



Private Infrastructure  
Development Group

Impact survey findings

## **Pran Agro, Bangladesh**

Published: 2024

## About the report

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**In line with PIDG's theory of change, the infrastructure projects we develop and invest in are expected to generate positive outcomes for people – by providing new or improved access for individuals and households to essential services such as energy, water, communications, transport, and housing.**

Therefore, as part of our impact management system, we systematically assess who the expected end-users are and what difference the PIDG supported infrastructure is expected to make on their lives – with an emphasis on gender outcomes and disability inclusion.

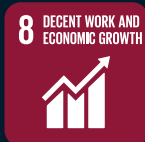
One way we do this, is by regularly conducting surveys of the end-users of our projects to hear more directly about the impact we aim to create for them. We do this in partnership with 60 Decibels, a tech-enabled social impact measurement and customer intelligence company, using their Lean DataSM approach to collect the sought after impact data through phone surveys.

**In 2021, GuarantCo facilitated a transaction for supporting smallholder farmers in a deal called 'Pran Agro Ltd (PAL)' that aimed to improve and expand Agro-processing infrastructure in Bangladesh.**

**This report summarises the main survey findings on this project and some of the tangible positive impacts the project has had on people.**

## Project summary

### Supporting smallholder farmers



Total commitment:

# \$25m

Provide greater income generation for 8.6k smallholder farmers and create 780 new jobs of which 33% will be occupied by women.

## Bangladesh

LDC and FCAS

GuarantCo

# Pran

**100% guarantee of an onshore Taka denominated 2.1bn (\$25m) bond by Pran to increase production capacity of processed goods in Bangladesh.**

### Direct impact on people

**SDG assessment: 2** – Increase agricultural productivity and incomes of small-scale food producers.

**Expected impact:** 8.6k smallholder farmers are expected to benefit. They are likely to be low income and live in rural areas. The largest impact will be felt by previously unemployed farmers and women.

### Direct impact on planet

**SDG assessment: 8** – Achieve full and productive employment and decent work for all women and men.

**Expected impact:** The company will create 780 new jobs – 33% will be taken up by women.

### Market transformation

**Challenge:** Limited number of listed corporate bonds that use proceeds for infrastructure.

**Channel:** Demonstration of bond tenor that is longer than corporate loan facilities offer and one of the first-ever corporate bonds in country exclusively for infrastructure.

**Outcome:** An enhanced corporate bond market through replication of similar bonds for infrastructure to unlock deeper pools of capital for projects.

### Mobilisation

Mobilised \$10.9m of local equity and \$25m of international debt.

### Climate risk

**Transition:** The sponsor is seeking to integrate solar PV to reduce emissions.

**Physical:** Bangladesh is likely to be impacted by climate change with an increase in extreme weather events. The agriculture sector is considered particularly vulnerable with impacts on availability of cultivatable land; crop yields and quality. This has been discussed with Pran who will limit risks where possible.

### Gender and PIDG TA

A PIDG TA grant will be provided to deliver training targeting female farmers to help them become independent growers and agricultural hub leads.

# Summary of the survey and respondents

## Survey information:

Project: PRAN Agro Ltd., Bangladesh

PIDG Company: GuarantCo

Theme: Agro-processing

Region: South Asia



Date of interview

**Aug 23**

Number of people interviewed

**151**

Response rate:

**59%**

Margin of error:

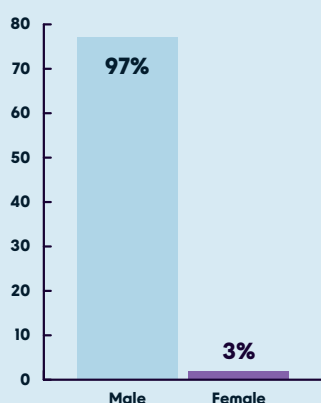
**6%**

Language of interview:

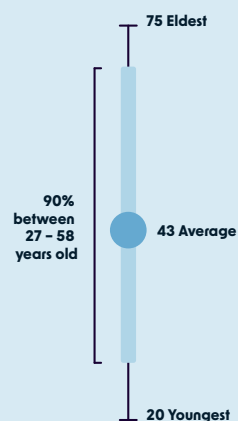
**Bangla**

## Profile of end-users

Gender:



Average age:



Household size:



**29%**

% living below the poverty line of \$3.20 per day

## Impact on access to service and climate resilience

### Access to service:

**96%**

% of end-users accessing PRAN Agro Ltd Services for the first time.

