



ArchKU seminar series

31 March 2022
3:00PM-5:00 PM

VSM as a PLACE OF PRIDE for the farmers

Speaker:

S.M. Nazimuddin & Md. Sk. Maruf Hossain

Associate Professor, Architecture Discipline, Khulna University



BIOGRAPHY

S. M. Nazimuddin completed his B. Arch degree from Architecture Discipline, Khulna University in 2000, and acquired his M. Phil degree from Jahangirnagar University in 2021. He joined as a faculty member at Architecture Discipline, Khulna University in 2001. In his teaching career, he proved himself as one of the most familiar and reputed teachers in architecture discipline. He also involved himself with regular architectural practice as Chief Architectural Advisor of Vaastukalpa Architects Ltd., which gave him the opportunity to contribute significantly to shaping of the built environment of Khulna city, where he resides.

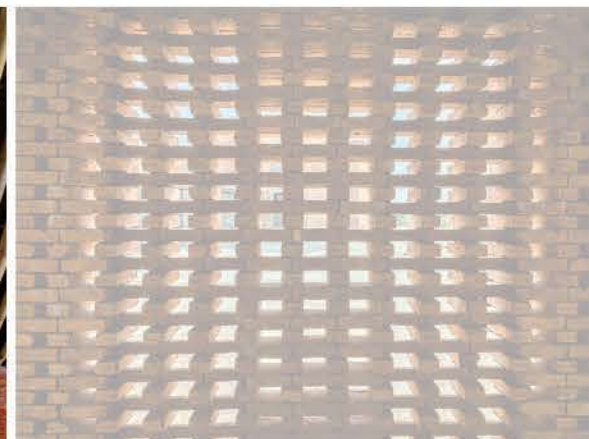
Md. Sk. Maruf Hossain is working as an Associate Professor of Architecture Discipline, Khulna University. He completed B. Arch. from the same discipline in 1999 and Master of Urban Design (MUD) from the University of Hong Kong in 2008. He is also associated with some significant architectural projects of Vaastukalpa Architects Ltd. as Senior Architectural Consultant.



SYNOPSIS

Bangladesh is an agriculture-based country. Yet farmers have remained as one of the most economically deprived community. The Village Super Market (VSM) is conceptualized as a marketplace for the rural agro-business hub to transform the market system to benefit these ever deprived farmers and the supply chain actors. With this vision, VSM fosters backward and forward market linkages among the producers and traders to shape the market system for the circulation of economy and the distribution of food.

Situated close to Khulna city and right next to the Khulna and Satkhira highway, the VSM offers a new concept of rural market hub to privilege the producers directly reaching the buyers. For several years, the local farmers have been producing safe foods under monitoring and guidance of SNA. Through this market, a scheme has been designed to improve their access to the supply chain. The VSM also integrates cutting edge business facilities with a strong integration of technology to ensure accountability and transparency in all business dealings. It requires adequate trade shops, or "Arots", with enough auction area, loading-unloading facility, and parking areas. Storage facilities, milk chiller and a packaging area are incorporated in the programme to protect perishable goods. By facilitating trade and market access for agricultural products, the VSM improves the quality standards and market transparency, ultimately it increases income of farmers in southwest Bangladesh. For its outstanding contribution in upgrading farmers' lives, the VSM won the prestigious "IAB COMMENDATION 2020" award in the category of "Commercial and Business" by the Institute of Architects Bangladesh (IAB).



Venue: **'UTHAN'**, 2nd Floor
Dr. Satyendra Nath Bose Academic Building, Khulna University

The venue/schedule/speaker may change if needed. Any such change will be notified prior to the actual event.

For further information, contact, Dr. Sifat Sarwar, Co-ordinator, Nur Mohammad Khan, Assistant Co-ordinator
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