# FUNDING PITCH DECK

## Climate-Smart Agriculture and Green Employment Initiative for Rural Bangladesh

Working for Climate Resilience,
Sustainable Agriculture and
a Better Tomorrow

Weather & Climate Change
Green House Effect Ltd.
(W.C.C.G.H.E.L.)

House-1239, Palongkhali,
Ukhia-4750, Cox's Bazar,
Bangladesh

info@wccghel.com

+880 9696-471807

www.wccghel.com

# 2 ABOUT US

**Weather & Climate Change Green House Effect Ltd.** (W.C.C.G.H.E.L.) is a Bangladesh-based organization committed to promoting climate-smart agriculture, environmental sustainability and rural development.

We work with communities, farmers, and partners to build climate resilience, improve livelihoods, and protect our planet for future generations.

### CLIMATE RESILIENCE

Building adaptive capacity to climate change and reducing vulnerability.

### SUSTAINABLE AGRICULTURE

Promoting eco-friendly and climate-smart agricultural practices for food security.

### COMMUNITY EMPOWERMENT

Empowering local communities and youth through skills, knowledge and opportunities.

### ENVIRONMENTAL PROTECTION

Conserving natural resources and promoting a green and healthy ecosystem.

***Our Vision:*** ***A resilient, sustainable and prosperous Bangladesh*** *where people and nature thrive together.*

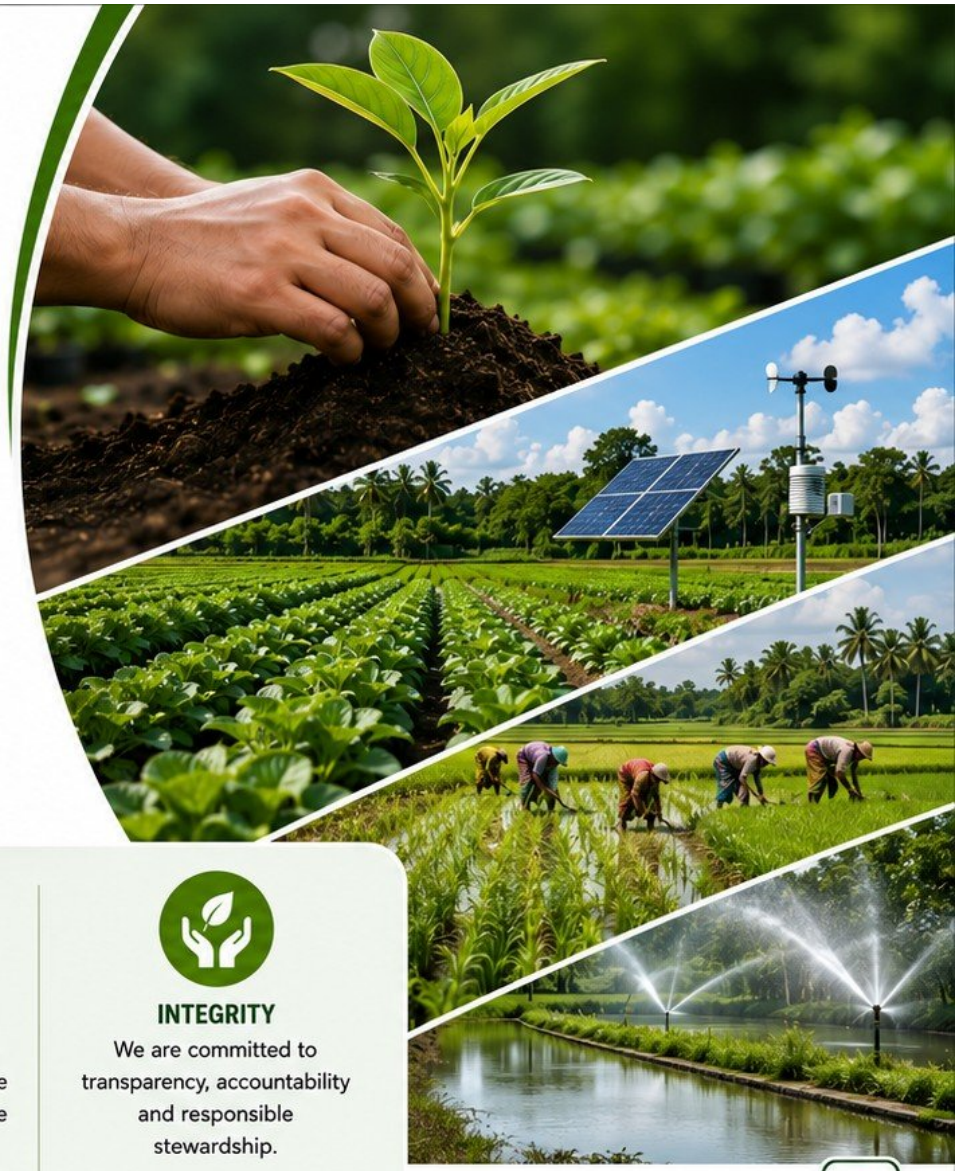
# 3 OUR MISSION & VISION

## OUR MISSION

To promote climate-smart agriculture and green employment through sustainable practices, capacity building, innovation and partnerships—empowering rural communities and enhancing resilience to climate change.

## OUR VISION

A resilient, sustainable and prosperous Bangladesh where people and nature thrive together through climate-smart agriculture, green livelihoods and environmental stewardship.



### SUSTAINABILITY

We promote practices that ensure long-term environmental balance and resource efficiency.

### INCLUSIVITY

We empower communities, with a special focus on youth, women and marginalized groups.

### INNOVATION

We embrace modern technology and local knowledge to drive climate-smart solutions.

### PARTNERSHIP

We believe in strong collaborations to create impactful and scalable change.

### INTEGRITY

We are committed to transparency, accountability and responsible stewardship.

# 4 THE CHALLENGE

Bangladesh is highly vulnerable to climate change. Rural communities and smallholder farmers face many challenges that hinder sustainable development and food security.

