



**Impact Report 2024**

# **Unlocking Farmer Prosperity**

*Simplifying Agriculture. Empowering Farmers. Building Prosperity.*

# Transforming Lives Through Agricultural Innovation

*Agriculture is more than an industry - it is the backbone of economies, livelihoods, and food security. Yet, for generations, farmers have struggled with limited access to finance, quality inputs, and profitable markets.*

*That's where WeGro comes in. Founded in 2021, WeGro was built on a simple but powerful idea: farmers deserve more than survival - they deserve prosperity. By tackling the three critical barriers in agriculture - finance, inputs, and market access - WeGro is reshaping the farming landscape in Bangladesh.*

*Today, 60% of farmers in Bangladesh (9.9 million people) remain excluded from formal financing. The barriers are clear: small loan sizes (under USD 2,000) discourage financial institutions, lack of collateral and limited literacy make legal documentation daunting, and on average, farmers live 50 km away from financial institutions, creating additional obstacles.*

*WeGro's tech-driven model changes this. We connect smallholder farmers to the tools they need to thrive: fair financing without debt traps, access to high-quality agricultural inputs, and transparent market linkages to ensure fair pricing.*



## \$10.2M

**Disbursed to Farmers**

*Direct investment in rural prosperity*

## \$2.2M

**Additional Agricultural Yield**

*Generated through our interventions*

## 20,000+

**Farmers Empowered**

*Across 40+ operational zones in Bangladesh*

*Our mission is simple: simplify agriculture and unlock prosperity. Farming should not just be a way of life - it should be a pathway to financial freedom. Looking ahead, WeGro is committed to scaling its impact - reaching every corner of Bangladesh and empowering 10 million farmers by 2035.*

# Foreword by the CEO

*Let's start with a question of sorts. Why is it that the people who feed the world are always at the bottom of the chain? We celebrate industries, corporations, and brands - but rarely the farmers who make them possible. Why should agriculture - the very thing that keeps nations alive - be seen as outdated, risky, or low-value?*



*At WeGro, we refuse to accept this.*

*We don't see farmers as background suppliers in someone else's success story. We see them as leaders, innovators, and wealth creators. That's our vision of a new world: one where farmers are not an afterthought, but the starting point of every economy.*

*And achieving this means changing the rules:*

- Giving farmers not just money, but market power*
- Ensuring access to finance without the fear of debt traps*
- Making agriculture not just sustainable, but profitable*

*2024 proved that this isn't just a dream - it's already happening. Farmers are earning more. Agriculture is becoming a choice, not a last resort.*

*The road ahead won't always be easy. But one thing is certain: we're moving forward. Our farmers are moving forward. And the future of agriculture is brighter than ever.*

# Who We Are

*WeGro Technologies Limited is a pioneering agricultural technology company dedicated to transforming the lives of smallholder farmers in Bangladesh. Since our founding in 2021, we have been committed to breaking down the systemic barriers that have historically prevented farmers from achieving financial prosperity and agricultural success.*

*We are more than just a fintech company or an agricultural service provider - we are catalysts of change. Our comprehensive approach addresses the entire agricultural value chain, from pre-production financing to post-harvest market access. We believe that sustainable agricultural transformation requires not just technology, but deep empathy, cultural understanding, and unwavering commitment to farmer empowerment.*

*Our team combines decades of experience in agriculture, finance, technology, and rural development. We work directly in the field, understanding the daily challenges farmers face and co-creating solutions that are practical, affordable, and culturally appropriate. Every decision we make is guided by one fundamental question: How does this benefit the farmers we serve?*

*WeGro operates with a farmer-first philosophy, ensuring that our services are designed not just for efficiency, but for true impact. We measure our success not only in financial metrics but in the improved livelihoods, increased dignity, and enhanced prosperity of the farming communities we partner with.*



# WeGro Values



## Winning

*We are committed to achieving exceptional results for farmers, partners, and communities. Success is measured not just in profits, but in the prosperity we create together.*



## Empathy

*We listen deeply, understand farmers' challenges, and design solutions that respect their dignity and circumstances. Compassion drives every interaction.*



## Growth

*We believe in continuous improvement - for farmers, our team, and the agricultural sector. Every challenge is an opportunity to learn and evolve.*



## Resilience

*Agriculture faces constant challenges. We build systems and relationships that can withstand shocks and adapt to changing conditions while protecting farmer livelihoods.*



## Ownership

*We take full responsibility for our commitments. Every farmer partnership is a sacred trust, and we honor our obligations with transparency and accountability.*



*These values are not just words on a wall - they are the foundation of how we operate, make decisions, and build relationships. They guide us in creating an agricultural ecosystem where farmers are empowered to thrive, not just survive.*

# Our Theory of Change: Paving the Path to Farmer Prosperity

*WeGro's strategic interventions are rooted in a robust Theory of Change, a clear roadmap illustrating how our activities lead to tangible, sustainable impact for smallholder farmers in Bangladesh. Our approach is designed to systematically dismantle the long-standing barriers of limited access to finance, quality inputs, and profitable markets that have historically constrained farmer prosperity.*

## The Core Problem

*Despite being a global Top 10 producer, Bangladesh's smallholder farmers remain financially marginalized. The country generates \$41 billion in annual agricultural output and is home to 16 million smallholder farmers. However, there is only \$6 billion in formal loans outstanding in the entire agri-sector.*



