

Centre for Research & Innovation (CRI)

**CHASING THE DREAM
AN EVALUATION OF BEEF FATTENING PROGRAM
AT DISA**



Prepared For
Development Initiative for Social Advancement (DISA)
Dhaka, Bangladesh





About Centre for Research and Innovation (CRI)

The Centre for Research and Innovation (CRI) was established in February, 2017 under the auspices of DISA. The objective of the centre is to conduct independent evaluation of programs, foster innovations and perform socio-economic research in Bangladesh and global context.

Our mission is to become focal point in Bangladesh to perform globally competitive and industry oriented research, knowledge and expertise. CRI brings the evidence based on various programs at DISA including microfinance, poverty reduction, future library, enterprise development, digital marketing, human resource and so forth. The six major components of CRI includes:



Figure 1 : Six components of CRI

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Disclaimer

This is a research report and hence it represents research in progress. The view, opinion, findings, conclusion and recommendation expressed in this report are the reflection of Centre for Research & Innovation (CRI) research team. It is not meant to be regarded the official position or opinions of DISA. Any errors are the fault of the research team.

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PREFACE

The study examines growth and developments of the “Beef Fattening Program” at DISA and assesses the overall loan performance of the program. This is the first research conducted by CRI to accomplish an independent review of a program.

DISA, being one of the emerging Non-Governmental Organizations in Bangladesh and partner of Pallikarmo-Shayak Foundation (PKSF), started its beef fattening loan distribution program in 2008. ¹During 2013-2017, DISA disbursed about TK. 330 million through the BFL program to more than 16,000 female borrowers experiencing poor economic conditions. DISA envisages its credit program in beef fattening to grow strongly in the forthcoming, however, this requires a baseline evaluation of the program. This research fills up the gap in the context.

The method of study involves conducting a borrower level survey and interviews. Respondents in the study are defined as the borrowers who received the loan for beef fattening from DISA in 2017. Some other aspects such as borrower's passbook and member-wise subsidiary ledger were used for deriving the required information regarding this study.

The samples were determined through stratified sampling from provided database of total 3,689 borrowers. The sample size for the study has been around 367 households as determined by 10% stratified sampling process. Finally, the study was able to survey 283 borrowers. The study also conducted 10 case studies on most successful borrowers and selected them purposively from sample size and other than sample.

The findings from the study shows interesting pattern in the overall growth of the program and identifies challenges and barriers in making effective use of the loan. The average profit from the purchase of a cattle has been TK. 15,476 after adjusting the repayment of the loan (interest and principal) and monthly expenditure of cattle. However, the profitability varies significantly from a minimum of TK. 250 to TK. 50,750. Moreover, 33 borrowers made loss, with an average amount of TK. 5,017.

When asking borrowers about risk and vulnerabilities, some interesting results emerge. Respondents identified the ‘high price of cattle feed’, infected diseases, lack of accommodation, push factors to sell cattle before EID, lack of knowledge and training are the major challenges for beef fattening business. The analysis in the report indicates that knowledge and training is positively significant relationship at 1% level with loan utilization. The positive sign suggests that one who has knowledge and training, she has more chance to utilize the loan. Involvement in ‘any other business variable’ shows that negative significant relationship at 1% level with loan utilization. It means that experience from other business may not be readily to make a good use of loan in Beef Fattening Program.

There are some other interesting findings that we lay through the whole report. We hope you enjoy reading the report.

Editor

¹According to Credit and Development Forum, DISA achieved 36th position in the financial year 2015-2016 based on loan distribution.

KEY FINDINGS: SURVEY

- Average profit per cattle was about TK.15,500 – TK.18,000, ranging from TK. 250 to TK. 50,750.
- The likelihood of making profit is significantly higher than the likelihood of making loss. About 77% of the borrowers, who purchased cattle, made profit, while about 23% got loss. The average loss per cattle was about TK. 5,000, ranging from TK. 250 to TK. 16,250.
- Farmers struggle considerably to arrange extra fund to purchase and feed the cattle. The average purchase price was around TK. 42,000, while farmers got a loan amount of TK. 20,000-TK. 25,000. Most farmers had to spend, on average, approximately TK. 3,000 per month for feed and maintenance. We recommend loan amount to be at least doubled next year to make effective utilization of the credit.
- The average sale price per cattle was about TK. 62,000. Sale price of cattle ranges from minimum of TK. 25,000 to maximum of TK. 150,000. Farmers need to invest as much as TK. 90,000 to buy a cattle.
- Loan utilization is positively correlated with knowledge and training. Therefore, DISA should strengthen farmers' education programs on beef fattening.
- High prior income of borrowers does not necessarily indicate an effective utilization of loan; indeed, our research indicates that the opposite is true. Therefore, marginal farmers should get access to the credit.
- High price of feed, diseases, uncertainty of sale, lack of market, high price of cattle feed, and lack of accommodation are the major components of risks and vulnerabilities for cattle management in the rural areas. Farmers should get sufficient flexibility and time to sale their cattle in the market. Policies therefore should be directed to the welfare of the farmers rather than repayment of the loan in a very strict timeline.

RECOMMENDATIONS

- Loan amount to be at least doubled (TK. 40,000-TK. 50,000) in next season to make effective utilization of the credit.
- Establish micro level monitoring on the purchase of cattle. Discourage alternative uses of loan by strong regulation and enforcement.
- Disbursement of the loan in next season should be based on loan utilization this year. Preparing a comprehensive loan profile with intelligence learning and advance analytics can help understanding purchase behavior.
- Credit policies should be directed to the welfare of the farmers rather than repayment of the loan in a very strict timeline.
- Proper knowledge and training on cattle rearing and loan utilization should be provided to all borrowers at free of charge.
- There is a considerable risks and vulnerabilities such as high price of feed, diseases, uncertainty of sale, lack of market, and lack of accommodation and so forth. Some applicable policies and supports on these should be placed to reduce risks and vulnerabilities.

1. THE BIG PICTURE

“Beef Fattening” -a business model to buy cattle during the period of low demand (at low price) and sell at high price during the period of high demand has become very popular in Bangladesh in recent years. Although the business can rollover throughout the year, the standard practice is to run the business usually for a short-term (e.g., usually 3-4 months), targeting the Eid-UL-Adha festival, the time when demand for cattle generally goes up by multiple. Eid-UL-Adha, also called the "Sacrifice Feast", is the second of two Muslim holidays celebrated worldwide each year, carries a tradition of sacrifice ‘cow’ or ‘goat’ by each income-earning person and distribute the meat to the poor. Bangladesh being the 2nd largest muslim majority country of the world with a size of 150 million people belongs to the religion , experiences a major demand of cow or goat in the eve of Eid-UL-Adha festival each year. It has been estimated that more than 3.5 million cows had been raised and brought in the market in the Eid-UL-Adha market 2016, which was 40% higher than the previous year. Beef Fattening businesses have been helping to grow the market, contributing not only to generate income for the entrepreneurs, but also helping the economy by reducing the dependency on imported cattle ahead of the festival.

