

Gender



“ 3,840
MenCare participants ”

“ 2,400
Youth training participants ”

“ 46
Child Protection committees ”

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 GENDER INEQUALITY IN BANGLADESH AND THE SOUTHWEST

Bangladesh has made notable progress in poverty reduction and development in the four decades since its independence. The economy has grown at over 6% per annum in the last ten years and indicators for women's empowerment and well-being have shown significant improvement. Maternal mortality declined from 574 per 100,000 live births in 1990 to 194 in 2010 and gender parity was achieved in primary and secondary school enrolment. As a signatory to the Convention for Elimination of all Sorts of Discrimination Against Women (CEDAW), gender sensitivity in national strategies and women's inclusion in mainstream development initiatives have been recognized as policy priorities.



Despite this international commitment, gender inequality persists across social, economic and religious domains. Women's participation in the workforce is limited and control over resources and income remains vested with male members of their households. It is estimated that only 15 percent of women are engaged in remunerative work and of them, only 34 percent have any say over how their income is spent.

Ownership of property, access to resources and contribution to food production are restricted by gender norms that impact household food security and nutrition and diminish decision-making ability. Pervasive practices of early marriage and adolescent pregnancy exist, perpetuating intergenerational transmissions of under-nutrition and stunting.



In the southwest, gender indicators are poorer than the rest of Bangladesh. Compared to the national average of 34%, women's participation in economic activity is recorded at only 4%, relative to 70% for men in the region. Where women do work, wage discrepancies result in two thirds less in earnings for similar tasks performed in agriculture and aquaculture. Voice and mobility in public spaces are extremely limited, with over 70% of women aged 15-49 indicating that they need permission from family members to visit the local market, access health services at hospitals or clinics or even visit friends in the neighborhood. Further, in an area already disproportionately exposed to natural

disasters, women face higher risks of fatality due to gendered differences in access to information, reservations over the suitability of cyclone shelters.

