



GREENING BANGLADESH WITH NEEM

-for Poverty Alleviation, Sustainable Environment and Alternative Livelihoods

Target- Five Core
June 2015 to May 2020

Technical Collaboration with:



International Centre for Integrated Herbal Research and Development (ICIHRD)

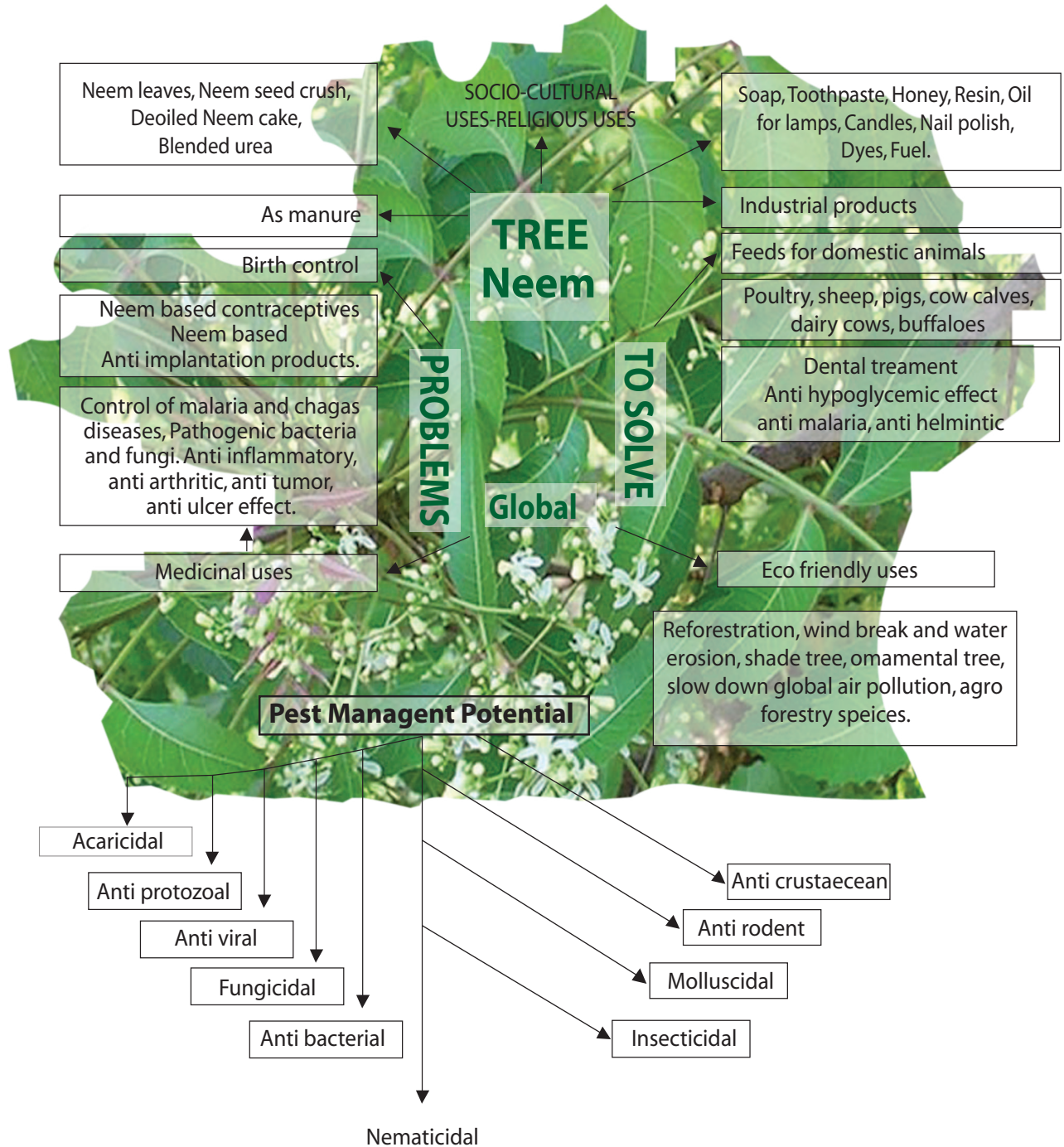


BANGLADESH NEEM FOUNDATION (BNF)

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NEEM

A TREE TO SOLVE GLOBAL PROBLEMS



NEEM - " A TREE OF THE 21ST CENTURY" - WHO

NATURE OF THE PROJECT :

The project is a blend of conservation of Neem plant resource through sustainable production and utilization, streamlining of supply chain with a quality medicinal plant for production of various raw materials of Neem, promoting the export potential; expansion of economic opportunities for the rural poor and addressing climate adaptation and mitigation.