Backed by strong income growth of the country, our estimates indicate that the demand for cattle in Bangladesh may double in every 3-4 years. Accordingly, there is a growing opportunity of home-based cattle farming business in the country, especially poor households in the rural areas. Nonetheless, poor people requires access to finance to start the business. Micro-finance in Beef Fattening Program can break the financial barrier in the context.

² https://en.wikipedia.org/wiki/Eid_al-Adha

³ https://en.wikipedia.org/wiki/Islam_by_country

⁴ <http://www.thefinancialexpress-bd.com/2016/08/21/42943/3.5m-cows-ready-for-sale-in-Eid-ul-Azha>

⁵ <p://www.thedailystar.net/business/bangladesh-gross-domestic-product-gdp-growth-record-724pc-capital-income-usd1602-1405051htt>

2. RESEARCH OBJECTIVES

This study aims to measure the overall impact on borrowers of beef fattening program. In order to understand about the efficacy of this program, the study intends to assess the following three objectives :

- To evaluate the overall performance of the loan
- To identify risk and vulnerabilities related to cattle farm/fattening management
- To develop of a scorecard (checklist) on risks and vulnerability management.

3. RESEARCH METHOD

We surveyed 283 households selected by means of stratified random sampling from 3,689 members of 38 branches in 12 districts. Each borrower was interviewed through face to face and home visits (Table 3.1).

We also conducted face-to-face interviews with 10 successful borrowers (Table 3.1). The 10 borrowers from different location participated in the study and selected them based on their profit after discussion with respective branch manager and credit officer. Each of them contacted by face to face interview at their home with semi-structured guideline which belongs 10 questions. This interview was conducted in August, 2017 and took 30-40 minutes for each borrower.

The questionnaire for the survey was developed through rigorous literature review, expert panel consultation and pilot testing with borrowers. An informed consent of the interviewee was taken before the interview. The questionnaire has both open and close ended structure. Structured questionnaire focused on socio-economic conditions, demographic conditions, current beef fattening status, last year beef fattening loan status, other related business and loan, risks and vulnerabilities and finally recommendations for DISA that how to effective more this program in aspect of their own knowledge and experiences. The advantage of structured questionnaire is that every respondent is asked the same question in the same way.

Table 3.1: Details on the survey and case studies

Study tools	Respondents	Sample size
Quantitative household survey	Borrowers (Beef fattening program, 2017)	283
Case study	Most successful	10

4. ANALYSIS AND FINDINGS

4.1 PROGRESS SO FAR

DISA, being one of the emerging Non-Governmental Organizations in Bangladesh and partner of Pallikarmo-Shayak Foundation (PKSF), started its Beef Fattening Loan (BFL) program in 2008. During 2013 and 2017, DISA disbursed about TK. 330 million through the BFL program to more than 16,000 female borrowers experiencing poor economic conditions (Figure 4.1). Table 4.1 shows the snapshot of the program in 2017.

A total TK. 327 Million (TK. 32.7 Crore) was disbursed by DISA during 2013-17, helping a total of 16,000 households in 12 districts in Bangladesh .

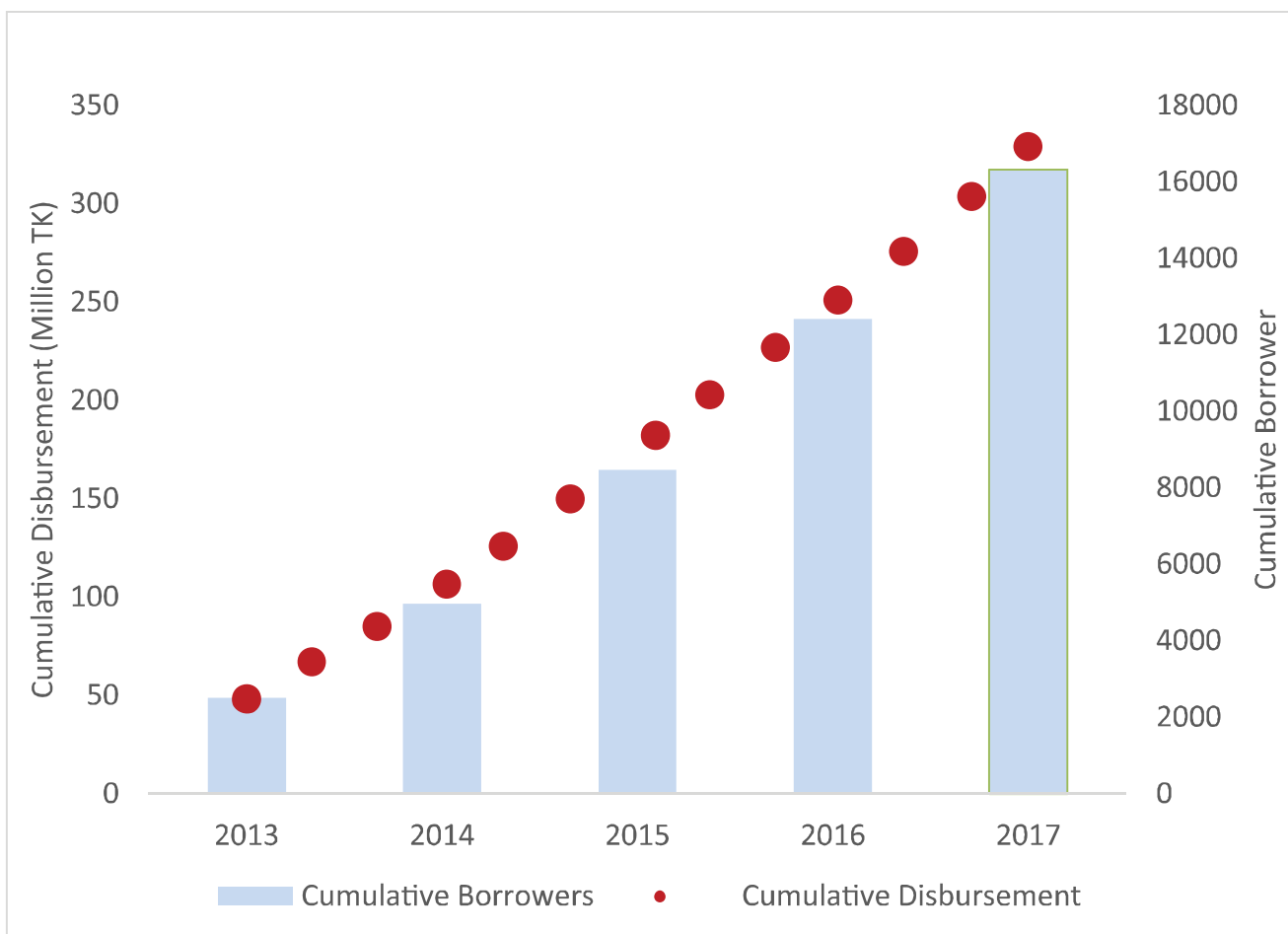


Fig 4.1: 'Beef Fattening' Loan Disbursement by DISA (2012-2017)
Source : Compiled by 'CRI' team from 'Seasonal Loan Program' Statements

