Become effective, efficient, then scale up: BRAC explains its approach

By Ashlee Betteridge

The Bangladesh Rural Advancement Committee (BRAC) has achieved global recognition for its large-scale community development programs. It claims it is the largest NGO in the world by number of employees.

PBS Newshour recently ran a story on the organisation’s successes.

Fazle Abed, the organisation’s founder, explains BRAC’s philosophy and how it has expanded its reach and impact. It is interesting viewing for anyone interested in how community-based programs can be scaled up without compromising effectiveness.