BRIEF DESCRIPTION:

The overall goal of the project 'Greening Bangladesh with Neem' is to address health and environmental conservation, poverty reduction, climate change mitigation and adaptation and creating economic opportunities through development and utilization of the traditional indigenous medicinal plant Neem.

It focuses on improving livelihoods of the victims of climate change and other needy areas of the country by targeting only one high-value, native and commercial medicinal plant Neem having large export market demand. The project will develop and promote appropriate production and post harvest technologies, develop policies for quality control and export and marketing strategies, develop networks and institutional linkages, promote information and communication technology (ICT) based platforms for information access and dissemination, and provide alternative livelihoods to enhance income generation of the poor and conserve the natural resource base.

The project will develop strategies and recommendations to harmonize regional standards and protocol to improve quality, control the use of fake products and substitutes in the market through interventions including enabling policies, legal reforms, strict regulatory mechanisms and technology transfer at low cost. This will strengthen the market skills and bargaining power of local community-based organizations (CBOs) owned Neem based micro-enterprises and producers' associations in the country.

It will also provide viable and sustainable income generating options to the local communities. The project will develop and promote models of good practices in niche-based transformation and development of resource poor producer communities to improve livelihoods and reduce poverty in the remote rural areas of Bangladesh.

THE OVERALL OBJECTIVE OF THE PROJECT IS:

To conserve natural resource base, reduce poverty and improve health and livelihoods of the rural poor through the sustainable development and utilization of high-value, low-volume medicinal plant Neem and its derivatives.

THE SPECIFIC OBJECTIVES OF THE PROJECT ARE TO:

1. Develop national capacity of institutions through policy interventions, research and training.
2. Create sustainable income generation of the rural poor through Neem production, processing and marketing.

3. Create mass awareness of Neem and its use through dissemination of information.
4. Promote private sector involvement, market development and export of various products of Neem.
5. Protect the environment through control of pollution of soil, water and air and addressing climate adaptation and mitigation through plantation of Neem.
6. Enhance the health benefits of the people through use of Neem products and use of Neem-based safe agricultural technologies for promotion of food safety.

KEY ASSUMPTIONS

The entire notion on which the project has been developed is that the present systems are not environmentally and ecologically sustainable and short-term profit motives are the guiding factors in Neem and Medicinal & Aromatic Plant (MAP) management. Illegal systems of trade, low prices and lack of capital with producers of Neem and MAPs are threatening many species with extinction due to excessive and unscientific collection and hardly any regeneration of this unique plant. The varied benefits of Neem are not known to people in general and therefore the benefits, including a variety of health benefits recognized by the modern scientific world, are not capitalized on. They could be readily available at a much cheaper price for the poor, become exportable commodities given the high demand of organic spa and health products worldwide, and create employment and alternative income generation opportunities for a large number of youths, poor people and marginalized communities.

KEY FOCUS

Poverty reduction based on environmentally sensitive approaches and economic harnessing of niche resources are dominant factors in the design of the proposed project. The project intends to develop appropriate harvesting methods, cultivation practices, processing and value addition technologies thereby setting up systems of appropriate collection, on and off farm, forest and fallow land based Neem production; and waste minimization by processing and value addition; and finding innovative uses of by-products including medicinal and pollution prevention use while contributing to environmental conservation and climate adaptation and mitigation.

PROJECT BACKGROUND

INTRODUCTION

Medicinal properties of the Neem tree, botanically known as *Azadiracta Indica*, were first recognized in Indian subcontinent thousands of years ago, when founders of Ayurveda attributed healing properties to every part of the tree. Sanskrit scholars dubbed it 'Sarva Roga Nivarinini' which translates as the curer of ailments. The Neem leaf, bark and roots are seen to contain alkaloids and liminoids, of great medicinal value. Recent research has only confirmed this information. According to Dr. R.C. Suxena, Chairman, the Neem Foundation, India, -"Even a highly conservative estimate of the environmental service rendered by the tree @ US\$ 10 per month would give an astonishing value of US\$ 24,000 to 36,000 in its life time. Other economic uses of Neem and the benefits derived, such as biomass production, timber, seed and honey is more tangible and quantifiable"

Neem's benefits as an air purifier was known long back. It was no co-incidence that Emperor Ashoka, in the 3rd century before Christ, commanded that Neem be planted along the royal highway and roads along with other perennials like Tamarindus indica and Madhuca Latifolia.