⁶ According to Credit and Development Forum, DISA achieved 36th position in the financial year 2015-2016 based on loan distribution

TABLE 4.1: SNAPSHOT OF THE PROGRAM, 2017

Description	Beef fattening project has been ongoing under the seasonal category in every year in particular time especially targeting Eid-UL-Adha. Loan amount varies from 20,000 to 25,000 (BDT) and is given for 6-months period.
Loan tenure	20th March, 2017-30th August, 2017
Repayment	Loan will be repaid in one installment with interest after selling the cattle within given time period.
Objectives	<ul style="list-style-type: none"> • Meeting the credit needs of entrepreneurs. • Supporting small business initiatives. • Social and economic development (e.g., improve employment opportunity, empower women and so forth).
Distributed area	38 branches in 12 districts (2017),
Total disbursement demand	BDT80,650,000 (2017),
Actual disbursement	BDT77,135,000 (2017),
Total number of borrowers	3,689
Loan size	BDT20,000 & BDT25,000
Sources of fund	Commercial banks, PKSF(Palli Karma-Sahayak Foundation)

Source : Department of micro-credit program and compiled by CRI research team.

4.2 HOUSEHOLD INCOME

Average monthly per capita income per household is found to be TK. 6,208 per month (TK. 74,490 per year or USD. 931 USD). This average income is well below the per capita income of USD.1314 in Bangladesh released by Bangladesh Bureau of Statistics (BBS). Moreover, there is a significant variation of income across household, reflection not only the case of income inequality, but also extreme level of poverty in rural Bangladesh. Our results indicate that about 50% of the households surveyed still live with an income per capita of TK. 6,000 per month (Figure 4.2). The findings call for increasing efforts to improve income of rural poor and providing BFL to develop rural might be a mean for poverty alleviation for them.

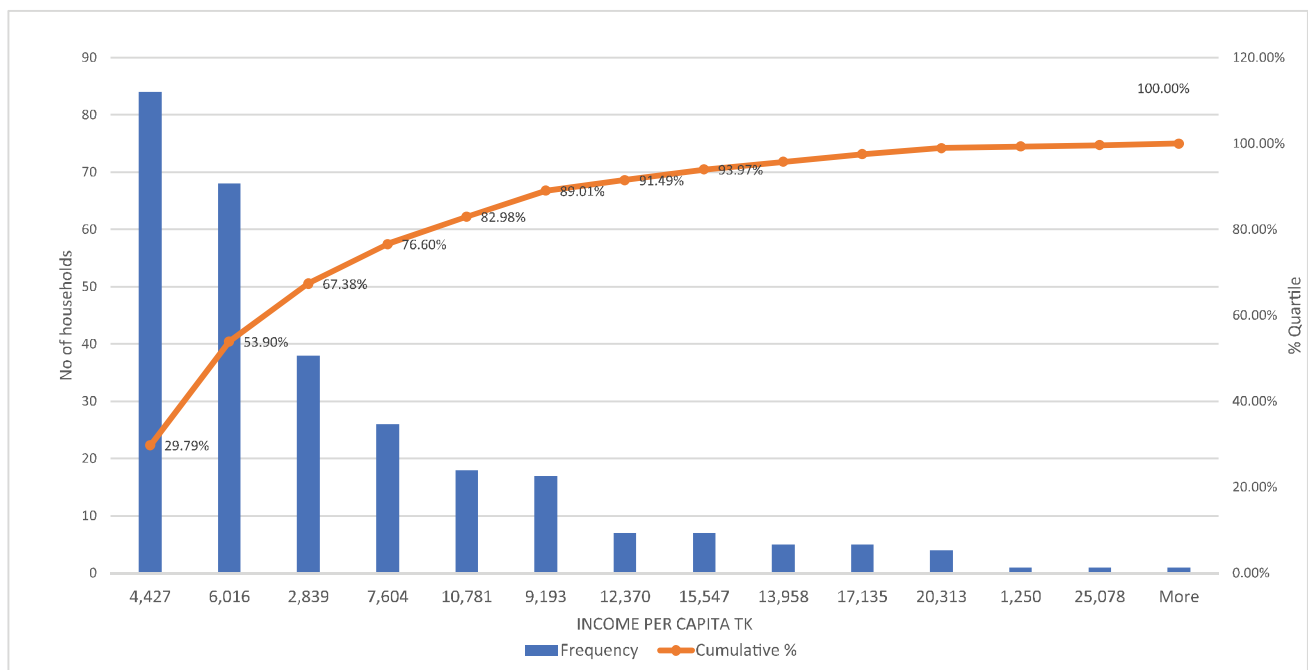


Figure 4.2 : Income Distribution of Households

⁷ <https://bdnews24.com/economy/2015/05/14/bangladeshs-per-capita-income-rises-to-1314>

4.3 SIZE OF LOAN

Member's loan size : There are two types of loan size which were disbursed by DISA for beef fattening program. One is TK. 20,000 and another is TK. 25,000. This following figure shows that 249 respondents received TK. 20,000 and only 34 respondents received TK. 25,000 as a loan.

