



The Right Kind



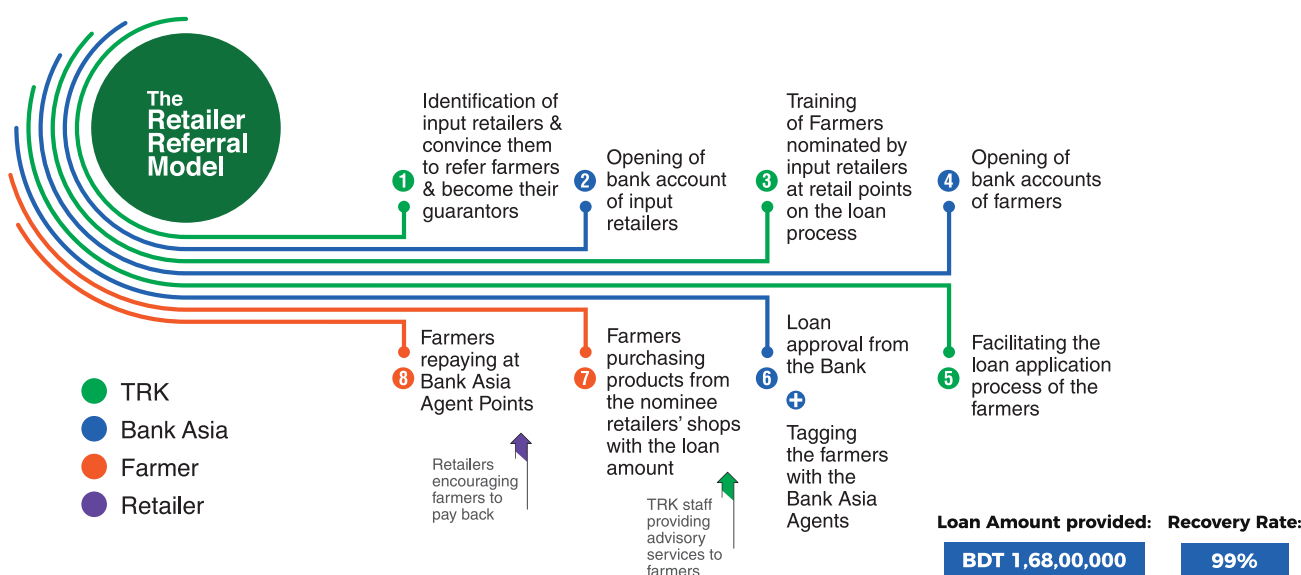
Defining The Right Kind (TRK)

The Right Kind (TRK) is a homegrown agency that supports development activities in Bangladesh around quite a few areas, of which, agriculture, health and nutrition, youth empowerment, digital connectivity and financial inclusion are noteworthy. It is a relatively new organization, but the senior management has more than 15 years of experience in the development sector in Bangladesh, especially working for USAID-funded projects, for which, there is a culture of accountability and compliance in how the organization operates. **During 2019-2022, it has implemented three sub-grants/sub-contracts amounting to more than \$500,000 in total from prime contractors managing projects funded by USAID & Bill & Melinda Gates Foundation.** With offices in Dhaka and Jashore, TRK has a dedicated and experienced field force spread across 12 districts.

TRK involves existing market actors (private companies, dealers and retailers etc.) in project design and implementation – not only to create collaborative and more meaningful results, but also to improve their business performance. More than 70 government officials from Dhaka to upazilla level attended events facilitated by TRK during 2021-2022, which speaks of its reputation and willingness to integrate all players for greater impact and sustainability.