It is not for nothing that the Neem tree in the South Asian culture has been ranked higher than '**kalpavriksha**' the mythological wish-fulfilling tree. In 'Sharh-e- Mufridat Al-Qanoon', Neem has been named as '**Shajar-e-Mubarak**', 'the blessed tree', because of its highly beneficial properties.

Thus a small Neem seed planted by an individual today will continue to purify the air of pollutants and noxious elements for the next 450 years and more. It will also improve the fertility of the soil for the next four centuries and more.

The Neem tree is globally being acknowledged as the most valuable tree in the world, in terms of health, commercial and industrial potential. The WHO has named it "The Tree of the 21st Century". Neem is the grand old tree of the Bangladesh countryside. It has for centuries been the cornerstone of Bangladeshis health traditions. A Neem-rich nation would translate into a healthy and wealthy next generation. It would also make for a cleaner, greener and more fertile Bangladesh.

"Greening Bangladesh with Neem" is a long term environmental and poverty reduction programme aimed at providing one Neem tree for every 3 Bangladeshis, so that the people can use it freely for health and hygiene as well as for organic agriculture, while at the same time benefitting from all other known commercial and non-commercial, environmental and ecological uses and benefits of Neem.

How the Neem Campaign in Bangladesh began?

Bangladesh Neem Foundation first began its efforts to enthuse Bangladeshis about the Neem tree in 1997. The Foundation realized that many more Neem trees would be needed in the country if all the potential uses of this extremely versatile tree were to be tapped. Since it would take a minimum of ten years for the trees to mature, so even if planting began without delay, it would still take a decade to reap the full benefits. Keeping this in mind, the Foundation approached the Ministry of Environment & Forests (MOEF) in Dhaka with a request that while according environmental/forest clearance to any party, a stipulation/condition should be incorporated that at least 10% of the species planted should be Azadirachta indica (Neem) under the Afforestation/Green Belt Development Programme.

In January 1998, the Neem Foundation decided to take up the challenge and set up a national target based on the demographic realities. Thus the idea of "Greening Bangladesh with Neem" took shape.

In September 2004 in order to ensure that the Neem tree receives priority in the Government of Bangladesh (GOB)'s afforestation and eco-development programmes, the Foundation invited the Hon. Minister for Environment and Forests to interact with its stakeholders and experts. As a results of this interaction the Ministry convened a two day national conference following which it was decided to incorporate Neem in forestry and social forestry programmes on a National Scale.

As Neem has a vital role to play in making agriculture sustainable the Ministry of Agriculture (MOA), through the Department of Agriculture Extension (DAE), and Ministry Commerce, through the

Bangladesh Tea Research Institute, invited the Neem Foundation as one of the organizations amongst nine premier Government Institutes to be part of the National Neem Network (NNN) to implement a National Programme on Neem. The Foundation worked in close co-operation with the reputed research organizations such as Bangladesh Council of Scientific & Industrial Research (BCSIR), Bangladesh Forest Research Institute (BFRI), Bangladesh Tea Research Institute (BTRI), International Centre for Diarrhoeal Disease & Research, Bangladesh (ICDDR), Bangladesh Agriculture University (BAU) and Bangladesh Rice Research Institute (BRRI) from 2004-2013 to promote and facilitate Neem plantation on a large scale by identifying and providing superior Neem germplasm in Tea Estates Areas. The 10 years programme were successfully undertaken by the Foundation under which 50,00,000 Neem saplings from superior genotypes were raised and distributed under this programme.

For recreating a space for the centuries old traditionally beneficial Neem tree in the modern Bangladeshi psyche, the Neem Foundation approached the Bangladesh Television (BTV) to telecast the Neem movement through its programme "Prokrti O Jibon" (Life and Nature) for energizing the movement to carry the message of large scale plantation of NEEM through the media. On being appraised of the hurdles and challenges being faced by the Neem movement, BTV willingly agreed to the campaign featuring in their regular programme over a period of five years.