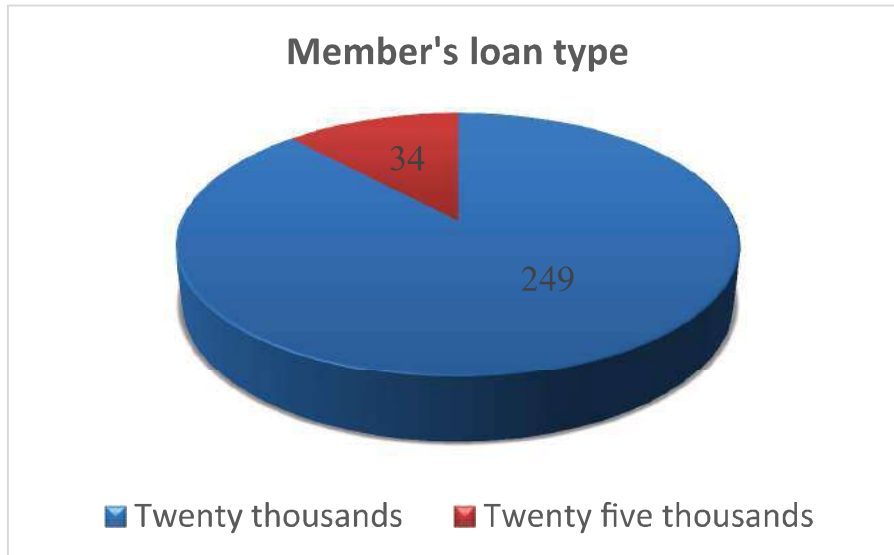


Figure 4.3 : Amount of loan received by borrowers

4.4 UTILIZATION OF LOAN

The purpose of using the loan varies considerably across borrowers. 140 Out of 283 borrowers purchased cattle, while rest spent the money for other purposes, such as family expenses (Figure 4.4). High price of cattle, lack of access to additional fund, high level of family expenditure, involvement in other business are found to be reasons of negatively influence a borrower not to buy a cattle. Loan utilization is defined as the borrower who purchased the cattle after getting loan from DISA.

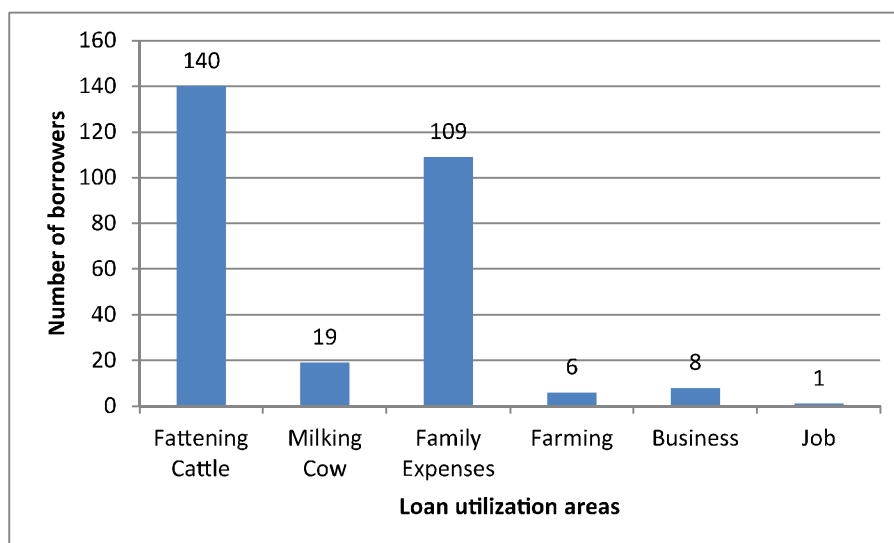


Figure 4.4 : Loan utilized by borrowers

4.5 PRIOR EXPERIENCE OF CATTLE REARING

One of the major criteria of disbursement of beef fattening loan is that, borrowers who have prior experience, only they will be accessed in this program but the study found that a significant number 77 out of 283 borrowers had no any experience of cattle rearing (Table : 4.2). It is also noted that 99% of them did not purchase the cattle. The borrowers who have 1 year, 2 years, 3 years, 4 years and 5 years experience of cattle rearing, accordingly 73%, 55%, 23%, 10% and 30% of borrowers did not purchase the cattle. Therefore, discouraging alternative use of loan and strong monitoring of cattle purchase, especially for the new borrowers, should get emphasis in the next phase of the loan.

Table 4.2 : Previous cattle rearing experience of surveyed members

Experience year	Number of borrowers	Borrowers who did not purchase	% of not purchased cattle
0	77	76	99
1	11	8	73
2	11	6	55
3	13	3	23
4	10	1	10
>5	161	49	30
Total	283	143	

4.6 FACTORS UNDERPIN PURCHASE DECISIONS OF CATTLE

This study indicates several factors that leads borrowers to make successful utilization of loan in beef fattening. We found that 'Farmers Expectation on the Price of Cattle', 'Knowledge and Training', 'Loan from Oher Organisation'are positively correlated, while involvement with any other business and monthly family expenditure is negatively correlate with a purchase decision of cattle (Figure 4.5).

EXPECTED SALES PRICE OF THE CATTLE

- +ve Relation with Loan Utilization
- Pearson's Correlation Coefficient 0.91** (Sig. 1% level)

KNOWLEDGE AND TRAINING

- +ve Relation with Loan Utilization
- Pearson's Correlation Coefficient 0.27** (Sig. 1% level)

ANY OTHER BUSINESS

- -ve Relation with Loan Utilization
- Pearson's Correlation Coefficient 0.15** (Sig. 5% level)

LOAN FROM OTHER ORGANIZATION

- +ve Relation with Loan Utilization
- Pearson's Correlation Coefficient 0.17** (Sig. 1% level)

MONTHLY EXPENDITURE OF BORROWERS

- -ve Relation with Loan Utilization
- Pearson's Correlation Coefficient 0.91** (Sig. 1% level)

Figure 4.5 : Correlation between factors

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The variable 'expected sales price' indicates that positive significant relationship at 1% level with loan utilization. The positive sign suggests that increases the cattle expected sales price with increases the loan utilization.

The variable 'knowledge and training' shows that positive significant relationship at 1% level with loan utilization. It means that one who has knowledge and training, she has more chance to utilize the loan.

The variable 'any other business' means that borrower who has other business with beef fattening program. This variable shows that negative significant relationship at 1% level with loan utilization. It means that increases the other business, loan utilization will decrease. It is because that if someone has many business activities, she will get less time to rear the cattle.

Variable 'loan from other organization' means that borrower who has the loan from other organization like NGOs, Microfinance institutions or Bank. The variable loan from other organization shows that positive significant relationship at 1% level with loan utilization. It means that increases the frequency of loan from other organization will increases the loan utilization.

'Monthly expenditure' means that borrower's family expenditure per month. It shows that negative significant at 1% level with loan utilization. It suggest that increases of borrower's family expenditure, there is chance to decrease the loan utilization.

