

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

by Ashlee Betteridge  
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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.

## Author/s:

### Ashlee Betteridge

Ashlee Betteridge was the Manager of the Development Policy Centre until April 2021. She was previously a Research Officer at the centre from 2013-2017. A former journalist, she holds a Master of Public Policy (Development Policy) from ANU and has development experience in Indonesia and Timor-Leste. She now has her own consultancy, Better Things Consulting, and works across several large projects with managing contractors.

Link:

<https://devpolicy.org/become-effective-efficient-then-scale-up-brac-explains-its-approach-2013070/>