### CLIMATE CHANGE IMPACTS

Rising temperatures, erratic rainfall, floods, droughts and salinity are reducing agricultural productivity and increasing risks.

### LOW PRODUCTIVITY & YIELD

Traditional farming methods, lack of quality inputs and poor soil health result in low productivity and income.

### LIMITED ACCESS TO FINANCE

Smallholder farmers struggle to get affordable credit and financial services for investment and growth.

### LACK OF KNOWLEDGE & SKILLS

Limited access to modern agricultural knowledge, training and technology hampers innovation and adoption of climate-smart practices.

### WEAK MARKET LINKAGES

Poor infrastructure and limited market access lead to low prices, post-harvest losses and unstable incomes.

### YOUTH UNEMPLOYMENT & MIGRATION

Limited rural employment opportunities push youth away from agriculture and increase rural-urban migration.

*Addressing these challenges requires **innovation, investment, collaboration** and a **strong commitment** to climate-smart solutions.*

# 5 OUR APPROACH

We take a holistic, inclusive and sustainable approach to create lasting impact for communities, environment and future generations.

| | |
|---|---|
| **SUSTAINABLE AGRICULTURE** | Promoting climate-smart and eco-friendly farming practices to increase productivity, improve soil health and ensure long-term food security. |
| **CAPACITY BUILDING & TRAINING** | Empowering farmers, youth and communities with knowledge, skills and modern technologies to enhance livelihoods and build local leadership. |
| **PARTNERSHIPS & COLLABORATION** | Working with government, NGOs, private sector and local partners to leverage resources, share knowledge and scale up impact. |
| **ENVIRONMENTAL STEWARDSHIP** | Protecting natural resources, promoting biodiversity, reducing pollution and building resilience against climate change. |
| **INNOVATION & TECHNOLOGY** | Encouraging innovation, research and the use of appropriate technologies to solve local challenges and drive sustainable growth. |

*Our approach is **people-centered**, **nature-positive** and **future-focused**— for a resilient and prosperous Bangladesh.*

# 6 OUR PROGRAMS & INITIATIVES

We implement impactful programs that address key challenges and create opportunities for sustainable development.

### CLIMATE-SMART AGRICULTURE

Promoting sustainable farming practices, crop diversification, soil and water management to increase productivity and build climate resilience.

