

Agriculture & Livelihoods



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“ **14,000**
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“ **27,000**
producer group members ”

NOBO JATRA NEW BEGINNING

**A USAID FOOD FOR PEACE TITLE II
DEVELOPMENT FOOD ASSISTANCE PROJECT**

INTRODUCTION

'Nobo Jatra-New Beginning' is a five year USAID Food for Peace Title II Development Food Assistance Project that seeks to improve gender equitable food security, nutrition and resilience in southwest Bangladesh. World Vision Bangladesh, together with the World Food Programme and Winrock International and 3 local partner NGOs, undertook the program in September 2015, integrating interventions in MCHN, WASH, agriculture and alternative livelihoods, DRR, good governance and social accountability and gender to achieve its objectives. Nobo Jatra is jointly implemented in partnership with the Ministry of Disaster Management and Relief (MoDMR) of the Government of Bangladesh in Dacope and Koyra upazilas in Khulna and Shyamnagar and Kaliganj upazilas in Satkhira.



NOBO JATRA'S GOAL AND PURPOSES



NOBO JATRA AND THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Nobo Jatra aligns with the Sustainable Development Goals (SDGs) and supports vulnerable communities in the disaster prone southwest coastal region of Bangladesh to effect enduring change by addressing the following SDGs:



Goal 1: End poverty in all its forms everywhere

Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 5: Achieve gender equality and empower women and girls

Goal 6: Ensure availability and sustainable management of water and sanitation for all

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 12: Ensure sustainable consumption and production patterns

CONTEXT OF AGRICULTURE AND LIVELIHOODS IN BANGLADESH AND THE SOUTHWEST

In the four decades since its independence, Bangladesh has made impressive progress in growth and development. Poverty levels have fallen by one third and indicators such as life expectancy and literacy have increased. Reductions in maternal and child mortality have been promising and agricultural self-sufficiency in rice production has led to higher per capita food intake. In the last ten years, the economy has grown at over 6% per annum, coupled with a rising level of exports and remittances.



Despite these achievements, the gains of development have not been even and some regions continue to experience high levels of vulnerability. The south-western coastal region for example, is characterised by a complex interplay of natural and man-made challenges. Located literally and figuratively 'in the eye of the storm', the area is recurrently exposed to cyclones, tidal surges, floods and droughts and the consequences of climate change are expected to exacerbate the intensity and frequency with which these occur. Agricultural productivity is severely impeded by salinity, waterlogging and the injudicious conversion of cultivable land into shrimp farms. These have attendant implications for food security and livelihoods, and accentuated by an unavailability of freshwater, poor households in this area consistently struggle to afford a nutritious diet, diversify their livelihoods and rebound from climatic adversity.

TARGET PARTICIPANTS AND SELECTION CRITERIA

Nobo Jatra's agriculture and livelihoods strategy seeks to feed into the 2030 agenda of increasing nutritious food intake for both men and women, adolescent girls and pregnant and lactating women. It promotes sustainable agriculture by empowering smallholder farmers, especially women, livestock rearing and aquaculture.

Target beneficiaries include:



14,000 graduation beneficiaries



150 lead farmers



14,000 savings group members



27,000 producer group members



12,000 agricultural value chain producers

TARGET PARTICIPANTS FOR GRADUATION COMPONENT

- ▶ Ultra-poor with no more than 10 decimals of land
- ▶ Households with pregnant and lactating women (PLW) or malnourished children

TARGET PARTICIPANTS FOR ALTERNATIVE LIVELIHOODS

- ▶ Little or no productive asset ownership
- ▶ No regular source of income
- ▶ Less than 15 decimals of cultivable land