IN ADDITION TO THE ABOVE, THE NEEM FOUNDATION IN COLLABORATION WITH NATIONAL AND INTERNATIONAL PARTNERS ORGANIZED 3 NATIONAL CONFERENCES :

1st National Neem Conference

4-5 May 2005, Venue: IFST Seminar Hall, BCSIR, Dhaka

2nd National Neem Conference

13-14 April 2009, Venue: IFST Seminar Hall, BCSIR, Dhaka.

3rd National Neem Conference

25-26 October 2013 Venue: CIRDAP International Conference Centre.

The conferences were attended by MoE&F, MoC, MoA, BCSIR, BFRI, BARC, DAE, DoE, DoF, International Neem Foundation, India, Swiss Inter-cooperation, universities, research organisations, Ministry of Industries and also foreign experts and organizations. Technical papers were presented in the conferences and a stocktaking was done of the status of Neem and other medicinal plants in the country, regional and internationally, their current use and future potential for market growth. A network was created with experts and organizations globally.

What is the demand for Neem in the country?

By rough estimates, Bangladesh currently has about 0.5 crore Neem trees. The population of Bangladesh is almost 15.5 crore. The equation works out to approximately 1 Neem tree for every 3 Bangladeshis. This proportion is grossly inadequate given the scope for increasing the national coverage of Neem trees and benefitting from the potential outputs at the local, national and international levels as discussed below under justifications.

JUSTIFICATIONS FOR THE PROJECT

THE CASE FOR NEEM

The quest for modern life has all but eliminated the indigenous knowledge of the medicinal value of Neem which has been in traditional healing practices in this part of the world for thousands of years. Ancient people in South Asia treated many illnesses with Neem leaves and seeds as per ancient Ayurvedic system of medicine practiced in this part of the world for 7000 years.

Modern research has yielded many more values of the Neem tree which are now considered as the key to maintaining sustainability of the environment and ecology in addition to human wellbeing. The Neem tree can be an asset for the rural poor communities in particular, who can reap benefits from its various products having significant commercial value worldwide. Neem plantation can assist in both climate mitigation and adaptation. These are discussed in details below.

In terms of immediate income generation, small interventions with rural, small and mountain farmers, practicing both organic and non-organic cultivations, and those who have traditionally collected and/or grown Neem and medicinal plants as cash crops or used it for meeting the family food, nutrition and primary health needs was studied. From pilots done by the BNF, the impact on rural and mountain farmers that have been estimated includes a 40% increase in incomes, increase in Neem and MAP profit margins by 30%, a 20% increase in employment and wage levels, 20% increase in the prices of Neem, a share of 20-30% of the markets and a 40% increase in flow of products from cultivated sources. It shows the benefits can be immense and pave the way for poverty eradication.

WHAT IS THE 'GREENING BANGLADESH WITH NEEM' CAMPAIGN ALL ABOUT?

All around us and globally there is talk that our planet is in crisis and we are destroying and polluting our way to a global catastrophe. We are repeatedly reminded that humans have lost respect for the earth in our greed for comfort and commercial gain.

Each one of us is aware and worried about the ozone hole, the atmospheric warming, the deforestation and the dire consequences of not taking enough and appropriate actions to address these problems globally. Yet, we all watch helplessly as cars, power stations and factories give out huge amounts of carbon dioxide, nitrogen oxides and other pollutants into the atmosphere and the earth becomes warmer.

'Greening Bangladesh with Neem' is about giving people "a choice to act" for not only their economic benefits but also to ensure a sustainable life and livelihood. It is a growing movement in more ways than one. It encompasses positive action for reducing green house gases that cause global warming and climate change, reducing particulate air pollution, improving soil fertility and regenerating degraded land, eliminating harmful chemical pesticides and ensuring food safety, bringing affordable alternative medicines to the poor with proven track record of thousands of years, and creating income generation of the poor and foreign exchange for the nation through export of Neem products.

WHAT ARE THE HEALTH BENEFITS OF NEEM?