### CAPACITY BUILDING & TRAINING

Providing training and technical support to farmers, youth and communities on modern agriculture, entrepreneurship and life skills.

### ENVIRONMENT & NATURAL RESOURCE MANAGEMENT

Conserving biodiversity, protecting forests and water resources, and promoting sustainable use of natural resources for a healthier ecosystem.

### GREEN LIVELIHOODS & ENTREPRENEURSHIP

Creating green job opportunities and supporting small enterprises, especially for youth, women and marginalized groups.

### RESEARCH, INNOVATION & TECHNOLOGY

Encouraging research and innovation, and applying appropriate technologies to solve local challenges and improve efficiency.

### AWARENESS, ADVOCACY & POLICY SUPPORT

Raising awareness on climate change and sustainability and working with stakeholders to influence policies that support green development.

*Through our programs and initiatives, we are building a **sustainable, inclusive and climate-resilient Bangladesh** for today and for future generations.*

# 7 PARTNERSHIPS & COLLABORATIONS

We believe that strong partnerships are essential to achieve greater impact. We work closely with a wide range of partners to drive sustainable change and create shared value.

### GOVERNMENT AGENCIES

Collaborating with national and local government bodies to support policies, programs and community development initiatives.

### NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

Partnering with NGOs to implement projects, share knowledge and strengthen community resilience.

### PRIVATE SECTOR & BUSINESSES

Working with businesses and the private sector to promote sustainable practices and create green opportunities.

### ACADEMIC & RESEARCH INSTITUTIONS

Engaging with universities and research organizations to promote innovation, research and evidence-based solutions.

### COMMUNITIES & LOCAL GROUPS

Empowering local communities and grassroots organizations as key partners in planning, implementation and sustainability.

### INTERNATIONAL PARTNERS

Collaborating with international organizations and development partners to mobilize resources, technology and global best practices.

*Together, we build stronger partnerships, create greater impact and* ***drive sustainable and inclusive growth*** *for* ***Bangladesh.***

### OUR COMMITMENT

We are committed to building long-term, transparent and mutually beneficial partnerships that bring lasting impact to people and the planet.

# 8 OUR IMPACT & EXPECTED OUTCOMES

We are committed to creating measurable, positive and lasting impact through our programs and initiatives.

### IMPROVED AGRICULTURAL PRODUCTIVITY

- Higher crop yields and better quality through sustainable practices.
- Improved soil health and efficient resource use.

### EMPOWERED COMMUNITIES & YOUTH

- Enhanced skills, knowledge and confidence.
- Increased participation of youth, women and marginalized groups.

### ENVIRONMENTAL SUSTAINABILITY

- Conservation of natural resources and biodiversity.
- Reduced pollution and stronger climate resilience.

### GREEN JOBS & ECONOMIC GROWTH

- Creation of green jobs and livelihood opportunities.
- Increased income and improved living standards.

### STRONG PARTNERSHIPS & COLLABORATION

- Stronger collaboration among stakeholders.
- Shared knowledge, resources and innovations for greater impact.

### POLICY INFLUENCE & SCALABLE SOLUTIONS

- Evidence-based advocacy for better policies and support.
- Scalable and replicable solutions for nationwide impact.

*Our goal is a **resilient, inclusive** and **prosperous Bangladesh**—where people and nature **thrive together** for generations to come.*

# 9 OUR VISION FOR THE FUTURE

We envision a Bangladesh that is climate-resilient, environmentally sustainable and socially inclusive—where people live with dignity, communities thrive and future generations inherit a better planet.

### A SUSTAINABLE AGRICULTURE FUTURE

We envision modern, climate-smart agriculture that ensures food security, improves livelihoods and preserves natural resources for generations to come.

### EMPOWERED PEOPLE & THRIVING COMMUNITIES

We envision empowered communities with the knowledge, skills and opportunities to lead dignified, healthy and prosperous lives.

### A GREEN & RESILIENT ENVIRONMENT

We envision a clean, green and resilient environment with rich biodiversity, protected ecosystems and responsible use of resources.