TARGET PARTICIPANTS FOR AGRICULTURAL PRODUCERS' GROUPS

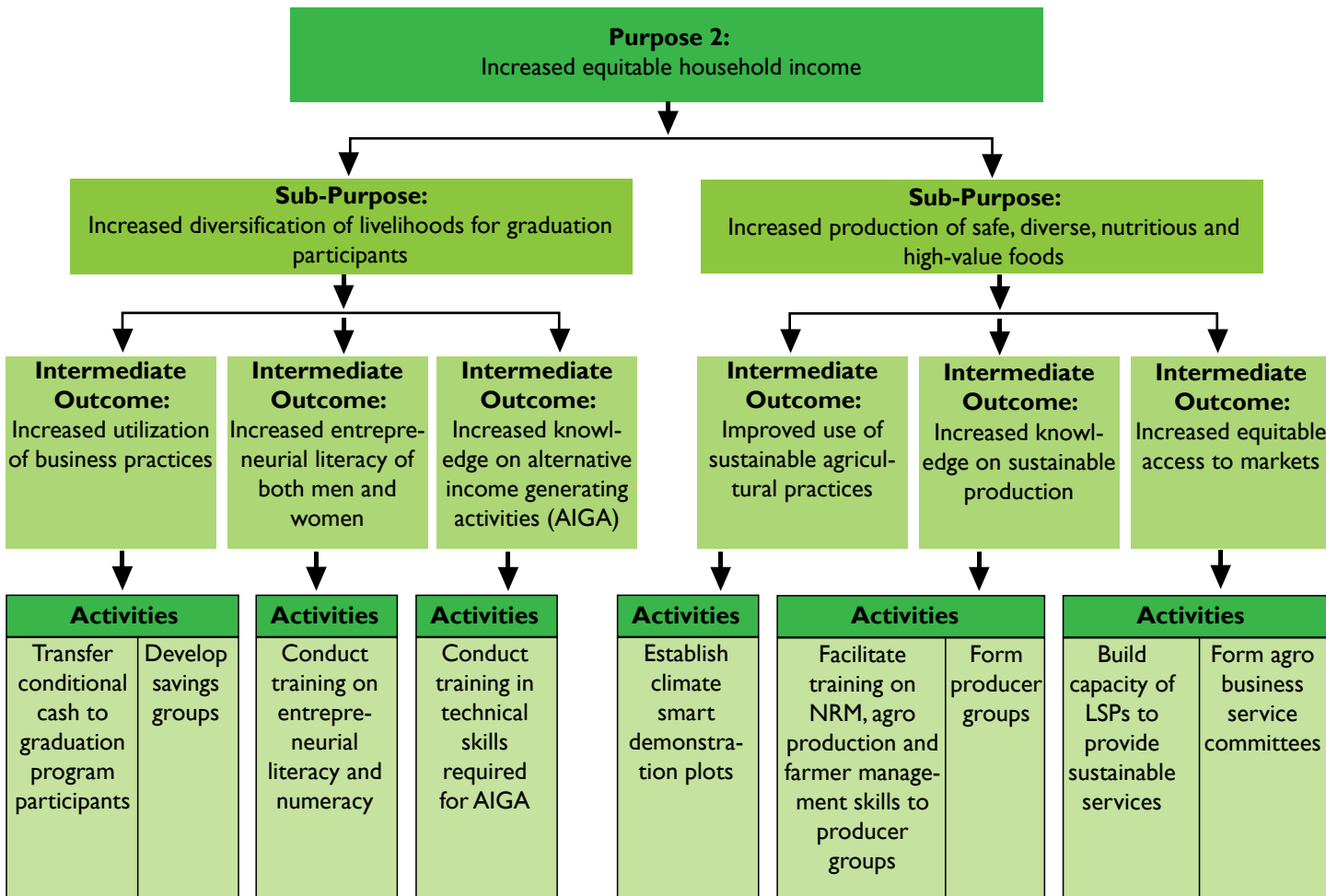
- ▶ Up to 100 decimals of land ownership

TARGET PARTICIPANTS FOR AGRICULTURAL VALUE CHAIN PRODUCERS' GROUPS

- ▶ Up to 100 decimals of land ownership
- ▶ Linkages with market Actors /LSPs

NOBO JATRA'S AGRICULTURE AND LIVELIHOODS STRATEGY

Nobo Jatra's agriculture and livelihoods component will address constraints to equitable access to income, which include reliance on unprofitable economic activities, marginal farm sizes and decreasing productivity, restrictive tenancy and inequitable gender norms. The component will be delivered through eight interventions under two sub-purposes, as outlined below.