**95%**

% of end-users without access to good alternatives.

**4%**

% of end-users that had prior access to service similar to PRAN Agro Ltd Services.

Almost all farmers report that they are accessing the services of PRAN Agro Ltd. for the first time and only a minority could find a good alternative, suggesting PRAN Agro Ltd. is providing a scarce service.

### Climate resilience:

**76%**

% of end-users experiencing climate shocks that affect their households.

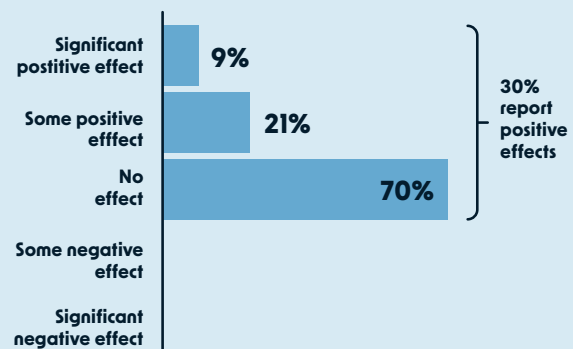
**33%**

% of end-users report who say PRAN Agro Ltd. Services had a positive effect on their household's ability to recover from the climate shock.

7 in 10 of these farmers report that the shocks affected their households. Nearly a third of the farmers who faced a climate shock in the last year, say PRAN Agro Limited had a positive effect on their household's ability to recover.

### Impact of Pran Agro Ltd. Services on household recovery from climate shocks:

Q: Did your involvement with the Pran Agro Ltd. have a positive, negative or no effect on your recovery? (n=80)



## Impact on quality of life

### Quality of life:

**83%**

% of end-users reporting improved quality of life due to PRAN Agro Ltd. Services

**83%**

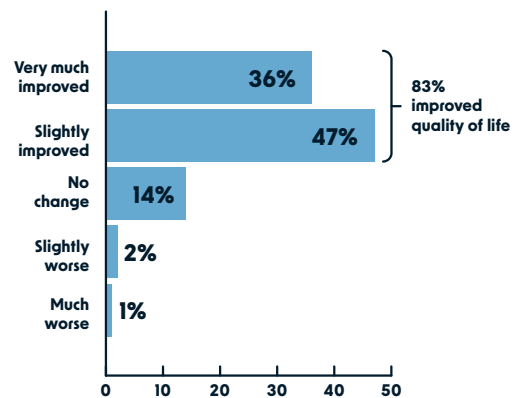
% of end-users reporting increase in money earned because of PRAN Agro Ltd. Services

**91%**

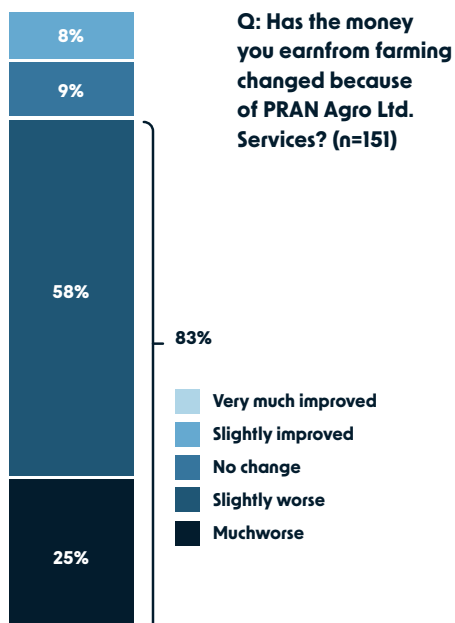
% of end-users reporting timely payment by PRAN Agro Ltd. Services

An improved ability to afford household needs, and increased income and savings are the top quality of life outcomes that farmers report. Other reasons included increased production of existing crops and reduced stress levels.