### INCLUSIVE & SUSTAINABLE ECONOMIC GROWTH

We envision inclusive economic growth that creates green jobs, supports local enterprises and builds a sustainable and equitable economy.

### STRONG PARTNERSHIPS FOR GREATER IMPACT

We envision a future built on strong partnerships, innovation and collective action to solve today's challenges and create lasting positive change.

*Together, we will build a **sustainable, inclusive** and **climate-resilient** Bangladesh—**today for tomorrow.***

### OUR VISION

A resilient, inclusive and prosperous Bangladesh where people and nature thrive together—today and for generations to come.

# 10 CONCLUSION & THANK YOU

We extend our sincere gratitude to all our partners, supporters, team members and well-wishers who stand with us in our journey towards a sustainable, inclusive and resilient Bangladesh.

| | |
|---|---|
| **GRATEFUL FOR YOUR SUPPORT** | We sincerely thank our partners, supporters and well-wishers for their trust, collaboration and continued support. |
| **STRONGER TOGETHER** | Your partnership and collective efforts empower us to achieve greater impact and drive meaningful change. |
| **COMMITTED TO OUR MISSION** | We remain dedicated to our mission of building a sustainable, inclusive and climate-resilient Bangladesh for all. |
| **LOOKING AHEAD WITH HOPE** | Together, we look forward to a future of innovation, opportunity and shared prosperity for generations to come. |
| **TOGETHER FOR A BETTER FUTURE** | Let us continue working hand in hand to create a better tomorrow—today and always. |

*Together, we can build a **sustainable, inclusive** and **prosperous** Bangladesh—where people and nature thrive forever.*

## THANK YOU

for being a part of our journey.
***Together, we make a difference.***

# 11 GET IN TOUCH WITH US

We would love to hear from you! Whether you have a question, want to collaborate, or learn more about our work, feel free to reach out to us.

## OUR CONTACT INFORMATION

**ADDRESS**
House-1239, Palongkhali,
Ukhia-4750, Cox's Bazar,
Bangladesh

**PHONE**
+8801825710097
(Office: +880 9696 471 807)

**EMAIL**
info@wccghel.com

**WEBSITE**
www.wccghel.com

**FACEBOOK PAGE**
facebook.com/wccghel

## OFFICE HOURS

Saturday – Thursday
9:00 AM – 6:00 PM
(Friday Closed)

## FIND US HERE

**SCAN THE QR CODE**
to locate our office
on Google Maps

We appreciate your interest in our work.
*Together, let's create a sustainable, resilient and prosperous Bangladesh.*

*Thank You!*

For your time, trust and support.
*Together, we can make a lasting difference.*

# 12 CLOSING REMARKS

This document reflects our commitment, vision and action plan towards building a sustainable, inclusive and climate-resilient Bangladesh. With your continued support and collaboration, we are confident that we can achieve even greater impact together.

## WHAT WE STAND FOR

| | |
|---|---|
| **SUSTAINABILITY** | Promoting sustainable agriculture, protecting our environment and natural resources. |
| **INCLUSIVITY** | Empowering communities and creating equal opportunities for all. |
| **CLIMATE ACTION** | Taking meaningful action to combat climate change and build resilience. |
| **PARTNERSHIP** | Working together with partners, stakeholders and communities for shared success. |
| **IMPACT** | Creating lasting positive impact for people, nature and future generations. |

### OUR VISION

A sustainable and prosperous Bangladesh where people and nature thrive together.

### OUR MISSION

To promote sustainable agriculture, climate action and community empowerment through innovation, partnership and dedication.

### OUR PROMISE

We are dedicated to transparency, integrity, quality and long-term positive impact.

> "The future depends on what we do today. *Together, let's build a better, greener and more resilient Bangladesh for all.*"

## THANK YOU!

Thank you for being a part of our journey.
*Together, we can make a lasting difference.*

12

**Weather & Climate Change Green House Effect Ltd. (W.C.C..G.H.E.L.)**
*Building a Sustainable Future*

House-1239, Palongkhali, Ukhia-4750, Cox's Bazar, Bangladesh

+8801825710097
(Office: +880 9696 471 807)

info@wccghel.com

www.wccghel.com

facebook.com/wccghel