Neem has a long record of safety to human and animal health and wide acceptability as an herbal medicine. Its use as a medicine is quoted in the ancient Ayurveda, the oral traditions of which have been traced back to 4000 BCE by scholars (Ref: Wikipedia). It is one of the few trees that have withstood modern scientific scrutiny. Traditional plant based systems of medicine are primary sources of health care for close to 80% of the world's population (WHO Report, 2000). Given the global trend towards natural, herbal, alternative and complementary medicine, this figure will increase further.

Neem boosts the immune system on all levels while helping the body fight infections even before the immune system is called into action. Unlike synthetic antibiotics, Neem does not destroy the beneficial bacteria in the human body and other micro organisms needed to maintain optimum health.

Every part of this fascinating plant is packed with anti-bacterial, anti-fungal, anti-viral, anti-histamine, anti-septic and immune stimulating compounds for treating hundreds of maladies. Neem offers a non-toxic alternative to powerful and sometimes damaging prescription medicines. It also has powerful skin rejuvenating qualities.

Plant materials in their natural or synthesized form are also present in substantial proportions in allopathic medicines and in a range of other products in health, beauty and 'wellness' business segment. Thus, apart from the health element and crucial livelihood options in rural areas, Neem presents a large and growing commercial market as well. Therefore, increasing the number of Neem trees to about 1 for every Bangladeshi would have a greater impact in improving public health, especially in the rural areas where health care facilities are minimal.

Some other commonly known traditional treatments with Neem, widely practiced in South Asia including Bangladesh, include the following :

Overall Health: The cooling property of the Neem bark is used to soothe exhaustion. Its antiseptic and astringent properties render it useful for healing wounds.

Skin care: Neem's anti-bacterial and anti-allergic properties make it effective in tackling skin problems such as acne, psoriasis and eczema. In Ayurveda, epidermal problems were believed to be caused by raised sugar levels in the body and Neem's bitter taste was said to balance out excess sugar. Scientists have recently discovered that alkaloids, nimbin and nimbidin found in Neem leaves, have properties which make it effective in treating athlete's foot, ringworm and yeast-like fungus infections. Traditional use involves crushing the leaves into a paste and applying directly to wounds or affected skin area.

Virus Inhibition: As it has been seen to inhibit virus multiplication. Neem leaf concoctions are commonly used to treat chicken pox and measles. Neem leaves are boiled in hot water and used for bathing to soothe sores. Neem oil can also be used to soothe mosquito bites and mild burns.

However, this oil is potent and must not be left within the reach of children's reach. Fresh Neem leaf is sprinkled by the bed side of individuals suffering from flu or fever, to clear the air of viruses and prevent contagion.

Insect Repellent : Neem seed extracts are biodegradable and non-toxic for humans, but have been proven to be an effective form of pest control. Pests tend to build up immunity against modern pesticides, which therefore fail to be effective after a while. Neem, however, has been proven to be effective after thousands of years of use. A decade of research has revealed that Neem affects more than 400 species of insects including mites, and also fungi and bacteria. Terpenoid, an active constituent of Neem has antimicrobial and insect repellent properties, thus lending the herb to this use. One part of Neem oil mixed with four parts of coconut oil makes a powerful insect repelling application.

Stomach Ailments: Neem leaf and bark extracts have been used in herbal remedies for the treatment of gastrointestinal upsets, diarrhoea, intestinal infections and stomach ulcers. Neem leaf juice is administered in 2 to 4 teaspoonful doses for this purpose.

Dental Care: Leaf extract gel or Neem toothpaste, forms a treatment for dental plaque. The astringent qualities of the bark prevent bleeding gums, tooth decay and bad breath.

Head Lice: Neem seeds produce pungent oil which can be used to treat head lice and dandruff. Massaging a combination of Neem and coconut oil into the scalp, leaving it on overnight and repeating it a couple of times gives relief from scaly scalp and head lice.

The prevalence of Neem as a home remedy was wide-spread before modern medicine took over and relegated it to the poorer communities only.

HOW NEEM CAN HELP IN CLIMATE MITIGATION AND ADAPTATION?

According to NASA's Goddard Institute for Space Studies-Researchers calculated that 2005 produced the highest annual average surface temperature worldwide since instrument recordings began in the late 1800s. The current situation has not changed as the global temperature keeps rising. The Assessment Reports of the UNFCCC warns of irreversible catastrophic changes as the world moves towards a more than 2° Celsius rise in average global temperature than pre-industrial level.