4.7 PERFORMANCE OF THE LOAN

There are significant variations across farmers in the performance of the loan (Table 4.3). Major insights from the analysis are given below:

- Out of 283, 140 borrowers purchased cattle, 107 borrowers made profit, while the rest 33 borrowers got loss.
- The average profit per cattle was about TK.15,500, ranging from TK. 250 to TK. 50,750.
- The average loss per cattle was about TK. 5,000 on an average which is ranges from TK. 250 to TK.16,250.
- The mean of cattle purchase price was around TK. 37,000 which is higher than loan. So, borrowers had to add money from their own saving and it was on an average TK.16,500.
- Farmers need to invest as much as TK. 90,000 to buy a cattle.
- Sale price of cattle ranges from minimum of TK. 25,000 to maximum of TK. 150,000, with mean sale price of a cattle about TK. 62,000.
- Average monthly expenses for cattle ranges from TK.1,000 to TK. 7,500, with an average of TK. 3,000.

Table 4.3 : Financial gain/loss from beef fattening program

Financial status of members	N	Minimum (Tk)	Maximum (Tk)	Mean (Tk)
Purchased cattle price	140	17,000	110,000	36,986
Extra money	140	0	90,000	16,550
Monthly expenses for cattle	140	1,000	7,500	2,974
Cattle sales price	140	25,000	150,000	61,593
Member profit	107	250	50,750	15,476
Member loss	33	250	16,250	5,017

4.8 RISK AND VULNERABILITIES RELATED TO CATTLE FARM MANAGEMENT

There are so many risks and vulnerabilities related to cattle management in the rural area of Bangladesh (Figure 4.6). The study found the high price of feed, diseases, lack of accommodation, force from DISA, knowledge and training, uncertainty of sale, lack of market, over rain/flood/draft, thief, lack of time and other related risk and vulnerabilities of cattle fattening farmers which are described in the following.

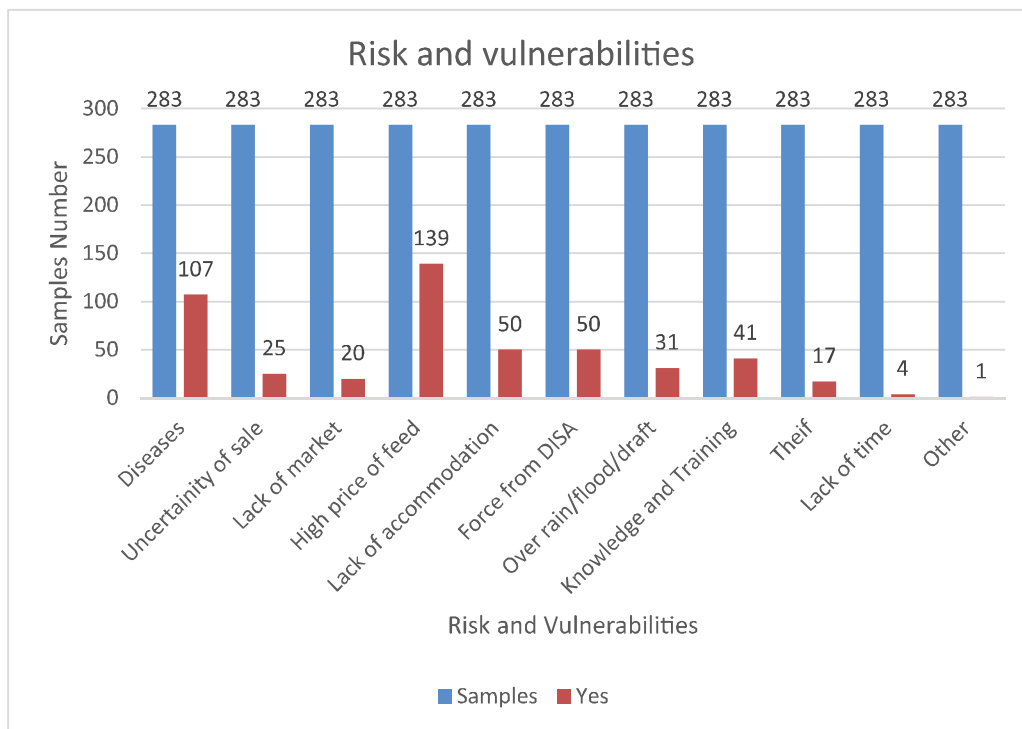


Figure 4.6 : Risks and vulnerabilities related to cattle farm management

High price of feed : 139 out of 283 respondents stated that the high price of cattle feed is the major problem during cattle fattening. It increases the cost of cattle rearing and at the same time, it decreases the profit of borrowers.

Diseases : Diseases is also risk during the cattle rearing. 107 out of total 283 respondents mentioned that they faced different kinds of diseases of cattle and it increases cattle management cost as well as some times death of cattle due to lack of proper treatment as the veterinary doctor does not available locally when required.

Lack of accommodation : Some of borrowers take loan on beef fattening though they have no proper accommodation for cattle like cattle shed or cattle place. 50 out of total 283 respondents raised their voice that they have been facing lack of proper cattle accommodation which makes them less interest for rearing the cattle.

Force from DISA : It means that when time to repay the loan, DISA staff of respected branch staff forces to sell the cattle and repay before scheduled time. 50 out of 283 respondents gives their opinion that DISA staff forced them to sell the cattle and complete the repayment as soon as possible. It occurred because of long off day before Eid-UL-Adha. Staff of respective branch always try to finish their loan collection and go back home soon after.

Knowledge and training : 41 out of 283 respondents stated that they need proper training and knowledge to improve cattle management. One who has training and knowledge, he or she can manage cattle efficiently and maximize their profit through beef fattening program.

Lack of market, uncertainty of sale, over rain/flood/draft, thief, lack of time and other related risk and vulnerabilities are not so important due to their respective responses but need to consider.

4.9 OTHER DEMOGRAPHICS

Education : Figure 4.7 shows that 99 of total 283 respondents have no any education which is highest respondents among them. 66 of total respondents have completed only 5 years education which is 2nd highest. Only 38 and 29 respondents has completed their 8 and 10 education years respectively. So, the study found a major part of total respondents (99) has no education during our survey.