*As a result, most smallholder farmers are forced to rely on exploitative informal lending systems, which offer punitive costs with interest rates as high as 30%-40%, trapping farmers in debt cycles. There is no institutional support, contributing to \$10 billion in harvest losses annually due to lack of technical or financial backup. Without insurance coverage, farmers are exposed to unmitigated climate and market risks, threatening their livelihoods and food security.*

*Informal finance doesn't just fall short; it actively harms farmers, locking them into cycles of vulnerability and missed opportunities.*

# Our Intervention Logic

Our interventions are multifaceted, focusing on empowering farmers through direct, actionable support across four critical areas:



## Inclusivity & Network Building

*We are dedicated to building Bangladesh's most inclusive farmer empowerment network. This involves actively reaching and onboarding smallholder farmers on our digital platform, expanding their access to formal agri-support systems. We prioritize increasing the participation of women in agriculture to enhance inclusivity and gender-balanced economic growth.*



## Providing Advisory Services & Knowledge Transfer

*We equip farmers with the knowledge and tools necessary for modern, efficient, and sustainable agriculture. This includes offering comprehensive advisory services on contemporary farming practices and facilitating access to sustainable, high-quality inputs like improved seeds and fertilizers. Awareness sessions enhance knowledge on sustainable farming, digital skills, and financial literacy.*



## Facilitating Access to Capital

*We help farmers gain access to bank accounts, providing a secure entry point into the formal financing system. From there, we connect them to a diverse range of financing options, including alternative investments, digital financing solutions, and crowdfunding platforms. This ensures they can make essential farm investments without falling into predatory debt traps.*



## Strengthening Market Linkages

*We bridge the gap between farmers and profitable markets. Through our digital platform, the establishment of farmer cooperatives, and dedicated farmer centres, we enable smallholders to sell their produce at fair, competitive prices, bypassing exploitative intermediaries. Streamlined, direct-to-market sales help farmers retain more value and reduce spoilage.*

# Outcomes: From Short-term to Long-term Impact

## Short-Term Outcomes



### Enhanced Knowledge & Skills

*Farmers gain practical knowledge in modern agricultural techniques, climate-smart practices, and financial literacy.*



### Improved Access & Adoption

*Farmers gain access to appropriate financing, including working capital, along with high-quality inputs and diversified market channels. Digital confidence helps farmers better engage with platforms.*



### Behavior Shifts

*Farmers start adopting better farming practices, using new technologies, reducing chemical inputs, and making more informed economic decisions, including better financial management.*

## Medium-Term Outcomes

### Increased Productivity & Yield

*Through better practices, inputs, and investments in productive assets, farmers achieve higher agricultural yields and improved farm efficiency.*

### Reduced Variability & Enhanced Resilience

*Farmers experience a reduction in debt burden due to affordable interest rates and avoid exploitative informal lenders. Insurance coverage protects farmer income from climate shocks.*

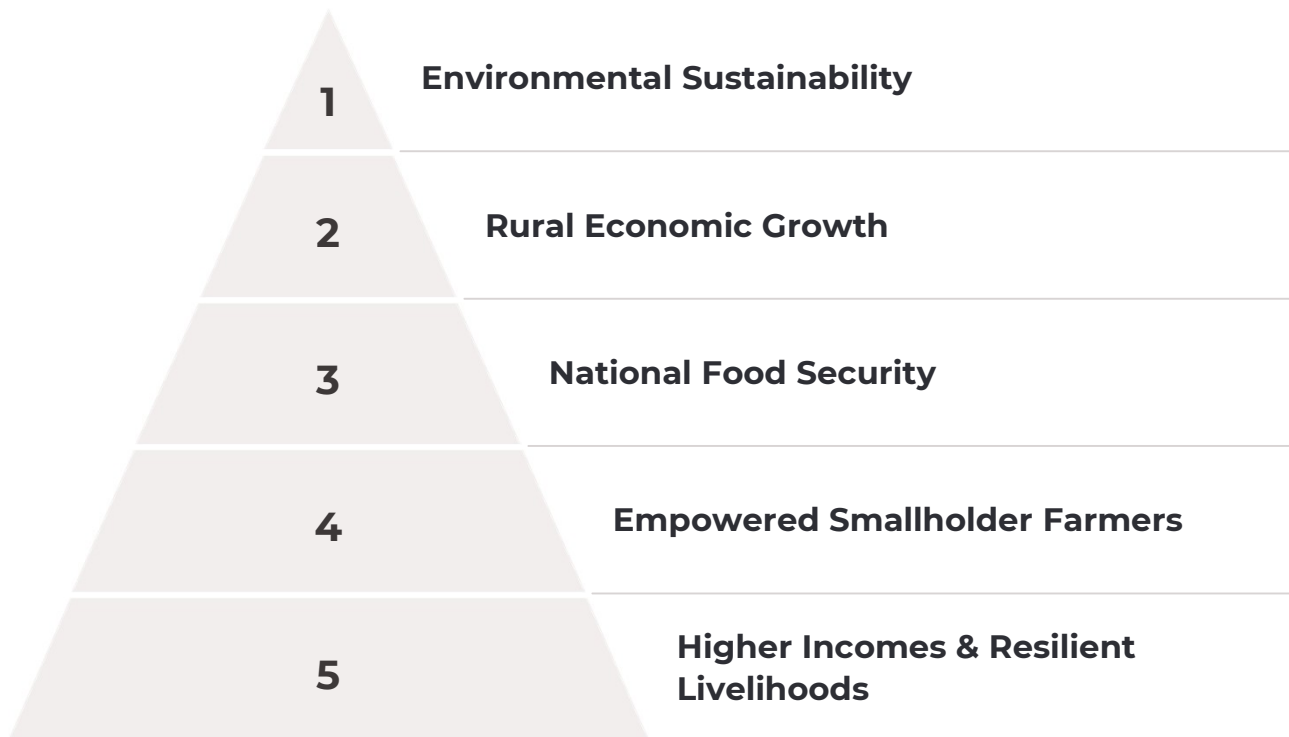
### Improved Profitability & Financial Security