### Perceived quality of life change:

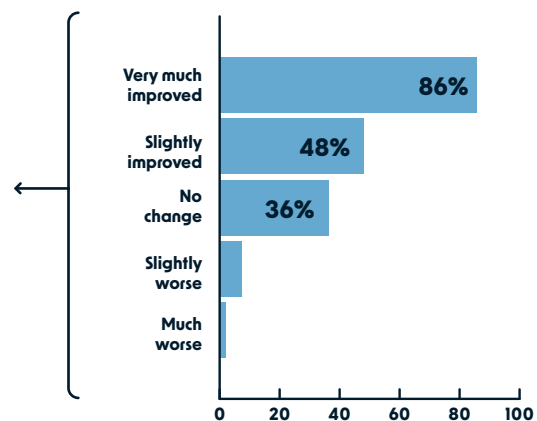


### Returns from crops:



### Reasons for increased returns:

Q: What were the main reasons for the increase in money earned? (n=125)  
(multi-select responses)



## Impact on farming and production

### Impact on farming:

**55%**

% of end-users reporting improvement in farming due to PRAN Agro Ltd. Services.

**71%**

% of end-users reporting improvement in crop production because of PRAN Agro Ltd. Services.

**47%**

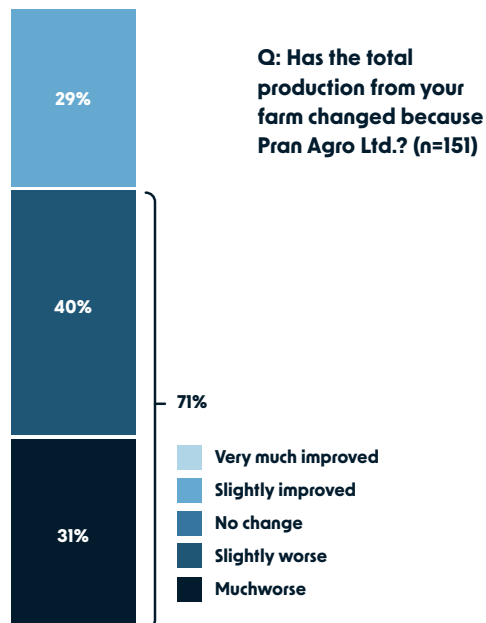
% of end-users reporting improved knowledge and techniques of farming due to PRAN Agro Ltd. Services.

**59%**

% of end-users selling primary crop to PRAN Agro Ltd. Services.

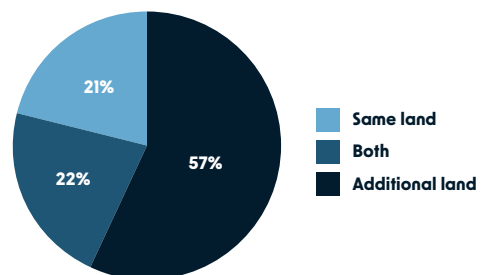
Top improvements to way of farming include improved knowledge of farming techniques, increased production, and greater access to high quality farming products. 7 in 10 farmers report an increase in crop production. Over half of this group realised the increase without additional land, suggesting an increase in productivity.

### Impact on production:



### Reasons for increases in production:

**Q: Was this increase because you planted additional land or was it from the same amount of land? (n=107)**



## Impact on access to markets and training

### Access to markets and training

**73%**

% of end-users reporting increased access to reliable buyers due to PRAN Agro Ltd. Services.

