**Krishi Utsho-Microfranchise Model**

**Partner**

CARE

**Services**

Farmers

1. Marketing & Demand Creation
2. Franchise Operating Manual & Processes
3. Linkage with Private Sector
4. Promotion for the business

**Vet. Drug Companies**

**Animal Feed Companies**

**AI Service Provider**

**Seeds & Fertilizers**

**Agricultural Tools**

**Financial Services**

**Output Market and Logistics**

**Existing Operation Area**

Comilla
Barishal
Bay of Bengal
Chittagong
Dhaka
India
Khulna
Rangpur
Rajshahi

**Forecasted Expansion**

**PUBLIC SECTOR**

**PRIVATE SECTOR**

**Social Economy**

**Civil Society Organizations**

**Community Economic Development**

**The Building of an Agro-Input Microfranchise Network in Rural Bangladesh**

**KRISHI UTSHO INNOVATION BRIEF**

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We seek a world of hope, tolerance and social justice, where poverty has been overcome and people live in dignity and security.