

# LAST MILE RURAL DISTRIBUTION

## PROGRAM OBJECTIVES

### MAIN OBJECTIVES

Wage employment	Food security	Financial inclusion	Self-employment
Market access	Social services	Income diversification	Women's empowerment
Social cohesion	Productivity	Social inclusion	Climate resilience

## PROGRAM DESCRIPTION

The program supplies quality consumer goods promoting health, hygiene, and nutrition outcomes. Through this process the program also creates supplemental income opportunities through entrepreneurship.

## PROGRAM COMPONENTS



## AVERAGE PROGRAM DURATION FOR PARTICIPANTS

Under one year	Between one and three years	More than three years
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## DO PARTICIPANTS ACCESS COMPONENTS IN A SPECIFIC SEQUENCE?



## DIGITIZATION

### COMPONENTS DELIVERED DIGITALLY

TRANSFER	COACHING	BUSINESS CAPITAL
FINANCIAL SERVICES FACILITATION	MARKET LINKS	SKILLS TRAINING
CLIMATE RESILIENCE SUPPORT	WAGE EMPLOYMENT	



## BASIC PROGRAM INFORMATION

COUNTRY

Bangladesh

REGION

South Asia

LEAD IMPLEMENTING AGENCY

JITA Bangladesh, with support from CARE Social Ventures (CSV)

TYPE LEAD IMPLEMENTING AGENCY

NGO

START DATE

01/01/2013

END DATE

12/01/2027

P-CODE (WB PROGRAMS)

DNA

GLOBAL PRACTICE (WORLD BANK)

Non-WB



## COUNTRY INFORMATION

LENDING CATEGORY (WB ONLY)

IDA

FCV COUNTRY (WB FY24 LIST)

No

TOTAL POPULATION (MILLION)

169.36

POVERTY HEADCOUNT (NPL) (%)

24.30%

POVERTY HEADCOUNT (\$2.15/DAY (2017 PPP)) (%)

13.50%

POVERTY HEADCOUNT (MPI) (%)

24.64%

NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

15

NO. BENEFICIARIES (DIRECT & INDIRECT) OF ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY

4,872,657



## PARTICIPANT PROFILE

TARGETED POVERTY GROUPS

Poor

PRIORITY VULNERABLE GROUPS

Women



## ELIGIBILITY CRITERIA

Behavioral attributes



## PARTICIPANT IDENTIFICATION METHODS

Community-based targeting

Categorical targeting



## PLANNED RESEARCH AND EVALUATION

EVALUATION/RESEARCH TYPES

IMPACT EVALUATION TOPICS

NAME RESEARCH PARTNERS

TBA

DATE WHEN IMPACT EVALUATION RESULTS AVAILABLE

TBA

Data submitted as of 04/13/2023, through PEI's Landscaping Survey.

For more information on the survey [click here](#).

## LAST MILE RURAL DISTRIBUTION

### PROGRAM COVERAGE

DIRECT PARTICIPANTS

DIRECT & INDIRECT BENEFICIARIES

PERCENTAGE FEMALE PARTICIPANTS

Share of country population (%)	:	Area/s	:	Only rural
Share of poor (national poverty line) (%)	:	Geographic coverage	:	National coverage

### INSTITUTIONAL ARRANGEMENTS

ORGANIZATIONS

INVOLVED IN IMPLEMENTATION

PROVIDING FINANCING

National/central government	<input type="radio"/>	<input type="radio"/>
Regional/district government	<input type="radio"/>	<input type="radio"/>
Local/municipal government	<input type="radio"/>	<input type="radio"/>
Non-governmental organization	<input checked="" type="radio"/>	<input type="radio"/>
Community	<input checked="" type="radio"/>	<input type="radio"/>
Financial Service Provider	<input type="radio"/>	<input type="radio"/>
World Bank	<input type="radio"/>	<input type="radio"/>
Multilateral (not WB)	<input type="radio"/>	<input type="radio"/>
Bilateral organization	<input type="radio"/>	<input type="radio"/>
Private sector organization	<input checked="" type="radio"/>	<input type="radio"/>

### COMMUNITY ENGAGEMENT

COMPONENTS DELIVERED THROUGH COMMUNITY

COMMUNITY STRUCTURES LEVERAGED FOR PROGRAM DELIVERY

- |   |  |
|---|--|
| <input type="radio"/> Transfer                        | <input type="radio"/> Informal community groups  |
| <input type="radio"/> Business capital                | <input type="radio"/> Formal community groups    |
| <input type="radio"/> Wage employment facilitation    | <input type="radio"/> Local governance groups    |
| <input type="radio"/> Skills training                 | <input type="radio"/> Community individuals      |
| <input type="radio"/> Coaching                        | <input type="radio"/> Other community structures |
| <input type="radio"/> Financial services facilitation |  |
| <input type="radio"/> Market links                    |  |
| <input type="radio"/> Climate resilience support      |  |

### LEARN MORE

[www.peiglobal.org](http://www.peiglobal.org)

### CONTACT US



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**PARTNERSHIP FOR ECONOMIC INCLUSION**

