Success Story

Cultivating Success: The Agroecology Marketing Shop Flourishes in Patrakhola and Bongshipur

Nestled amidst the verdant fields of Patrakhola and Bongshipur, a revolutionary movement sprouted, not from grand machinery or chemical miracles, but from the wisdom of nature and the dedication of a community. The Agroecology Marketing Shop, a beacon of sustainable agriculture opened its doors in Patrakhola and Bongshipur village. Bilkis Akter and Golok Odhikari were the key persons to establish the shops and managed the marketing chain. Another PAR group farmer and rickshaw-van driver Salam Gazi also dedicated himself to exchange unsold products between these outlets. In the early days, these two villages faced the common challenges that many rural communities encountered - dwindling soil fertility, overreliance on conventional farming methods, and limited market access. Fueled by a collective desire for change, a group of farmers came together to establish the Agroecology Marketing Shop, after attending the Agroecology camp in Dhaka in 2023. They were inspired by the activities of other safe food entrepreneurs. Earlier in 2019, a group of farmers from Dhumghat were inspired and established a marketing shop. The Farmers from Patrakhola village also used to supply crops to this shop.

The Agroecology Marketing Shops not only started providing food crops and inputs but also established a direct link between farmers and conscious consumers. A vibrant farmers' market emerged, where fresh, locally grown produce was showcased. Women, empowered by their involvement in the shop's operations, are in the way to achieve economic independence and decision-making power. The shop became a symbol of hope, demonstrating that agroecology is not just a farming method, but a way of life that nurtures not only the land but also the community spirit. This direct-to-consumer approach not only increased the income of farmers but also educated the community about the importance of supporting local sustainable agriculture. Communal harmony, faith, care and respects were the pillars of these shop. Hopefully, by nurturing these outlets the farmers' initiatives to transform their agriculture will be sustained. Promotional videos are being produced to advertise their activities.



Photo: Agroecology cell centers at Patrakhola and Bonshipur

Posting ecological message on social media

A young and dynamic individual named Biplob Ghosh from Bongshipur emerged as a beacon of change through his active participation in different capacity building activities organized by RIB, other NGOs and Government offices in Shyamnagar, Satkhira. He consumed the knowledge, integrated those knowledge in his personal activities and started motivating local community regarding justice issues. He started leading the local youth to explore and make a list of local birds to save the ecology and combat pest problems of the farmers. Most of the PAR group members do not have the access to smart device or social media. But he had this type of access and he started posting short videos regarding their collective activities and the importance of ecology on his social media profile. He also shared the photos of RIB's events for broader dissemination. Screenshots of this posts are as follows:

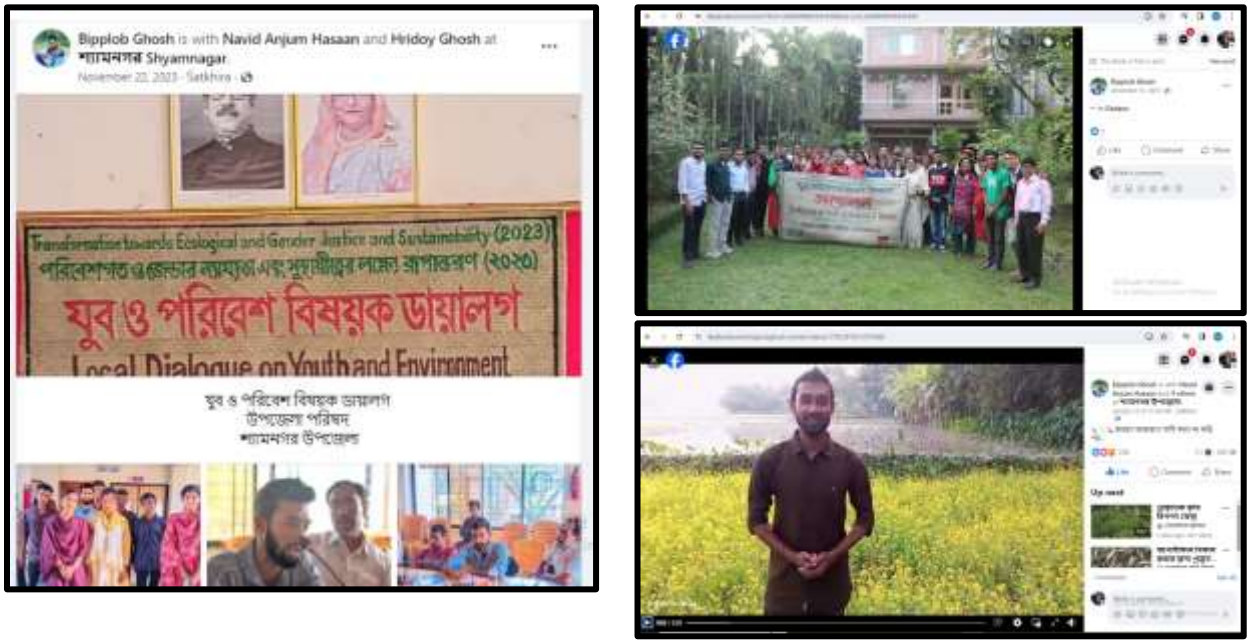

Photo: Screenshots from Biplob Ghosh's post

Women’s collective action

Shukdaho Women's Development Organization (*Shukdaho Nari Unnoyon Songothon*) is a local women's entrepreneurship organization that is providing cooked food, safe crops and ecological inputs. Their activities primarily covered the three villages of Fulbari Union, Sariakandi, Bogra. They already provided foods to the PAR group meetings and social occasion in the project villages of RIB. This is a good example of collaborative efforts of rural women. They are trying to increase their coverage and exploring potential customers. During the local events, they described about this emancipatory activity with local leaders and authorities. However, along with women empowerment their goal is to establish ecological and social justice by ensuring the sustainability of PAR groups ecological farming and other collective actions. Promotional videos are also being produced to advirtise their activities and principles.







Photo: Activities of the Shukdoho Nari Unnoyon Songothon