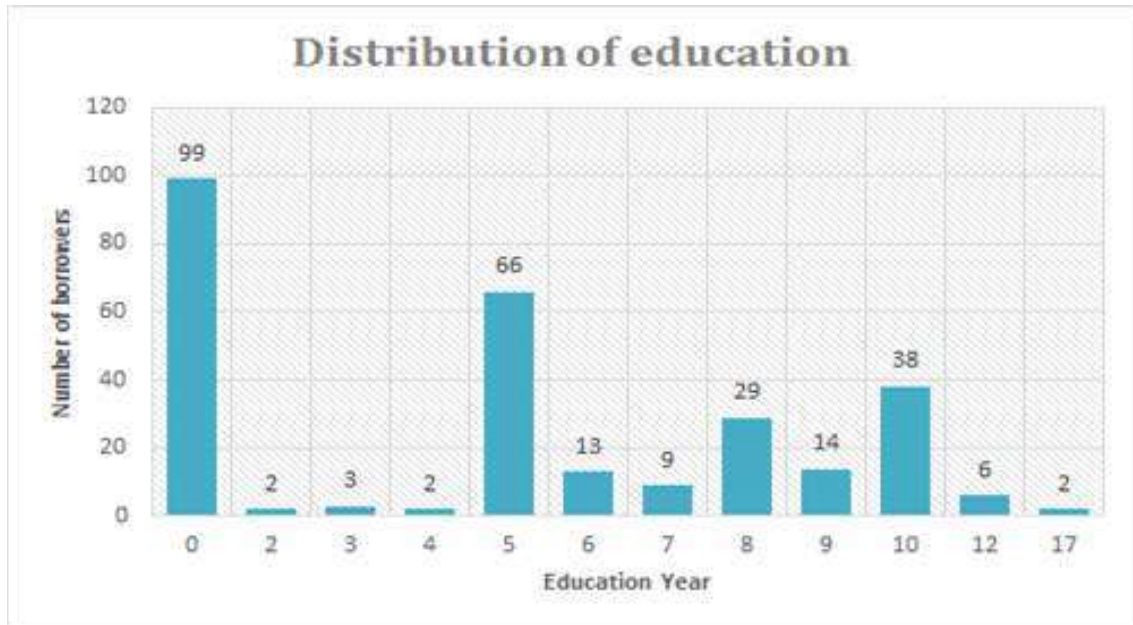


Figure 4.7: Education status of the borrowers

Family Members : Figure 4.8 states that 71 respondents of total 283 have 5 family members which is also average family size of total respondents and it is close to national average of Bangladesh. The study found 64 and 53 respondents have 6 and 4 family members respectively.

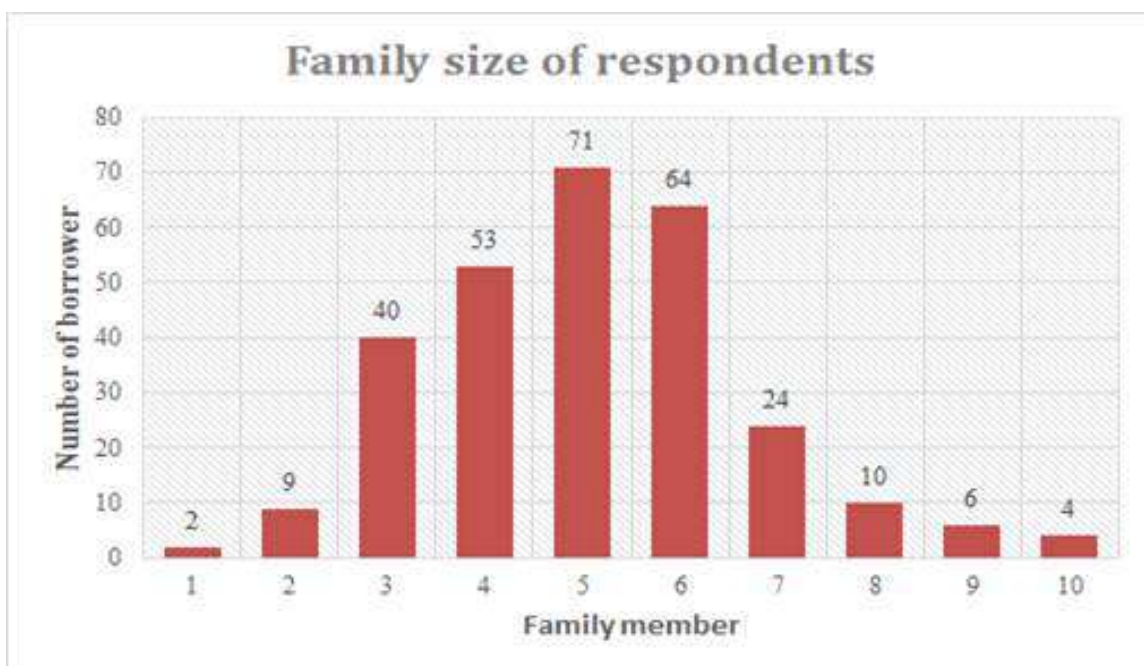


Figure 4.8 : Family members of the borrowers

5. FINDINGS : 10 CASE STUDIES

In addition to the survey, 10 in-depth case studies were performed as part of the study. The participants for the case studies were selected purposefully from the most successful borrowers, as identified in the survey. The average age of 10 borrowers are 36 years old. 6 out of 10 borrowers were below poverty group and their income was on an average TK. 15,167 & rest of 4 borrowers were upper income group as they have average income TK. 26,500. Key insight of 10 borrowers are purchase amount of money for cattle, net profit and rate of return and these are found on an average TK. 47,100, TK. 18,000 and 33% respectively.

Reasons for being successful :

1. Providing balance and natural source feed
2. Proper treatment and routine check-up
3. Intensive care
4. Purchasing good quality breed cattle
5. Avoiding any kind of medicine for quick fattening

Top challenges :

1. Diseases
2. High price of cattle feed
3. Unavailability of local vaterinary doctor
4. Labor intensive job
5. Low price of cattle for indian cattle
6. Panic of theft
7. Forced sale by DISA staff

Top recommendation :

1. Increasing amount of loan
2. Providing training for cattle management
3. Loan for cattle feed
4. Supporting in selling by DISA
5. Increasing repayment time

According to above reasons for being successful, top challenges and recommendations by borrowers are the significant findings for being of successful of beef fattening program.

Appendix 1: Case studies

STORY OF

SURJABAN

case study 01

Key Insights

Surjaban made a net profit of TK. 17,500 from the purchase of a cattle by TK. 50,000.

Rate of Return from investment
29%

BACKGROUND

Surjaban purchased a cattle TK. 50,000 and fattened almost 5 months. She spent TK. 2,000 per month for feeding her cattle and sold out by TK. 80,000. She got TK. 17,500 as a net profit. She has also moral values on cattle fattening that she has never used any kind of toxic medicine that is harmful for human body.