Supporting Digital Financial Inclusion for Farmers (Funded by USAID)

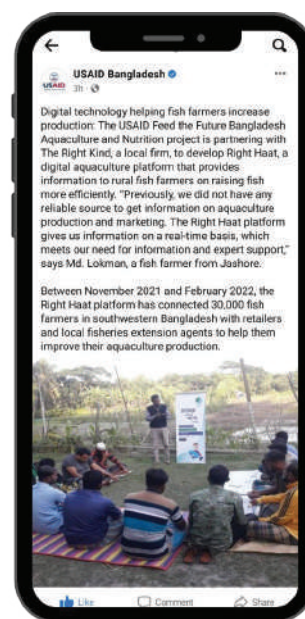
During 2019-2021, The Right Kind successfully co-implemented a financial inclusion project with Bank Asia Limited, where socially recognized input retailers were identified and oriented to endorse sincere fish farmers for loans who were later linked with Bank Asia agents for bank account opening and loan repayment. With funds from USAID, and supervision from Bangladesh Aquaculture and Nutrition Activity project managed by WorldFish, TRK helped identify farmers suitable for loans while guiding retailers and farmers on the digital loan process, which started off from opening bank accounts to ensuring repayment of loans. In addition, TRK provided advisory support to farmers. An endline survey of 120 respondents out of 445 loan recipients across three districts – Jashore, Satkhira and Barisal shows the farmers value advisory support as much as access to finance. This suggests for rural customers, especially farmers, **the outcome of a loan will be optimal if it is complemented by financial and technical advisory support.**



Step by step process highlighting engagement of TRK, Bank Asia, and retailers to ensure financial assistance for farmers

Promoting Digital Services to Farmers (Funded by USAID)

During 2021-2022, The Right Kind established a connection with farmers with multiple services that include mobile application, website, hotline and bulk SMS. With funds from USAID, and guidance from Bangladesh Aquaculture and Nutrition Activity project managed by WorldFish, the team provided hands-on training to 30,000 farmers and 500 input retailers from seven districts in the South-West of Bangladesh on digital literacy and accessing the digital services for problem-solving and market linkage. The services are still being catered for the farmers seeking information and for private companies promoting their products.



Intervention of The Right Kind being highlighted on the official Facebook page of USAID Bangladesh

Creating a Digital Community for Farmers (Funded by the Gates Foundation)

In 2020, The Right Kind initiated a very low-tech, low-maintenance innovative way to reach out to farmers. Due to its popularity and familiarity among the rural audience in Bangladesh, TRK decided to use social media, Facebook to be precise, as a means to disseminate best farming practices and other information to farmers. With funds from the Bill and Melinda Gates Foundation and supervision from Increasing Income, Diversifying Diets and Empowering Women (IDEA) project managed by WorldFish, around 60 aquaculture and business-related bite-sized contents were developed in line with WorldFish's manual which were uploaded to social media in regular interval. On the demand side, about 9,000 farmers with smartphones were trained on digital literacy and the navigation and engagement process. Over time, it has turned into a digital community of farmers where they post their problems to find solutions as well as seek buyers for fish & fish fry/fingerlings. **As of August 2022, the Facebook group has almost 12,000 members comprising mostly farmers, local service providers and government officials.**



Testimonial of a fish farmer thanking TRK for facilitating market linkage



Fish farmers and retailers gathered to watch a Facebook live session

An Agri-tech Startup

All these projects around digital services for farmers culminated into a separate platform, a spin-off, a startup called Right Haat. Right Haat aims to be an online library of contents for agriculture, aquaculture and livestock. Simultaneously, it wants to allow private companies to promote and sell their products to farmers and retailers. Through an omnichannel presence, Right Haat wants to give rural farmers and retailers a smooth experience of accessing learning materials and input products that will help them yield better produce, resulting in increasing income and better nutrition for their families. So far, more than 40,000 farmers access different digital services under Right Haat platform. **Five companies have joined the platform till June 2022 as paid partners and a few more are in the pipeline.**



- 200+ content by 2023
- 20+ companies onboarded by 2023

Donors



Clients



The Right Kind along with government officials and partner organisations at the soft launch of Right Haat



Leading daily newspapers highlighting the soft launch of TRK's digital platform, Right Haat






Field team of The Right Kind



TRK being honoured by the Department of Fisheries for taking part in National Fisheries Week, 2022

Contact Us

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