The concentration of CO₂ in the air has increased global warming and triggered climate change. There is a real danger that global warming will lead to increase in sea level. That the weather and rainfall has been affected has been clearly evident since 2005, with unprecedented rainfall and floods across the globe ever since.

One of the most effective actions that an individual or a greening organization can take at the local level to counter climate change is to plant more Neem trees. The benefits are tremendous. It would

lead to a healing chain reaction as trees absorb carbon dioxide and help maintain the delicate balance of oxygen and carbon dioxide in the atmosphere. The planting of Neem trees would help to reduce green house gases through photosynthesis by absorbing large quantities of CO₂ and producing oxygen. Neem has a relatively high efficiency of CO₂ fixation. It can fix more than 14 u mole of CO₂ per m² sec. With a thick foliage canopy and a very high leaf surface area, it provides a good option for maximum CO₂ fixation and provides a shield against other green house gases, particularly SO₂. This directly helps in climate mitigation.

There are many ways that the Neem tree can help in climate adaptation. For example, creating plantations of Neem on the flood and coastal embankments will, on the one hand strengthen them and prevent erosion of embankment thus contributing to climate adaptation, and on the other hand create economic benefits for the people from Neem raw materials.

HOW NEEM CONTROLS AIR POLLUTION?

The trees vary widely in their capacity to absorb pollutants like particulate dust, CO₂, oxides of sulphur and nitrogen. Neem is ecologically very special in this respect. Neem trees act as very efficient, natural air filters by trapping dust particles and absorbing gaseous pollutants. It can tolerate very high levels of pollution and has the capacity to recover even if most of its foliage is dropped. Plants with a large leaf surface area such as Neem accumulate relatively higher quantities of lead thus purifying the air of toxic particles.

A study of locations in New Delhi, done by National Environmental Engineering Research Institute, India in 1996 indicated that Neem tree is one of the most suitable species for checking urban pollution in industrial locations and it has potential in green belt development in hot spots with known history of high air pollution .

HOW NEEM COUNTERS SOIL DEGRADATION?

Neem is being used in agroforestry from ancient times in this subcontinent for biological pest and insect control, soil amendment, increasing soil nutrient, water retention and neutralizing soil pH. It helps in nitrogen fixation in the soil. Thus Neem restores and maintains soil fertility thereby reversing land degradation.

Neem's use as an alternative to chemical pesticides has been proven through extensive research globally. Neem oil is being used as organic pesticide in crude form as well as in isolated azadiractin (Neem derivative) enriched products. The crude oil or formulated pesticide can be used widely to protect crops while ensuring the general health of the consumers, since Neem pesticides are harmless to humans and animals. Replacing chemical pesticides with Neem will also save a good amount of foreign currencies used for import of the chemical pesticides, prevent toxic poisoning of human and animals and save a huge amount of money spent in long term health care costs, prevent soil degradation and pollution of rivers, and save water bodies from chemical runoff pollution which are dangerous for aquatic life and human and animal health.

HOW NEEM PRODUCTS CAN BOOST EXPORT?

Neem is a non- traditional export item, but diversified Neem products can boost our export very quickly. India is the largest exporter of Neem products globally. We can export our Neem oil to Europe and America as they use it mainly in agriculture, soap making, cosmetics preparations and veterinary medicines. Neem Seed cake is used as an organic fertilizer and it contains high quantities of Nitrogen, Phosphorus and Potassium (NPK). Neem based products like soap, tooth powder, toothpaste, shampoo and Neem formulated medicines have good potential for export market as more and more people globally are switching to organic products. Bangladesh is already exporting to Japan and Malaysia in a very limited way through private initiatives.

Cultivation, collection and processing of Neem in Bangladesh is not well organized and totally desegregated. Technology transfer, organized collectors and cultivators group, developing common facility centre, establishing local processing plants, promoting entrepreneurs and providing business development services can boost our export. Direct market linkage between farmers and manufactures will be created through the project to ensure fair price to the farmers. Cutting down on market tiers and middleman and building direct linkages from farmers to manufacturers to exporters can help both the farmers and exporters in terms of pricing and quality control.

HOW NEEM WILL GENERATE ALTERNATIVE LIVELIHOOD OPTIONS?

Neem planting and Neem products can become a growing alternative livelihood option for the rural poor in the country. It can sustain millions of poor including landless laborers, small and marginal farmers, tribal and rural women and children operating as primary producers, collectors and processors of raw materials and as grassroots level market intermediaries.