Entrepreneurial Literacy Training

A key focus of the agriculture and livelihoods component is the provision of entrepreneurial literacy classes and enterprise development with a view to promoting self-reliance. The training which includes basic literacy, numeracy and core concepts related to credit, business development and income will be offered to 52,000 beneficiaries in the target area, of which around 60% will be women.

Graduation Promotion

Building on the success of BRAC in targeting the ultra poor, Nobo Jatra will also deliver a graduation promotion intervention to 14,000 extreme poor beneficiaries. This will involve a sequence of inputs such as entrepreneurial literacy training, monthly cash transfers of BDT 1,000 for nine months, IGA selection, a cash transfer of BDT 15,000 for productive asset development, participation in a savings group and ongoing supervision to create pathways out of poverty for the extreme poor.

Climate Smart Agriculture

To enhance climate resilient agricultural productivity in the area, 150 lead farmers will be selected to manage



climate-smart demonstration plots and generate demand within their communities for new technologies and practices, including the production of saline-tolerant crop varieties.

Capacity Building for Local Service Providers

The project will also identify 300 Local Service Providers (LSPs), primarily selecting lead farmers, women and youth, to serve as agricultural advisors to producer groups. Through LSPs, smallholder farmers will have access to government extension services, agro-vets, input suppliers and buyers.

CROSS-CUTTING INTERVENTIONS

Gender Integration

Nobo Jatra's agriculture and livelihoods component is strongly focused on integrating gender across all its interventions and women's participation is consistently ensured by maintaining minimum 60% female enrolment rates in beneficiary selection. Gender equality underpins the overall success of the agriculture and livelihoods strategy which seeks to increase women's access to agricultural services and income opportunities. This enables them to afford nutritious diets for their families in the long run and contributes to greater decision-making roles in their children's health and food intake. The project also looks to orient male household members on gender issues for women's participation in project activities and empowers women to take on leadership roles through women-only producer groups, female lead farmers and female LSPs.