*Optimizing input costs improves profitability. Better price realization boosts profitability and reduces dependence on low-value, exploitative local sales.*

## Long-Term Outcomes

*Through this comprehensive and interconnected approach, WeGro is not just providing services; we are catalyzing a fundamental shift towards a more prosperous, resilient, and sustainable future. Our long-term vision encompasses higher incomes and resilient livelihoods for farmers, empowered smallholder farmers who become active participants in the agricultural value chain, enhanced national food security through increased and more efficient agricultural production, and catalyst for rural economic growth where collective prosperity stimulates broader economic development and poverty reduction in rural communities.*

# Long-Term Outcomes and Impact



## Long-Term Outcomes:

- **Higher Incomes & Resilient Livelihoods:** Farmers achieve significantly higher and more stable incomes, leading to improved household financial stability and the establishment of truly resilient livelihoods.
- **Empowered Smallholder Farmers:** Farmers become more empowered actors within the agricultural value chain, gaining greater control over their production and sales.
- **Contribution to National Food Security:** Increased and more efficient agricultural product directly contributes to enhancing food security across Bangladesh.
- **Catalyst for Rural Economic Growth:** The collective prosperity of empowered farmers stimulates broader economic development and poverty reduction in rural communities. Enhancing women's voices in agricultural and family decisions leads to more inclusive and resilient communities, advancing equity.
- **Environmental Sustainability:** True progress in agriculture must also protect the environment. By reducing the reliance on harmful chemical inputs, we help improve long-term soil health, safeguard ecosystems, and ensure farming remains sustainable for future generations.

## Why This Matters

Through this comprehensive and interconnected approach, WeGro is not just providing services; we are catalysing a fundamental shift towards a more prosperous, resilient, and sustainable future for smallholder farmers and for Bangladesh as a whole.

# Our Business Model

WeGro's business model is built on the foundation of financial inclusion, access to high-quality inputs, and guaranteed market linkage—three essential pillars that address the most pressing challenges faced by smallholder farmers.

## Revolutionizing Access to Finance

Traditional financing models often leave farmers behind, burdening them with collateral requirements and complex paperwork. WeGro removes these barriers by collaborating with financial institutions, including Dhaka Bank, UCB Bank and Citi Bank, to provide farmers with easy access to capital.



## Streamlining Market Access

WeGro directly purchases agricultural products from farmers, ensuring they receive fair prices without intermediaries taking a disproportionate share. Through strategic B2B partnerships with companies like Khaas Food, Bombay Sweets, and Chaldal, we create consistent and reliable demand.

## Delivering High-Quality Agricultural Inputs

WeGro partners with leading input suppliers such as Syngenta, BRAC Seed, and Laal Teer to provide farmers with the best seeds, fertilizers, and pesticides at competitive prices. Our Farmer Care Centres serve as one-stop hubs for financing, quality inputs, and expert agricultural guidance.

## Revenue Model



■ Output Sales Commission    ■ Input Sales Commission    ■ Financial Services

WeGro operates on a 40-40-20 profit-sharing model between investors, farmers, and financiers. Revenue is also generated through commissions from both output sales and input sales. This diversified structure enables us to reinvest in our operations, continuously expanding our reach and impact in the agricultural sector.

# Farmer Stories: Voices of Transformation

## Md. Abdul Alim — From Hesitation to Financial Independence in Chuadanga



*In the quiet agricultural belt of Chuadanga, where farmlands stretch into the horizon and farming is not just a livelihood but a legacy, Md. Abdul Alim has spent most of his life working the soil. A middle-aged farmer supporting a family of eight, Abdul Alim is no stranger to hard work. Over the years, he has cultivated maize, jute, rice, and seasonal vegetables with patience and persistence.*

*Despite his decades of experience, he remained disconnected from formal finance, stuck in a loop of traditional methods and informal credit systems. For years, his farming operations were financed through a small income from selling cauliflower and other vegetables—roughly BDT 32,000 per season. To cover input costs beyond that, he would rely on store credit from local suppliers at inflated prices with no guarantee of quality.*

*"For the first time during Eid, Abdul Alim didn't just buy clothes for his grandchildren—he bought something for himself. It was a small gesture, but one that signaled a deeper sense of dignity, empowerment, and belief in his own worth."*

*Like many smallholder farmers, he had never taken a formal loan. The thought of interest rates, documentation, and repayment schedules made him uncomfortable. But that changed in 2024, when a Field Officer from WeGro visited his village with a different message. This wasn't just another offer of credit—it was an invitation to understand finance, to become capable and self-reliant.*

*After attending WeGro's courtyard meetings, Abdul Alim's perspective began to shift. He decided to try WeGro's maize financing program. While his cost per mon increased slightly—from BDT 800 to 1,050—his overall yield went up to 42 mon, and most importantly, the entire process felt organized, informed, and stress-free.*