TARGET GROUPS AND BENEFICIARY SELECTION



3,840 MenCare participants



2,400 youth training participants



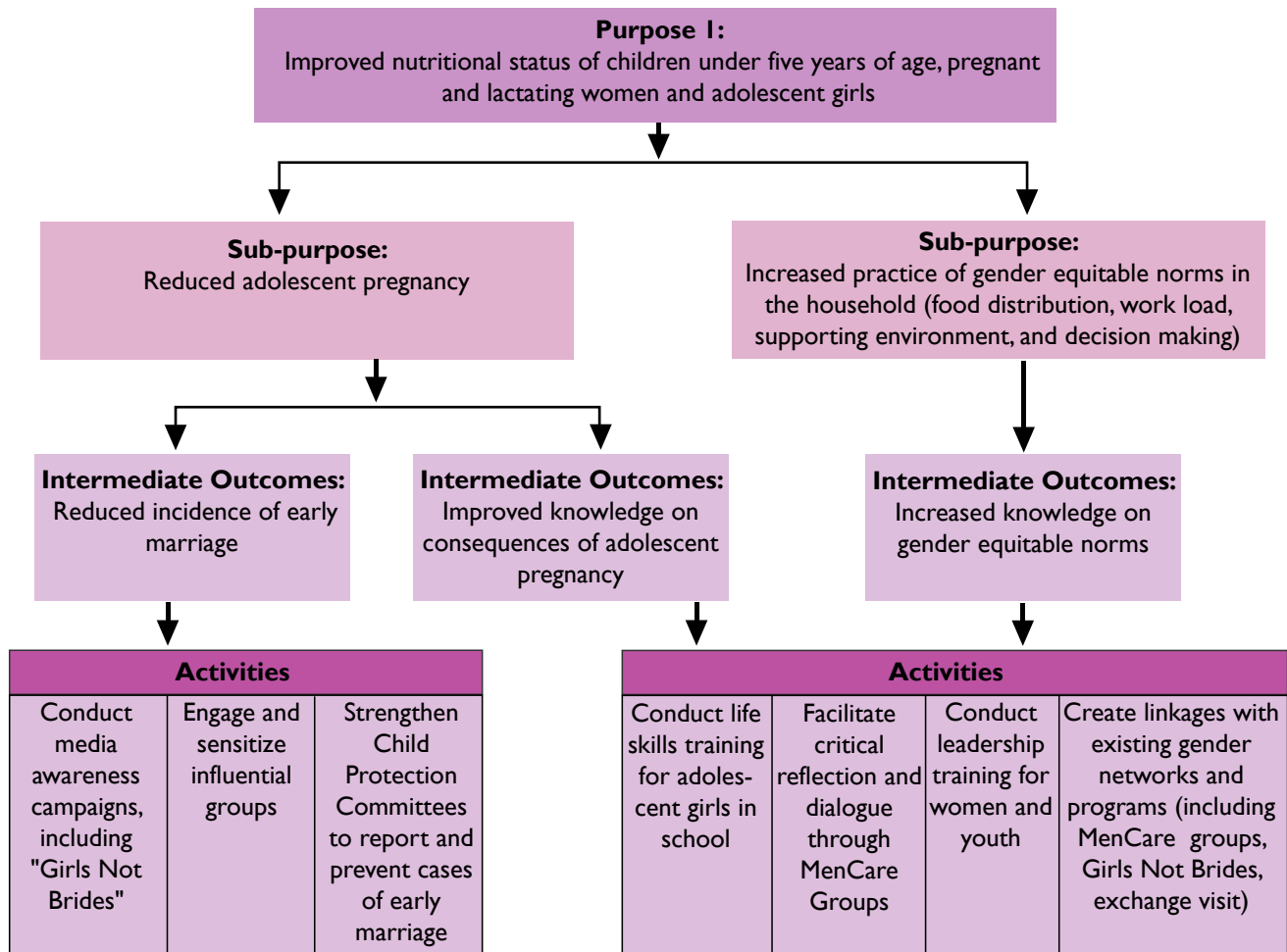
46 Child Protection committees



1,200 youth leadership training participants

NOBO JATRA'S GENDER STRATEGY

Nobo Jatra recognizes gender as a crucial factor impacting household food security, nutrition and resilience. Its gender strategy (outlined below) promotes women's inclusion across all components and makes concerted efforts to engage men and boys in reexamining gender norms and becoming active partners in addressing inequality.



Media Awareness Campaigns

Media awareness campaigns to reduce child marriage will be coordinated closely with other MCHN SBCC initiatives and will include the development of video clips, theater performances, and billboards. SBCC messaging will be tailored to reach multiple audiences, including parents, grandparents and adolescent boys and girls.

Sensitization of Influential Groups

Influential groups including traditional birth attendants, religious leaders, mothers and fathers-in-laws of young brides and UP members will be engaged to work towards preventing child marriage in coordination with union and upazila based Child Protection Committees (CPCs). Nobo Jatra aims to strengthen CPCs to report and prevent cases of early marriage in their respective jurisdictions.

Life Skills Training

Nobo Jatra will conduct life skills training for adolescent girls in school on issues such as decision-making, goal setting, problem-solving, coping with stress, negoti-



ating, critical thinking and assertiveness. In addition, it will disseminate messages on early marriage, early pregnancy, WASH, menstrual hygiene, nutrition, gender equality and women's empowerment and environment.

Critical Reflection and Dialogue through MenCare Groups

Building on the the success of male involvement in changing attitudes and reducing violence against women, Nobo Jatra aims to pilot World Vision International's global MenCare campaign that promotes inclusive change and transformational shifts in gender norms.

Leadership Training

The project will also provide additional support to women and youth to overcome emotional and social barriers associated with speaking in public, negotiating, and participating in decision making processes through leadership training.

CROSS-CUTTING INTERVENTIONS

Integration with Other Components

In order to achieve the broader goal of gender equitable food security, nutrition and resilience, Nobo Jatra has established processes and benchmarks across all components and interventions to promote women's participation and inclusion. These include:

Activity/Committee	Percentage of Minimum Women's Participation
Union and Ward WATSAN committees	Minimum 10% women's representation
Water Management Committees	Minimum of 30% women's representation
Management of each water point	One woman caretaker
WASH entrepreneurs	5% women
SBCC on essential hygiene	60% female beneficiaries
Alternative livelihoods	60% to 70% female participants
Entrepreneurial literacy training	Approximately 55% women participants
Graduation promotion	At least 60% women participant
Climate smart demonstration plots	One third female lead farmers
All DRR committees	At least 30% women's representation