**72%**

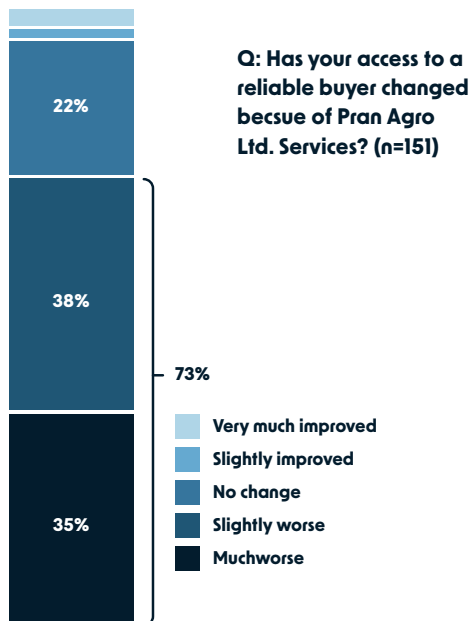
% of end-users reporting training provided was easy to understand by PRAN Agro Ltd. Services. (n=46)

**65%**

% of end-users reporting applying training by PRAN Agro Ltd. Services. to farming practices (n=46)

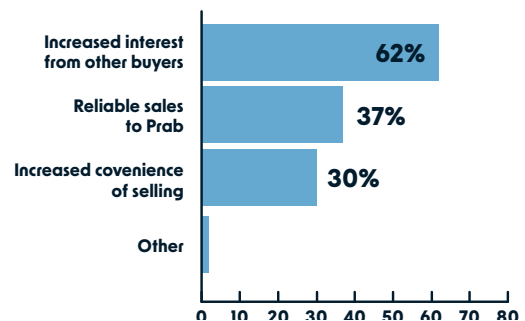
Nearly three-quarters of farmers trained report that the training was easy to understand, and two-thirds report applying all of the training information in their farming practices. These findings suggest that farmers are successfully translating content into farming improvements and increased productivity.

### Increased access to reliable buyers:



### Reasons for increased access to reliable buyers:

Q: Please explain your answer: (n=110)  
Open-ended, coded by 60 Decibels.





## Impact on Gender and disability inclusion

### Disability inclusion:

**8%** of households reported that they had end-users with disabilities.

This consists of people reporting difficulty with sight or walking/ climbing steps and with difficulty with self-care.

### Disability profile of Pran Agro Ltd. farmer households:

% of customers who said they, or a member of their household, had 'a lot of difficulty' or 'cannot do at all' for any of the following themes. (% of respondents, n=150)\*

**6%**  
difficulty seeing, even if wearing glasses (if available)

**2.7%**  
difficulty remembering or concentrating

**1.4%**  
difficulty hearing, even if using a hearing aid (if available)

**6.7%**  
difficulty with self-care, such as washing all over or dressing

**8%**  
difficulty walking or climbing steps

**2%**  
difficulty communication or being understood, using their usual language

## What our end-users said

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### Impact on business:

"Because of PRAN Agro Limited, my products don't need to be stored or don't get rotten. I don't face losses and my stress level has really decreased. I can support my family a little more from last few years."  
- Male, 47

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"We have no stress about wastage anymore. There are always locals who purchase our mangoes without any hassle. Because of them, transport cost has been reduced. Now I can focus on the other family affairs." - Male, 39

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### Impact on knowledge:

"Through guidance on irrigation, pest and post-harvest management, and others, Pran Agro Limited has assisted me in learning about contemporary agricultural techniques." - Male, 52

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"My agricultural techniques have greatly improved as a result of PRAN Agro Limited; my current output is far higher than it was before when I was unable to properly care for the plants." - Male, 36

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### Impact on quality of life:

"I can support myself currently by selling my produce. I already got all of PRAN Agro Limited's instructions, and I've made plenty of money selling my crops as a result. I can now pay for clothing for every family member and use a portion of the money for cultivating yet another piece of land."  
- Male. 52

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"Engaging with PRAN Agro Limited has greatly improved my quality of life. I have sold about 10 bigha of commercial mangoes only to them, and also sold products from my cultivation land. This is allowing me to build a house and cultivate savings for my wedding." - Male, 26

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"PRAN Agro Limited has given my family and me a consistent income over the past several years. Based on the proceeds from the harvest sale, I built a brick home." - Male, 42