*What stood out most was the ease of financial planning. With WeGro's support, Abdul Alim learned to maintain his own records, understand cost-benefit scenarios, and compare interest rates across lending sources. A man once reluctant to even sign a form was now managing his loan profile independently and actively asking for better access to bank-linked financing.*

*The impact extended beyond his fields. At home, the stress around seasonal expenses reduced. His elder son found stable work in electrical servicing, while his younger son enrolled in a technical college. Now, Alim is looking ahead, planning to continue working with WeGro, expand his cropping calendar to include potatoes, and explore more profitable combinations. What was once a journey of survival has become a journey of growth.*

# Akimul Islam — A Journey from Rice to Maize

*In the heart of Chuadanga, a district known for its fertile soil and traditional rice farming, lives Akimul Islam, a farmer in his late thirties whose life has taken a remarkable turn. Akimul Islam, a seasoned farmer from a small village, has been cultivating crops for over a decade. Like his father before him, rice was his staple – three seasons a year, producing about 32–33 mon of paddy from his 33 decimals of land.*

*His cost of production ranged between BDT 15,000–17,000, and his revenue hovered around BDT 45,000–48,000. A modest income that sustained his wife and five-year-old daughter, Anisha. But 2024 marked a turning point in Akimul's farming journey.*

*It was at a local tea stall where he first heard about WeGro Technologies Limited from a Field Officer. Curious but cautious—especially about taking a loan for the first time—he decided to attend a courtyard meeting organized by WeGro. What followed was a transformative experience that not only changed his crop but also his entire outlook on farming.*



*Akimul had never cultivated maize before. It was an unfamiliar crop, and he didn't know where to begin. But with WeGro's guidance, he decided to give it a try. WeGro provided extensive hands-on training on maize cultivation, including land preparation, seed selection, pest control, and timely harvesting. He received agri-advisory support at every critical stage.*

*This support wasn't just theoretical—WeGro Field Officers visited his field regularly. In one notable incident, when a fungal infestation began affecting one corner of his maize field, Akimul called the Field Officer late at night. By morning, the FO was there, documenting the issue and consulting the head office's agricultural specialist. A prescription was issued promptly, and within a week, the problem was resolved saving the crop from further damage.*

*The results were clear. His investment in maize, including input costs and WeGro's financing, was slightly higher—around BDT 18,000–20,000—but his returns were also better, reaching BDT 48,000–50,000. With just two crops (one rice, one maize), he earned more than he previously did from three rice harvests in a year.*

*"WeGro has shown me a better way to farm. If you want to improve your income and learn something new, this is the path."*

*Today, Akimul stands as a proud example of how the right support can help farmers break away from traditional cycles and embrace more profitable, sustainable options. He describes his experience with WeGro as overwhelmingly positive and has already expressed willingness to take another loan in the next cycle.*

# Kalpona's Journey — Financial Empowerment through Inclusion

*In the village fields of rural Bangladesh, where farming is often viewed as a man's job and financial decision-making is assumed to be a male domain, Kalpona, a woman farmer, is redefining both roles. A wife, mother, and cultivator, Kalpona is part of a growing group of female farmers who are not just contributing to agricultural productivity but also shaping the financial resilience of their households.*

*Kalpona lives with her husband and child, while her elderly in-laws live separately nearby. She manages household responsibilities, contributes to the family's farming operations, and—importantly—makes informed financial decisions. Her cultivation experience includes rice and taro root, and more recently, maize, which she began farming with support from WeGro Technologies Limited.*

*"Men think they understand money because they handle cash, but it's women who actually make money work—planning groceries, school expenses, medical emergencies. We calculate every coin."*

*Her early financial landscape was much like that of many rural women—deeply involved in budgeting household expenses, calculating input costs, and stretching limited resources, but excluded from formal financial systems. Decisions about credit, loans, or input procurement were typically handled by men, not because women lacked capacity—but because they weren't offered the tools or recognition.*

*When WeGro entered her community, Kalpona was introduced to something she had never experienced before—a financial system that treated her as a capable actor, not a silent observer. Through village-based sessions and field-level training, WeGro's team walked her through concepts like interest rates, input financing, repayment cycles, and even how to handle banking documentation.*

*"WeGro didn't see us as women—they saw us as farmers, as partners. That's the main reason I trust them."*

*With WeGro's support, Kalpona started maize cultivation. Although she had some reservations about input pricing and yield structure, she saw improvements in her income and farming efficiency. The loan disbursement and repayment process was smooth and understandable. She faced no discrimination during any stage—be it during onboarding, training, input distribution, selling produce, or repayment.*

*Importantly, Kalpona can now process loan documents by herself. She manages input planning and is involved in household financial conversations with new authority. In a setting where financial confidence is rarely nurtured among women, this is a quiet revolution.*

*"I won't allow anyone in my family to take a mohajon loan again. WeGro showed me how to do it better."*

*Her story is not just about one season of maize or one loan cycle—it's about changing the narrative around women and finance in rural agriculture. Kalpona's financial voice now matters, and the seeds of that transformation were sown by a program that didn't treat women as an afterthought, but as central partners.*

# SDG Impact: Building a Sustainable Future

WeGro has directly contributed to six key Sustainable Development Goals (SDGs), shaping a more inclusive and resilient agricultural landscape. Our commitment to sustainable development is not just a corporate responsibility—it's integral to our mission of empowering farmers and transforming agriculture.



