Contests & Competitions Series:
Case Study on using
CONTESTS in Bangladesh
as an input supply firm tactic to amplify good practice
with smallholder farmers

Produced by EcoVentures International
for USAID’s Leveraging Economic Opportunities (LEO) project

Find the full cartoon learning series at: https://www.microlinks.org/library/cartoon-learning-series
What are ways that our project could help firms to expose farmers to new inputs and help farmers to feel comfortable trying them out?
Contests!
Contests are a common business tactic to market a new product/service or generate positive buzz around an existing product/service!
Hmmm

What is an example of a real-life contest in a rural agricultural setting?
Let's look at what the NAAFCO Pharma agricultural inputs company did in Bangladesh.

(with a little help from USAID's AVC Project)
They used a raffle as a tactic for rural farmers in southern Bangladesh to try new fertilizers to cultivate jute seeds and learn tips about jute cultivation.
(The festival itself was organized by NAAFCO with a little help from USAID's AVC Project)

The raffle took place at a local Agricultural Festival where NAAFCO was exhibiting its products.
1st place winners get 80% discount.
2nd place winners get 50% discount.
3rd place winners get 20% discount.

Use the discount coupons at a local agro retailer selling point of NAAFCO.

There were 310 winners selected. They received discounts on 25 kg NPKS mix fertilizer bags.
We were really excited about competing in a raffle!

We had never used good quality fertilizer before!!

Some farmers' reactions were positive...
Some of us are disappointed with the prize ... it's not free - and we didn't all get the same discount!

We're nervous ... They want us to buy it at a discount ... but it's so new to us, we don't know if we want it!

NAAFCO identified areas to improve each time they ran the raffle!
The selection of winners could have been more organized.

A few of the winners weren't even farmers!
We're sharing great tips for farmers!

Take a leaflet with more useful info!

Farmers listened to jute cultivation tips from NAAFCO technical experts during the raffle.
CONTESTS benefit input suppliers!

... help input suppliers to create a buzz around a new technology as a form of promotion!

... help input suppliers to find a way to get farmers to try new inputs!

... help input suppliers to use those farmers as examples for others to see!
CONTESTS benefit farmers!

... introduce farmers to new technologies!

... make farmers more comfortable trying new things!

... create demonstrations for other farmers!
Our project can help firms that are (or could be) supplying inputs to smallholders to use contests as a business tactic ... to market or create a buzz around agricultural products/services that will greatly benefit the productivity of smallholder farmers!