



Cashing in on Improved Hatching Pots

Fatema Begum lives in Chanchra village in the Sadar *upazila* of Jessore district in Khulna. There are six people in her home, which is shared with another family. She has two sons aged five years and 15 months. Her husband is a day laborer, and with his meager earnings, the family is living hand to mouth.

In September 2013, USAID's Strengthening Partnerships, Results, and Innovations in Nutrition Globally (SPRING) project launched a farmer nutrition school (FNS) in her village, and with assistance of the local SPRING Union Facilitator, Fatema was enlisted as member. Fatema attended every FNS session, and during the poultry-rearing sessions, she learned about the importance of the "hajol," or improved hatching pot. The hajol is an improved version of the traditional Bangladeshi hatching pot with two openings at the front of the pot, allowing the hen to easily access food and water. The hen would otherwise have to spend time looking for food and water and would spend less time brooding. While some FNS members just listened to the messages, Fatema immediately understood its usefulness and the technology of preparing a good hajol.

She practiced making hajols again and again, understanding that this useful item would generate demand in her area. In addition to her own use, she decided to produce and sell hajols. The news quickly



Fatema Begum preparing hajols

spread around her village and after selling a few, she received more money and began getting more orders from her neighbors. In a few short months, Fatema sold over 60 hajols, pocketing all profits because the only input required is mud, which is locally available and free. Her only investment has been her time. Every day she makes two hajols and is able to complete her other household activities. When selling the hajols, Fatema advises her customers who are pregnant women or mothers with young children to feed their children an egg at least twice a week.

Now that Fatema is earning money, she is able to support her family financially. Fatema also uses a hajol for her own poultry, and demonstrates the usefulness through her own practice. Through the improved technology, she has already doubled her poultry production.

Fatema has utilized information learned through the FNS and established a small vegetable garden at her homestead. She can now feed her family members, especially her children, the nutritious vegetables grown in the garden. She also helps her husband meet the family financial demands and also has her own income that she fully controls and uses to purchase and feed animal source foods to her family. Being an FNS member has brought positive changes to Fatema and her family's life.



A hajol in use

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