## SDG 1: No Poverty

*Despite their critical role, many farmers live below the poverty line, unable to access financial resources that could improve their livelihoods. WeGro has disbursed \$10.2 million in funds, directly increasing farmers' earning potential. By integrating finance, inputs, and market access into one solution, we are breaking the cycle of poverty and creating sustainable income opportunities.*



## SDG 2: Zero Hunger

*Food security starts with those who produce it. WeGro's support in financing high-quality inputs and providing advisory services has led to an agricultural yield increase of \$2.2 million+, ensuring higher production levels and a more stable food supply chain. When farmers thrive, so does the nation's food security.*



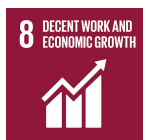
## SDG 4: Quality Education

*Financial literacy and sustainable farming education are central to WeGro's training programs. We ensure that smallholder farmers receive the knowledge they need to make informed financial and agricultural decisions, building capacity for long-term success.*



## SDG 5: Gender Equality

*Women in agriculture face systemic barriers to land ownership, financing, and market access. WeGro is actively changing that by ensuring female farmers receive the training and financial support they need. Our commitment to inclusivity earned us the prestigious Orange Seal for Gender Inclusion in 2024, a milestone in our mission to create equal opportunities for women in agribusiness.*



## SDG 8: Decent Work & Economic Growth

*Agriculture should be a profitable and dignified profession, not a struggle for survival. By supporting over 7,500 farmers with financing across 40+ districts, WeGro has created an ecosystem where farmers can access fair pricing, financial security, and long-term business growth, contributing to rural economic stability.*



## SDG 10: Reduced Inequalities

*Smallholder farmers often remain excluded from mainstream financial services and market opportunities. WeGro is bridging this gap by connecting them with banks, financial institutions, and buyers ensuring that every farmer, regardless of gender or background, has a fair chance to succeed.*

# Strategic Partnerships: Amplifying Our Reach and Impact

*WeGro's success and scalability are made possible by a robust and diverse network of strategic partnerships. These alliances are not merely transactional - they are foundational to delivering integrated, high-impact support for smallholder farmers. By aligning with industry leaders across finance, agriculture, advisory, and sustainability, WeGro helps strengthen the entire agricultural value chain in Bangladesh.*

## Financial Inclusion Partnerships

*Access to capital is a cornerstone of farmer prosperity. Our partnerships with financial institutions are instrumental in scaling affordable, formal financing to underserved farmers.*

### Banking & NBFi Collaborations

*WeGro partners with top-tier institutions including UCB Bank, City Bank, BRAC Bank, Dhaka Bank (with Visa Card issuance), Prime Bank, Mutual Trust Bank (MTB), Sajida Foundation, and Bangladesh Finance. To date, these collaborations have enabled formal financing for over 2,400 farmers, helping them invest in productive assets and increase income.*

### Insurance Providers

*To safeguard farmers from climate risks and shocks, we've partnered with Green Delta Insurance, Sena Insurance PLC, and Phoenix Insurance. These offerings protect farmer livelihoods and enhance investor confidence through robust risk mitigation.*

## Quality Input & Advisory Partnerships

*WeGro ensures smallholder farmers have access to high-quality inputs and expert knowledge through a powerful coalition of agricultural partners:*

### Input Sourcing

*We collaborate with trusted input providers like Syngenta, BRAC Seed, Supreme Seed, and Petrobangla, ensuring farmers receive reliable seeds and fertilizers.*

### Integrated Input & Finance Models

*A landmark initiative with MTB and Syngenta integrates financing and inputs to benefit 3,000 smallholder farmers - bundling essential seeds and fertilizers with accessible funding in a single package.*

### Advisory & Training Collaborations

*Through partnerships with LightCastle Partners, IDE Bangladesh, and Swisscontact, WeGro has delivered financial literacy and technical training to over 3,000 farmers, empowering them with the knowledge to manage finances and adopt modern, sustainable farming practices.*

### Impact & Recognition

*In 2024, WeGro earned the prestigious Orange Seal from Impact Investment Exchange (IIX), certifying our alignment with gender equality and sustainability goals.*

# Advisory Services and Financial Literacy



*WeGro's advisory and financial literacy initiatives are empowering farmers with essential financial knowledge and practical banking skills. Through structured training sessions, farmers are learning the fundamentals of financial management — including savings, loan repayment planning, and basic banking procedures.*

*As a result, farmers are now better equipped to align their loan repayment schedules with their crop calendars, ensuring timely repayments and smoother cash flow throughout the season. The training has also simplified bank account opening procedures, significantly reducing the time required for farmers to access formal financial services.*

*By improving their financial awareness, these programs are fostering a new generation of financially capable farmers who can make informed decisions, manage risks, and sustainably grow their agricultural enterprises.*