REASONS FOR BEING SUCCESSFUL

- 1 Providing clean cattle shed
- 2 Feeding green grass

TOP challenges

- 1 Diseases
- 2 Shortage of green grass
- 3 Unavailability of Local veterinary doctor

TOP Recommendations

- 1 Increasing amount of loan
- 2 Increasing repayment time period
- 3 Providing cattle treatment service by DISA

Profile

- Sex : Female
- Age range : 47-52 years
- Income group : Upper poverty line
- Marital status: Married
- Husband's income : TK. 28,000/month
- Children : Three
- Prior loan from DISA : No (First time beef fattening loan)
- Location : Chandina, Comilla
- Profession : Housewife
- Reasons for loan : Increasing family income
- Amount of loan : TK. 20,000



STORY OF

FATEMA BEGUM

case study 02

Key Insights

Fatema made a net profit of TK. 35,250 from the purchase of a cattle by TK. 30,000

Rate of Return from investment
79%

BACKGROUND

Fatema purchased a cattle by TK. 30,000 and she managed extra money from her personal savings . She spent TK. 2,500 per month for feeding her cattle over the last five months and finally sold this cattle TK. 80,000. Finally, she got about TK. 35,250 as a net profit. As a women , Fatema never wanted to lag behind in her life and this spirit helps her to alleviate all hindrances in her family.

REASONS FOR BEING SUCCESSFUL

- 1 Ensuring Proper treatment

TOP challenges

- 1 High price of cattle feed
- 2 Selling the cattle in the right market
- 3 Diseases

TOP Recommendations

- 1 Loan amount should be increased
- 2 Supporting in selling and training by DISA

Profile

- Sex : Female
- Age range : 35-40 years
- Income group : Below poverty line
- Marital status : Married
- Husband's income : TK. 12,000/month
- Children : Three
- Prior loan from DISA : Yes (Two times beef fattening loan)
- Location : Meghna, Comilla
- Profession : Housewife and tailoring (part time)
- Reasons for loan : Increasing family income
- Amount of loan : TK. 20,000



STORY OF

TASLIMA AKTER

case study 03

Key Insights

Taslima made a net profit of TK. 29,240 from the purchase of a cattle by TK. 59,000.

Rate of Return from investment 41%

BACKGROUND

Taslima purchased a cattle by TK. 59,000 and fattened 3 months. She spent Tk.3,500 per month for feeding her cattle and sold out about TK. 100,000. Her past experience on cattle rearing was helped to get profit about TK. 29,240 and she assured that she will continue this loan until DISA carry on this kind of program.

REASONS FOR BEING SUCCESSFUL

- 1 Use proper balanced feed for cattle
- 2 Spent a lot of time for rearing the cattle
- 3 Providing proper treatment

TOP challenges

- 1 Labour intensive job
- 2 Tendency of entering robber in our area

TOP Recommendations

- 1 Increasing amount of loan

Profile

- Sex: Female
- Age range: 47-52 years
- Income group: Upper poverty line
- Marital status: Married
- Husband's income: TK. 28,000/month
- Children: Three
- Prior loan from DISA: No (First time beef fattening loan)
- Location: Chandina, Comilla
- Profession: Housewife
- Reasons for loan: Increasing family income
- Amount of loan: TK. 20,000



STORY OF

JOHORA AKTER

case study 04

Key Insights

Johora made a net profit of TK. 11,700 from the purchase of a cattle by TK. 50,000.

Rate of Return from investment 32%

BACKGROUND

Johora purchased a cattle by TK. 28,000 adding her own savings. She spent TK. 3,000 per month for rearing her cattle she sold out her cattle by TK. 50,000 and got net profit TK. 11,700. She has a dream to establish a small farm with 3-4 cattle along with her house as it is profitable business.

REASONS FOR BEING SUCCESSFUL

- 1 Taking intensive care
- 2 Weekly check-up
- 3 Providing balanced feed for the cattle

TOP challenges

- 1 High price of cattle feed
- 2 Diseases

TOP Recommendations

- 1 Increasing amount of loan

Profile

- Sex : Female
- Age range : 23-28years
- Income group : Upper poverty line
- Marital status : Married
- Husband's income : TK. 30,000/month
- Children : One
- Prior loan from DISA : No (First time beef fattening loan)
- Location : Bhoberchar , Narayanganj
- Profession : Housewife
- Reasons for loan : Supporting her family
- Amount of loan : TK. 25,000



STORY OF

SHAMSUNNAHAR

case
study
05

BACKGROUND

Shamsunnahar achieved success by taking right decision on cattle rearing and she purchased a cattle TK. 56,000 by adding extra money from her own savings. She spent TK. 3,000 per month for feeding over the last five months and finally sold her cattle by Tk.90,000 and earned about TK. 16,900 as net profit through this program.

Profile

- Sex : Female
- Age range : 38-40 years
- Income group : Below poverty line
- Marital status : Married
- Husband's income : TK. 15,000/month
- Children : Three
- Prior loan from DISA : Yes (Two times beef fattening loan)
- Location : Kala kochua, Comilla
- Profession : Housewife and Farming (part time)
- Reasons for loan : Getting rid of family urgency
- Amount of loan : TK. 25,000

Key Insights

Shamsunnahar made a net profit of TK. 16,900 from the purchase of a cattle by TK. 56,000.

Rate of
Return from
investment
23%

REASONS FOR BEING SUCCESSFUL

- 1 Intensive care
- 2 Provide quality feed
- 3 Proper treatment

TOP challenges

- 1 High price of cattle feed and
- 2 Pushing in selling cattle before the Eid-UL Adha by DISA

TOP Recommendations

- 1 Provided loan should be increased
- 2 Need to arrange training facilities on cattle rearing by DISA



STORY OF

ARCHONA RANI

case
study
06

BACKGROUND

Archona received TK. 20,000 loan for beef fattening from DISA and purchased a cattle by TK. 25,000. She fattened the cattle five months long and spent TK. 2,000 per month. Finally, she sold out her cattle by TK. 50,000 and got about TK. 12,900 as net profit. She mentioned that this profit will be spent to my daughter's education and their nutritious food. She wants to ban all kinds of chemical medicine that are used for quick fattening of cattle.

Profile

- Sex: Female
- Age range: 32-35 years
- Income group: Upper poverty line
- Marital status: Married
- Husband's income: TK. 20,000/month
- Children: Two
- Prior loan from DISA: Yes (Two times beef fattening loan)
- Location: Chandina, Comilla
- Profession: Housewife and Farming (part time)
- Reasons for loan: The beef fattening program brings more profit
- Amount of loan: TK. 20,000

Key Insights

Archona made a net profit of TK.12,900 from the purchase of a cattle by TK. 25,000.

Rate of
Return from
investment
35%

REASONS FOR BEING SUCCESSFUL

- 1 Intensive care
- 2 Quality feed and proper treatment
- 3 Purchasing a good breed type of cattle

TOP challenges

- 1 Diseases
- 2 Low prices of cattle

TOP Recommendations

- 1 Providing cattle feed
- 2 Increasing loan amount



STORY OF

RIMA AKTER

case study 07

BACKGROUND

Rima got received a loan Tk.20000 and purchased a cattle by TK. 56000. She managed this extra money from her personal savings. She spent Tk.8000 for feeding her cattle. She reared her cattle for three months and finally sold out the cattle TK. 80,000. Finally, she earned TK. 14,740 as net profit in this year after selling her cattle. She planned to invest this money in farming for generating more income. It is noted that she communicated with DISA veterinary doctor when her cattle got sick. Now she wants to start again beef fattening project with 2-3 cattle in the next year.