Governance and Social Accountability

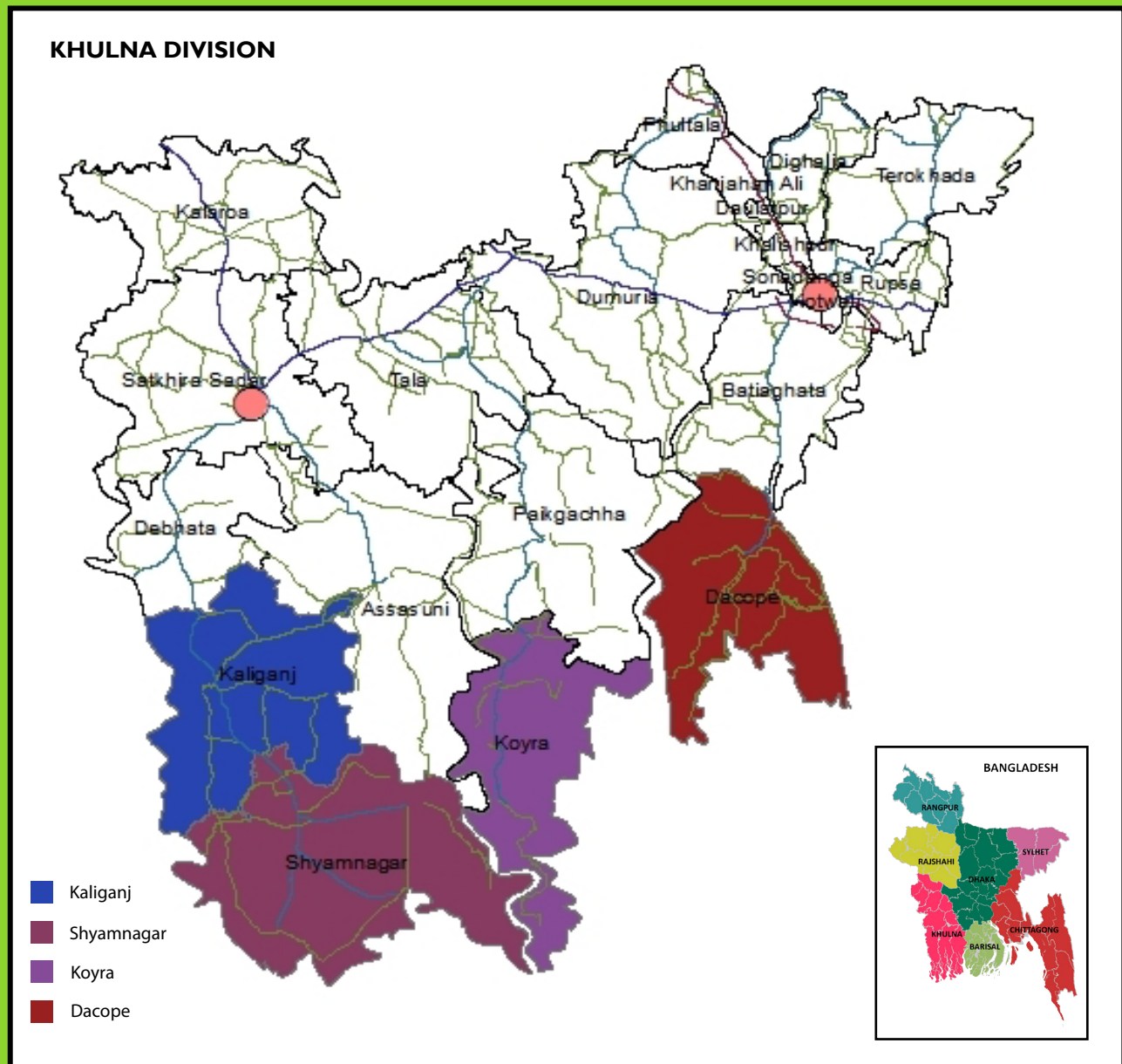
Processes of governance and social accountability are embedded in each component of Nobo Jatra, and more specifically, in Purpose 4 of the program. With support from local government institutions such as the Department of Agricultural Extension and the Government of Bangladesh, the project will help farmers access inputs and extension services. It will also establish linkages between the community and government bodies, invoking in them a sense of accountability. Village development committees (VDCs) within Nobo Jatra will raise awareness among wider audiences on sectoral government policies and standards and empower rural populations to utilize processes from the Citizen Voice and Action (CVA) model. The project will also organize meetings and dialogue sessions with district and sub-district level government stakeholders and promote collaboration between different committees, community based organizations (CBOs), NGOs and local community leaders.

Monitoring and Evaluation

A comprehensive monitoring and evaluation strategy is in place to collect and analyze data from project interventions to generate further insights and feed into project implementation. To that end, a data management system has already been developed and real time monitoring of ongoing Nobo Jatra activities is readily visible in the system. This enables clear monitoring of the project's progress and impact for dissemination amongst various stakeholders including the donors.



NOBO JATRA'S WORKING AREA



For More Information Contact:

Regional Office Address:
World Vision Bangladesh
10/9, Priority Dham
Shoshan Ghat Road, Pujakhola
Choto Boyra
Khulna-9000

Rakesh Katal
Chief of Party-Nobo Jatra
Email : rakesh_katal@wvi.org
Web : <http://www.wvb-nobojatra.org>

National Office Address:
World Vision Bangladesh
Abedin Tower (2nd floor)
35, Kemal Ataturk Avenue, Banani,
Dhaka -1213, Bangladesh.
Tel : 9821004-11 Fax : (8802) 8815180
Web : bangladesh.wvasiapacific.org