## 2024 Scenario

# 40+

### Number of trainings

*40+ training sessions were conducted across the operational zones of WeGro*

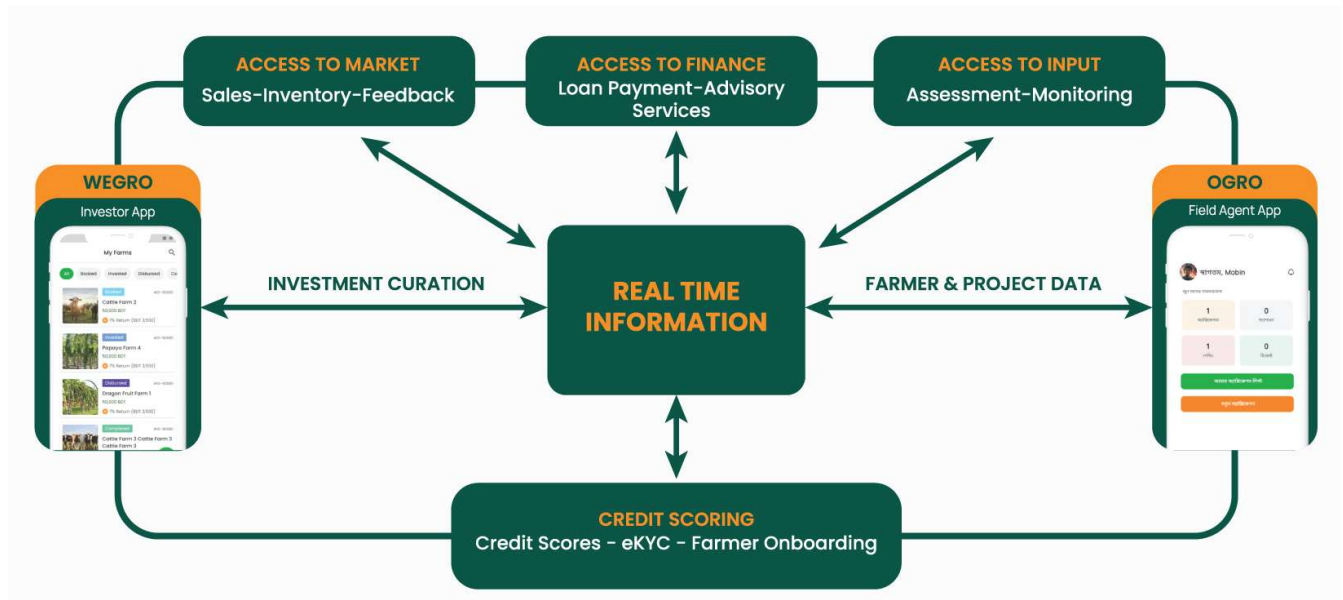
# 2,000+

### Number of participants

*2,000+ farmers participated in those training sessions*



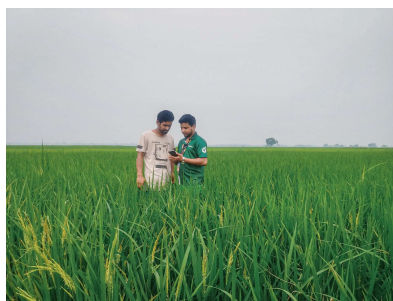
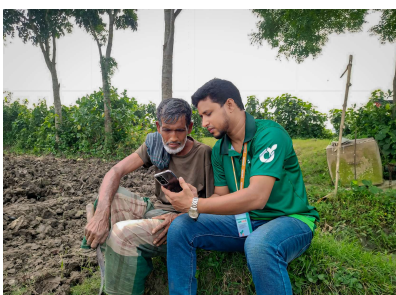
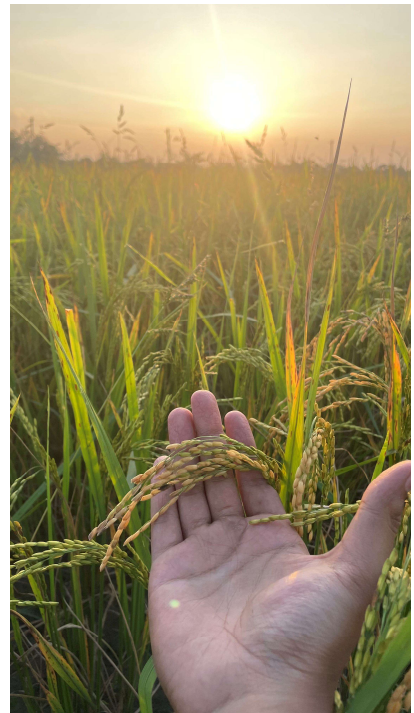
# A Dynamic Ecosystem of Impact



*These strategic alliances are more than cooperative agreements - they are active engines of change. They enhance WeGro's capacity to scale affordable capital access, deliver quality-controlled agricultural inputs, equip farmers with financial and agronomic knowledge, build resilience through insurance, and earn global recognition for impact and gender equity.*

*Our partnership ecosystem demonstrates that sustainable agricultural transformation requires collaboration across sectors. By bringing together the expertise of financial institutions, agricultural companies, technology providers, and development organizations, we create a comprehensive support system that addresses every aspect of the farmer journey - from initial financing to final market sale.*

*The strength of these partnerships lies not just in their individual contributions, but in their synergistic effects. When a farmer receives a loan from one of our banking partners, accesses quality seeds from our input suppliers, receives training from our advisory partners, and sells produce through our market linkages, the combined impact is exponentially greater than any single intervention could achieve.*



# Challenges and Learnings

*A key challenge facing smallholder agriculture in Bangladesh is low literacy. The majority of smallholder farmers have limited or no access to formal education, making communication—especially on complex topics like finance, sustainability, or digital tools—a persistent barrier. This lack of literacy inhibits digital inclusion and limits the last-mile reach of innovations designed to support them.*

*Without foundational knowledge, concepts like precision agriculture or climate-resilient practices remain abstract and underutilized. In 2024, WeGro deepened its commitment to farmer-centered design by prioritizing communication that meets farmers where they are. We listened to farmers and restructured our field engagement strategy.*