Profile

- Sex: Female
- Age range: 35-40 years
- Income group: Below poverty line
- Marital status: Married
- Husband's income: TK. 15,000/month
- Children: Three
- Prior loan from DISA: No (It is the first time beef fattening loan)
- Location: Chandina, Comilla
- Profession: Housewife and Farming (part time)
- Reasons for loan: Increasing family income
- Amount of loan: TK. 20,000

Key Insights

Rima made a net profit of TK. 14,740 from the purchase of a cattle by TK. 25,000.

Rate of Return from investment 23%

REASONS FOR BEING SUCCESSFUL

- 1 Providing balance feed
- 2 Regular check-up of the cattle

TOP challenges

- 1 Diseases

TOP Recommendations

- 1 Increasing loan amount
- 2 Training



STORY OF

NASIMA AKTER

case study 08

BACKGROUND

Nasima purchased a cattle by TK. 73,000 and she managed extra money from her personal savings. She spent TK. 4500 per month and reared the cattle for three months. Finally, she sold out the cattle TK. 1,00,000 and She earned around TK. 12,240 as net profit based on her previous experience. Now she wants to re-invest this profit to the beef fattening program in the next year. She informed that she and her husband concentrated in this program and looking more financial support as it is more profitable.

Profile

- Sex : Female
- Age range : 24-26 years
- Income group : Below poverty line
- Marital status : Married
- Husband's income : TK. 15,000/month
- Children : Two
- Prior loan from DISA : Yes, (two times beef fattening loan)
- Location : Bhaberchar, Narayanganj
- Profession : Housewife Farming (part time)
- Reasons for loan : Supporting family
- Amount of loan : TK. 20,000

Key Insights

Nasima made a net profit of TK. 12,240 from the purchase of a cattle by TK. 73,000

Rate of Return from investment 14%

REASONS FOR BEING SUCCESSFUL

- 1 Balanced cattle feed
- 2 Proper take care
- 3 Treatment

TOP challenges

- 1 Diseases
- 2 Availability of Indian cattle during Eid-ul-Adha

TOP Recommendations

- 1 Increasing amount of cattle loan
- 2 Providing training for cattle fattening



STORY OF

SHIRINA AKTER

case study
09

Key Insights

Shirina made a net profit of TK. 15,240 from the purchase of a cattle by TK. 73,000

Rate of Return from investment
18%

BACKGROUND

Shirina purchased a cattle by TK. 73,000 adding her extra savings money. She spent TK. 3,500 per month for rearing her cattle. She sold out the cattle in this year around TK. 100,000 after 3 months and net profit stand on her hand around TK. 15,240 Now she wants to re-invest this profit to the cattle fattening program in the next year.

REASONS FOR BEING SUCCESSFUL

- 1 Clean cow shed
- 2 Cattle treatment

TOP challenges

- 1 Diseases
- 2 Panic of theft

TOP Recommendations

- 1 Increasing the amount of cattle loan
- 2 Providing training for cattle fattening program

Profile

- Sex: Female
- Age range: 26-28 years
- Income group: Below poverty line
- Marital status: Married
- Husband's income: TK. 19,000/month
- Children: Three
- Prior loan from DISA: Yes, (two times beef fattening loan)
- Location: Chandina, Comilla
- Profession: Housewife Farming (part time)
- Reasons for loan: Supporting family
- Amount of loan: TK. 20,000



STORY OF

JAHANARA BEGUM

case study
10

Key Insights

Jahanara made a net profit of TK. 14,900 from the purchase of a cattle by TK. 30,000

Rate of Return from investment
35%

BACKGROUND

Jahanara got TK. 20,000 loan for beef fattening from DISA and purchased a cattle by TK. 30,000 by adding extra money from her personal savings. She fattened the cattle within five months long and spent TK. 2,000 per month. She sold out her cattle TK. 57,000 and she got about TK. 14,900 as net profit. She mentioned that the profit will be spent to my children's education and the rest of the money will be used to agriculture field.

REASONS FOR BEING SUCCESSFUL

- 1 Avoiding any kind of medicine or injection

TOP challenges

- 1 Diseases
- 2 Low price of cattle

TOP Recommendations

- 1 DISA should provide cattle feed
- 2 Increasing the loan

Profile

- Sex: Female
- Age range: 30-33 years
- Income group: Below poverty line
- Marital status: Married
- Husband's income: TK. 15,000/month
- Children: Three
- Prior loan from DISA: No, (it is the first time beef fattening loan)
- Location: Meghna, Comilla
- Profession: Housewife Farming (part time)
- Reasons for loan: The beef fattening program brings more profit
- Amount of loan: TK. 20,000



Appendix 2 : Study areas and estimated samples

Sl. No	Name of Branch	Borrowers	Sample	Area	District
1	Chandina	310	39	Chandina (01)	Comilla
2	Barkait	283	23		
3	Dolla Nawabpur	107	03		
4	Homna	75	08		
5	Meghna	221	16		
6	Barura	70	08	Hajiganj (2)	Chandpur
7	Payalgacha	88	10		
8	Kachua	272	27		
9	Shahrasti	70	04		
10	Hajiganj	74	08		
11	Burichang	253	27	Debidar (3)	Comilla
12	Debidar	56	03		
13	Barhman Para	125	12		
14	Kuti Bazar	63	10		
15	Kalachua	65	07		
16	Murad Nagar	66	04		
17	Shashongacha	50	05	Paduar bazar (04)	Comilla
17	Paduar bazar	108	02		
18	Nurpur	44	06		
19	Heshakhal	53	06		
20	Feni	53	07		
21	Suzatpur	108	09	Matlab (05)	Chandpur
22	Faridganj	60	08		
23	Nawri	113	12		
24	Narayanpur	83	06		
25	Matlab Uttar	135	15		
26	Sonargaon	121	11	Kachnpur (6)	Naraynganj
27	Bondor	73	08		
28	Kanchpur	56	06		
29	Bhulta	60	06		
30	Bhaberchar	75	09		
31	Araihazar	15	14		
32	Madhobdi	32	03	Narshingdi (7)	Narshingdi
33	Sharail	40	09		
34	Baroicha	123	10		
35	Kotiadi	89	06		
		3689	367		