WHY THE TARGET IS 5 CRORE NEEM TREES IN THIS PROJECT?

Given the resource constraints, the current realistic target of the programme is to plant 5 crore Neem trees in the country. The major factor that influenced the final target of 5 crore trees for the country was that Bangladesh currently has more than 10 million hectares of barren, unproductive and degraded wastelands. Even a token target of planting 10 Neem trees per hectare of wasteland could help drive home the message of using our own biological heritage and knowledge to make productive use of our nation's natural resources while increasing the economic, environmental and health benefits of the target communities in particular and people at large.

WHO CAN JOIN HANDS?

Each and every person concerned about the degradation of the environment and the threat to future generations, whether in Bangladesh or elsewhere is welcome to join the movement. 'Greening Bangladesh with Neem' is very much a people's initiative and will remain so. It is being implemented by bringing together on a single platform-

Individuals, Village Communities, Local Governments, Government Bodies, Non-Governmental Organizations, Semi-Government Organizations, Schools, Hospitals, Agricultural Universities, Corporations, Trusts, Institutions, NRI's, PIO, Funding Bodies.

HOW CAN YOU HELP?

Neem Foundation is a small Organization with limited means that hopes to make a positive difference. It is a non-profit voluntary, independent Organization that is totally apolitical. We have no political affiliations. We need funds, facilities and support in terms of

a larger infrastructure
additional personnel
transport facilities
resources for promotion
nursery sites
tree banks

We need to increase our core funding in order to sustain our efforts. All contributions big or small would be acknowledged and appreciated. You can also help by enrolling as a Member.

HOW MANY NEEM TREES SHOULD ONE PLANT?

While there is no limit to the number of Neem trees that one can plant, the limitation is normally the availability of land and suitable sites. In case you are unable to find a suitable site to plant your own Neem, you can still help by talking about this cause to as many people as possible. If each one of us can inspire a few others to plant Neem trees, the job will be done and nature will take care of rest.

WHERE CAN WE PLANT THE TREES?

Neem trees can be planted in:

Housing Societies - to repel mosquitoes and to enhance the availability of oxygen

Road sides - to provide cooling shade and to reduce CO₂, SO₂ levels

Parks - to provide a CO₂ sink, to purify the air and provide refuge for birds

Highways - to absorb the pollutants and provide shade

Around farm lands - to act as wind breaks, to bind soil against erosion and to provide natural home grown pest control material

They can be planted practically any location that receives plenty of sunlight and does not get water

HOW WILL WE BENEFIT FROM THIS PROGRAMME AS A NATION?

Greening Bangladesh with Neem is a long term environmental programme aimed at providing one Neem tree for every 3 Bangladeshis, so that Bangladesh can use it freely for health and hygiene as well as for organic agriculture and all other known uses.

The Neem tree is globally being acknowledged as the most valuable tree in the World, in terms of commercial and industrial potential. Neem is the grand old tree of the Bangladesh countryside. It has for centuries been the cornerstone of Bangladeshi health tradition. A Neem rich nation would mean healthy & happy children. It would also make a cleaner, greener and more- fertile Bangladesh a reality !

ACTION PLAN 'GREEN IN -BANGALDESH WITH NEEM' - 2015 TO 2020

- To plant Neem trees on highways and all new motorways across the Country.
- Mosques, temples, trusts, farms and government departments with large land holdings like the Forest areas of Bangladesh to be approached for planting Neem on a large scale.
- To study and tap the potential of Neem ecotourism.
- To energize activity of plantation through students in urban as well as rural areas.
- To invite interpretation of the concept of Neem as a healing tree through arts and cultural shows.
- To institute Awards for individuals, institutions and NGOs whose extraordinary contribution big or small, calls for recognition.
- To seek the partnership of the media in Neeming of Bangladesh.

LISTED BELOW ARE THE CHALLENGES AHEAD:

- To co-ordinate and create a Neem Network throughout the Country.
- To setup nodal centers with Neem nurseries and information unit in every Division.
- To adopt villages and set up model plantations with community centres to bring the benefits of Neem to the people.
- To identify and support rural enterprenuers to setup Neem based enterprises with appropriate technology and equipment.
- To revive the use of Neem in daily life based on tradition backed by scientific knowledge.
- To tap the power of communication technology to reach out to -156 Millions Bangladeshi.
- To raise resources and support for the activity and the goals of the movement.