01

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## Adaptive Communication

*Field staff received tailored training to communicate clearly, practically, and with empathy, using tools and methods that align with farmers' lived realities.*

02

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## Farmer-Centered Learning

*Insights from our awareness and literacy sessions helped shape more adaptive, locally grounded approaches to farmer outreach.*

03

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## Technology Integration

*Our first step toward precision agriculture is set for 2025 with the introduction of drone-assisted pesticide application, paired with hands-on training and field demonstrations.*

04

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## Climate Adaptation

*Farmers in climate-vulnerable regions have shown strong uptake of drought-resilient crop varieties, organic fertilizers, and improved water management.*

*Regionally, Bangladesh remains in the early stages of adopting precision agriculture, lagging behind India in areas like mobile advisory systems and data-driven input use. However, adoption of basic climate-adaptive practices is more promising.*

*Despite agriculture's central role in Bangladesh's economy, innovation uptake remains uneven. Structural barriers such as fragmented land ownership, limited extension services, and cost continue to constrain access. But these challenges also represent clear opportunities. With the right support, even resource-constrained farmers can adopt solutions that build long-term resilience.*

*At WeGro, we see these challenges not as roadblocks but as design constraints. And every year, we learn how to design better. Our work in 2024 laid the groundwork for future innovation that is not only effective but inclusive, accessible, and aligned with the needs of those who matter most.*

# Innovation in Agriculture: Looking Forward



*The future of agriculture in Bangladesh lies at the intersection of traditional knowledge and cutting-edge technology. WeGro is pioneering this transformation by introducing innovations that are both sophisticated and accessible to smallholder farmers.*

*Our approach to innovation is fundamentally different from typical technology rollouts. Instead of imposing solutions, we co-create them with farmers, ensuring that every new technology addresses real challenges and fits within existing farming practices.*

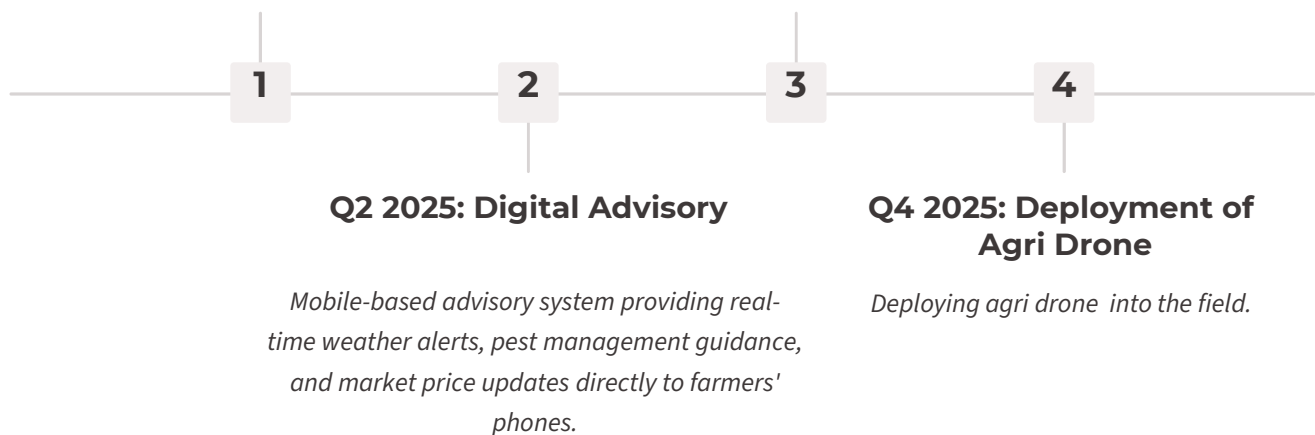
## 2025 Innovation Pipeline

### Q1 2025: Drone Technology Analysis

*Analyze the potential drone usage in Bangladesh and how it can be integrated into Bangladesh agriculture ecosystem.*

### Q3 2025: Precision Agriculture

*Soil testing services and data-driven fertilizer recommendations to optimize input usage and maximize yields while maintaining soil health.*



*Our innovation strategy recognizes that sustainable adoption requires more than just technology—it requires education, support, and gradual integration into existing farming systems. Every innovation we introduce is backed by comprehensive training, ongoing support, and continuous feedback mechanisms to ensure it truly benefits the farmers we serve.*

## A Way Forward: Scaling Impact

# What if agricultural growth wasn't just about survival but about prosperity?

*At WeGro, we are not just imagining this future - we are building it. With a bold vision to transform the agricultural landscape of Bangladesh, we are scaling our impact to unprecedented levels. By 2025, we aim to facilitate \$5 million in farmer investments, ensuring that financial roadblocks no longer hinder rural entrepreneurs.*

### 2025 Targets

**\$5M**

#### Farmer Investments

*Facilitating unprecedented access to capital*

**\$2M**

#### Input Sales

*Expanding our distribution network*

**15,000+**

#### Farmers Served

*Doubling our current reach*

### 2035 Vision

*By 2035, WeGro envisions a thriving ecosystem where 10 million farmers are empowered through seamless financing, market accessibility, and sustainable farming practices. Every loan disbursed, every crop insured, and every connection built between farmers and markets will push us closer to this reality.*

*Challenges remain - climate unpredictability, market fluctuations, and financial illiteracy. Yet, we see these as opportunities to innovate, to build resilience, and to create solutions that redefine the future of farming.*

