Make it desirable*

**Motivate change**  
*Make it rewarding, make it a habit*
5A. Private Sector Engagement

PROOFS: Five key takeaways

Route-to-market service

*For Nutrition & Hygiene Products*

- **Last-mile Distribution**
  *Make products available*

- **Demand Creation**
  *Make product desirable*

- **Market Intelligence**
  *Co-develop propositions*
5B. Private Sector Engagement

PROOFS: Five key takeaways

**Partners/clients**

Unilever: Promote hygiene product and gather market intelligence

DSM: Fortified food products in basket
5C. Private Sector Engagement

PROOFS Project

**Insights**

- Mainly contractual, using marketing and sales budgets
- Marketing costs per consumer $0.40
- Product criteria: impact, affordability, complementarity to basket
- Company criteria: experience, commitment and ambition to scale
Local clients

NSA promote Pit Latrine Producers that build latrines
Thank you!

Photo from our market research for Meki Batu Union in Ethiopia