Big ideas come when ambitions are big! We would welcome your Ideas, suggestions and views on how we can make this a national goal. A think tank of Bangladeshis from all walks of life is needed to come up with innovative measures reach the target of planting 5 cores Neem Trees over the next 5 Years. Ideate at info@neemfoundationbd.org.

Conclusion

Benefits and beneficiaries

The direct beneficiaries of the project will mainly be the poor and small rural farmers, the landless poor and other marginalized communities at the grassroots level, and community based organizations (CBOs) who will be involved in production and processing of Neem and linked to local and international markets. Income opportunities will increase through job creation, better training and vocational educational, thus reducing urban migration and social burden on society and improving food security and general health of the community.

The project will have special focus to ensure fair prices and benefits to the women, indigenous groups, and traditional collectors of Neem and Medicinal & Aromatic Plant (MAP) dependent communities. Woman and children will be specifically targeted to receive both cash & non-cash benefits.

Unemployed youths, technicians and college graduates will have broader training and more specialization options in Neem and MAPs. Self-help groups, business oriented cooperatives and rural enterprises will emerge as new avenues for their employment.

Professional development of small and medium businesses can benefit by increasing their sales and export earnings of Neem and MAP products & services.

Government agencies will benefit from the training/capacity building, research and pilot demonstrations.

NGOs will benefit through association with local level mobilization of people and their training.

Traders will benefit from direct linkages with collectors and producers of Neem and facilitation of export through enabling policies.

Local and international markets will benefit from quality control and expansion of commodities trading.

Pharmaceutical companies will benefit from production and marketing of low cost high quality Neem based cosmetics and medicines. Society as a whole will have improved access to high quality herbal medicine and to the proven traditional systems of medicine such as Ayurveda, Unani & Herbals.

Non project areas will benefit from the demonstrations and development of wise practices and may have spillover effects through local initiatives.

The country as a whole will be benefitted as environmental conditions (soil, water, biodiversity) will improve in project areas through organic production of Neem and MAPs, Neem tree plantation and conservation through sustainable use, and through general awareness raising.

Countries of the region and others outside as well as Bangladesh will mutually benefit from exchange of knowledge and information dissemination through access to research results, institutional arrangements, and market linkages. It will provide a model for good practices that could be replicated and adopted by different stakeholders in different parts of the world as the technologies; techniques and support systems developed can be replicated and adapted to other conditions.

Profile of **Bangladesh Neem Foundation**

The Bangladesh Neem Foundation is a small organization with limited means that hopes to make a positive difference in the field of development through its Neem Campaign. It has succeeded modestly in its efforts since 1997. It is a non-profit, voluntary, independent organization that is totally apolitical. It has no political affiliations.

The organization has active members enrolled in it comprising of researchers, scientists, academicians, NGOs, civil societies and private organizations.

Greening Bangladesh with Neem is the overarching goal of Bangladesh Neem Foundation. Achieving the goal would be highly enriching both for the individuals who plant Neem tree as well as the land and environment.

The key message of the Neem Movement to the world is – “Don’t discover the Neem”, then synthesize its active ingredients and decipher its constituents, and then set up labs and factories to manufacture products that mimic its phyto-chemicals. The simple answer lies in planting the tree and processing its harvest in the very villages where it grows indigenously. Neem has been declared “ A Tree of the 21st Century” by WHO and termed as A Tree of Life for good reasons based on scientific research for several decades. The benefits of this miraculous gift of nature are waiting there for all to take.

Bangladesh Neem Foundation is sure that its Neem Campaign initiatives will inspire and add to the numbers of Neem Trees in Bangladesh. The country will definitely benefit as each Neem tree planted provides a life time of “health insurance” for the young children of this country.

Its Neem Campaign motto is: Only 50 Million Neem trees and adopting eco village development model can change the country within 5 years by expending USD One Hundred Twenty One Million Five Hundred Ten Thousand and Seven Hundred Forty Only.

Legal Status :

Name of the Organization	Registration No.	Date	Registration Authority
Bangladesh Neem Foundation	S-2646(62)/2001	28/11/2001	Joint Stock Company & Firms, Societies Act XXI OF 1860.

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