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## **HSBC and BRAC Empower Farmers with Climate-Smart Agriculture Techniques**

HSBC Bangladesh, in collaboration with BRAC, has been working together to implement 'Climate-Smart Agriculture through Adaptation Clinic' project in Jamalpur, which aims to benefit climate-vulnerable farming households. The first phase of the project 'Climate-Resilient Agro-Food System' was launched in 2022 which witnessed high demand and optimism from the farmers. Building on the outcome, the second phase commenced in 2023, expanding its scope to address the growing challenges faced by climate-affected communities.

Situated near the Brahmaputra River, Jamalpur frequently experiences floods and unpredictable weather, posing significant threats to agricultural livelihoods. To address these issues, the project established 'Adaptation Clinics' in Dewanganj and Bakshiganj upazilas. These clinics serve as dedicated knowledge hubs where farmers receive tailored guidance on sustainable agricultural techniques, water management, and climate-resilient crop cultivation. Additionally, the project introduced dry grain storage facilities, a critical intervention for flood-prone areas like Jamalpur. These facilities enable farmers to securely store harvested crops during extreme weather conditions, reducing post-harvest losses and allowing them to sell their produce at optimal market prices. Farmers have also received training in climate-resilient practices such as climate-smart crop varieties and pest management. They have gained access to solar irrigation systems, improved seeds, and workshops on financial literacy and market linkages.

**Piyara Begum**, a farmer from Dewanganj, shared, "The Adaptation Clinic transformed my farming journey, helping me grow bountiful crops and earn a stable income. I can now support my family and inspire other women in my community."

**Asif Saleh**, Executive Director, BRAC, added, "Climate change disproportionately impacts marginalised communities and small holder farmers, in particular. Through this partnership with HSBC, we are empowering farmers with innovative solutions that not only improve their livelihood opportunities but also pave the way for sustainable agricultural practices in Bangladesh."

**Md Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh, stated, "Being a major source of domestic produce with a significant portion of our workforce depending on agriculture, Bangladesh also stands at the center of climate vulnerabilities. At HSBC, we believe it is our collective responsibility to empower our communities and foster sustainability. This collaboration with BRAC highlights the positive impact of equipping farmers with the right tools and knowledge for a climate resilient future."

Under this project, over 4500 households have been positively impacted. Key achievements include 4281 individuals receiving inputs and advisory support, around 1000 bighas of land cultivated with climate smart techniques and the installation of 3 solar irrigation pumps.

Looking forward, HSBC and BRAC plans to establish a similar project in Chatok, designed to address Haor region-specific agricultural and climate challenges. This expansion reinforces the commitment to supporting farmers with innovative solutions that not only enhance their livelihoods but also pave the way for long-term sustainable agricultural practices in Bangladesh.

This partnership between HSBC and BRAC highlights the potential of innovative collaborations to tackle climate challenges and drive sustainable growth in Bangladesh's agricultural sector.

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**Note to editors:**

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