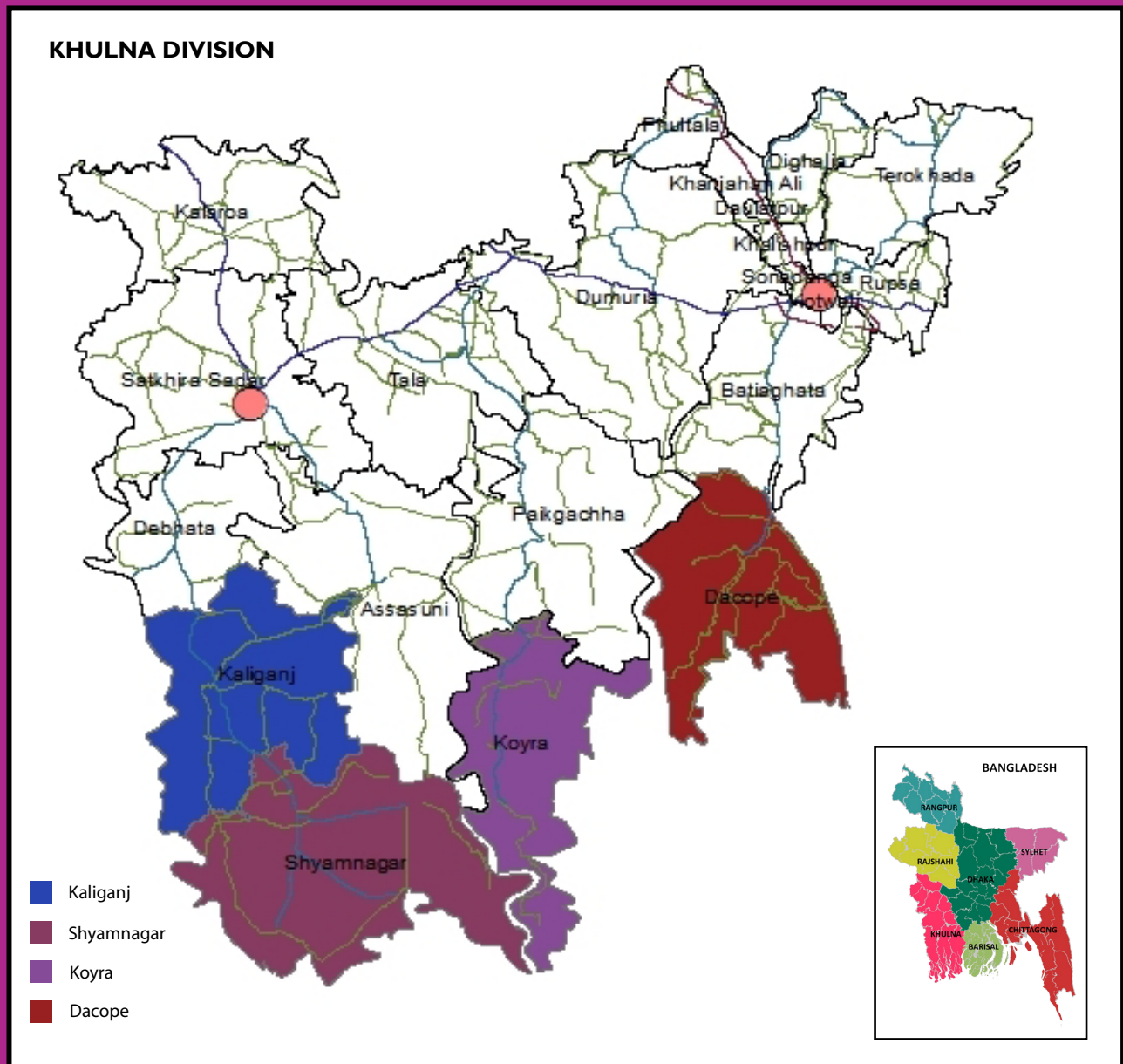
Policy and Advocacy

Nobo Jatra aims to improve and influence gender equitable policies by working in partnership with all levels of government, specifically the Ministry of Women and Children's Affairs (MoWCA), and strengthening collaborative networks with academic institutions, NGOs, community-based organizations, donors and the media.

Monitoring and Evaluation

Nobo Jatra has invested in comprehensive monitoring and evaluation processes to understand the effectiveness of gender interventions and approaches. Concrete data will be used to report on Nobo Jatra progress, assess the impact of the project's interventions, and share lessons learned with partners and stakeholders.

NOBO JATRA'S WORKING AREA



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