*Our input distribution network is set to expand, with projected input sales reaching \$2 million, giving farmers access to high-quality seeds, fertilizers, and technology-driven solutions that maximize productivity. But our ambition doesn't stop there.*

*With every step forward, WeGro is fostering an agricultural revolution - one where farmers are no longer at the mercy of circumstances but are in control of their own growth. We move into the future believing that at the heart of every thriving economy is a farmer who dared to dream. And at WeGro, we intend to keep working until every one of those dreams has the chance to grow.*

# Growing With Farmers: Our Future Reach & Vision

*With nearly 16 million smallholders, Bangladesh's farming community forms the engine of one of the world's leading agricultural economies. Yet these farmers remain underserved: cut off from formal finance, exposed to climate shocks, dependent on poor-quality inputs, and trapped in markets that rarely work in their favor.*

## Proven Track Record

*\$10.2M+ disbursed, 7,500+ farmers empowered, and \$2.2M+ in additional agricultural yield demonstrate our ability to deliver tangible impact at scale.*

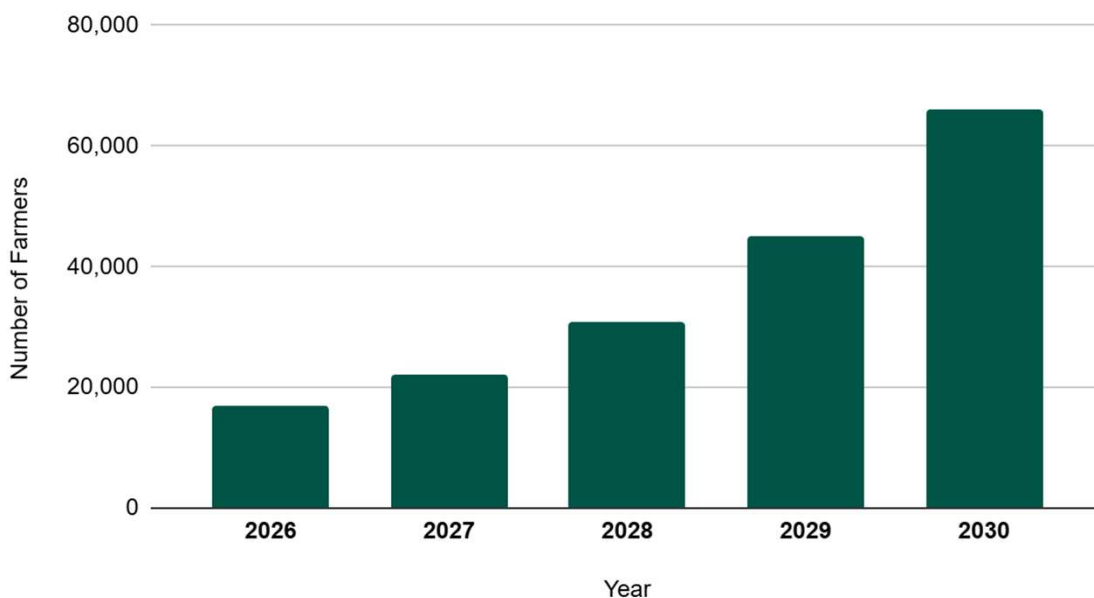
## Support Services

*We provide affordable financing, quality inputs, fair market access, and essential financial and digital literacy support for smallholder farmers.*

## Market Opportunity

*With 16 million smallholder farmers in Bangladesh and only \$6 billion in formal agricultural credit, the opportunity for growth is massive.*

## Target Farmers



*Smallholder farmers are far more than figures on a chart—they are families, communities, and individuals striving for stability and dignity in a system that has long underserved them. By providing access to affordable finance, reliable markets, and quality inputs, WeGro helps unlock more than increased yields or reduced middlemen dependency. We create pathways for farmers to strengthen their livelihoods, secure their households, and build a better standard of living for the next generation.*

# A Message of Gratitude: To Our Farmers

*As we look at the progress shared in this report, we want to take a moment to recognize the people at the heart of it all: Bangladesh's smallholder farmers.*

**Your hard work, resilience, and trust are the foundation of everything we do at WeGro.**

*The outcomes we've shared in this report are a reflection of your commitment - not only to improving life for your families and communities, but also to advancing Bangladesh's food security and rural economy. Every statistic, every success story, every milestone represents your courage to embrace change, to trust in new possibilities, and to work toward a better future.*

*You have shown us what true resilience looks like. You have taught us the value of hard work, the importance of community, and the power of hope. You have welcomed our field officers into your homes, participated in our training sessions, and trusted us with your most precious resource - your farming operations and your family's future.*

*From the first hesitant questions about formal financing to the confident management of loan profiles, from traditional farming methods to embracing new crops and techniques, you have shown remarkable adaptability and wisdom. Your success is our success, and your prosperity is our ultimate goal.*



*To Abdul Alim, who moved from hesitation to financial independence. To Akimul Islam, who successfully transitioned from rice to maize cultivation. To Kalpona, who broke barriers and became a financial decision-maker in her household. To every farmer whose name may not appear in this report but whose story is equally important - thank you.*

*Thank you for trusting WeGro. Thank you for believing in the possibility of change. Thank you for working with us to build a more inclusive, more prosperous agricultural sector.*

***We remain committed to supporting your goals, growing with you, and building a more secure, fair, and sustainable farming future - together.***

*At WeGro, every farmer's dream deserves to grow.*