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World Vision



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NOBO JATRA - NEW BEGINNING

*A USAID Food for Peace Title II
Development Food Security Activity*

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Introduction

Over the third quarter of 2017, Nobo Jatra has continued to gain momentum and achieved several exciting milestones. The 2nd Monetization sales proceeds were received and significantly, the first batch of conditional cash transfers were made to pregnant and lactating women. Through dedicated team efforts, we continued to reach individuals with intensive capacity building trainings for WATSAN committees, large scale formation of WASH SBCC groups and development of IEC and BCC materials, continued roll out of GMP sessions and MNP distribution, household visits for nutrition counselling, formation of VDCs and DRR trainings for UDMCs and UzDMCs.

Further traction was achieved through establishing formal partnerships with private sector actors to train participants on market based livelihood opportunities with the sales of all products facilitated through a buy back mechanism.

Above all, everything we do depends on our existing partnerships and also establishing new pathways to collaboration. I would like to take this opportunity to thank our stakeholders and also start new dialogues going forward to navigate and achieve our Nobo Jatra goal.

Rakesh Katal
Chief of Party
Nobo Jatra – New Beginning



Nobo Jatra's journey at a glance

April – June 2017



4466 HHs selected for latrine construction or rehabilitation
103280 members enrolled for integrated WASH SBCC messaging



16367 CU2 participated in GMP sessions
11848 HH visits for nutritional counselling



1709 capacity building trainings to Union and Ward WATSAN committees
159 water options selected for installation or rehabilitation



1113 PLWs received CCTs
3285 PLWs identified and enrolled for CCTs
7618 children aged 6-23 months received MNP



531 VDCs formed with 10089 members



873 UDMC members and 141 UzDMC members received training on DRR



4845 graduation promotion participants enrolled for CCTs
75 lead farmer CSA demo plots established
156 AIGA groups formed with 3744 members
8343 participants started six-month entrepreneurial literacy training courses



24 Union Parishad -Family Arbitration, Women & Child Welfare Standing Committees
425 School Management Committee members received orientation

USAID FFP Director visits Nobo Jatra working areas

A field visit by a delegation from the Office of Food Disaster and Humanitarian Assistance (OFDHA) took place from 20-22 May. The delegation was comprised of the Food for Peace (FFP) Director, the USAID Nobo Jatra Activity Manager, and representation from the USAID Finance and FFP Management teams. The field visit was designed to maximize coverage and observe front line project interventions with opportunity to interact first hand with project beneficiaries. The group was able to visit and observe GMP and nutrition counselling sessions, a WASH fair, visit CSA plots and interact with lead farmers, observe AIGA training as well as UDMC training focused on increasing the institutional capacity of committees.



Senior Director, Food Security and Livelihoods, World Vision- US engages with Nobo Jatra



Thabani Maphosa, Senior Director, Food Security and Livelihoods, World Vision- US travelled to Dhaka and undertook a field visit to Nobo Jatra working areas in Dacope and Koyra Upazilas from 10-11 April. Meetings were convened at the national level with Nobo Jatra consortium partners World Food Programme and Winrock International, the nodal Ministry of Disaster Management and Relief and the USAID Mission team. Whilst in the field, beneficiary enrolment, service entry for Growth Monitoring and Promotion and SBCC sessions were observed with plenty of scope to engage with individuals Nobo Jatra.

World Health day: “Depression: Let’s Talk”

World Health day was jointly marked with local government administration including key frontline health workers from the Ministry of Health and Family Welfare, and other NGOs on April 7, 2017. Colourful processions and post rally discussion sessions were organized in all four Nobo Jatra Upazilas focusing on the theme,

“Increasing awareness on depression at the community and household level is crucial in order to diagnose early to enable individuals to lead a healthy life both physically and mentally.”
Upazila Health and Family Planning Officer,
Dacope





WASH Fairs

With the clear objective to promote liaisons between consumers and WASH entrepreneurs, identify WASH products to enhance sustainable WASH behaviors and create mass-awareness on WASH products and services, WASH fairs were held across all four Upazilas. Designed as interactive events in collaboration with local Government administration and the Department of Public Health and Engineering to raise wide spread awareness on WASH, art and quiz competitions were organized for school going children along with hand washing demonstrations, a model village demo plot showcased, with stalls for local service providers and entrepreneurs to display latrines, hardware and sanitation productions. 6500 (m 4400 and f 2100) participants attended the events across all locations.

Safe Motherhood day: “We want safe delivery, lets go to the health care center”

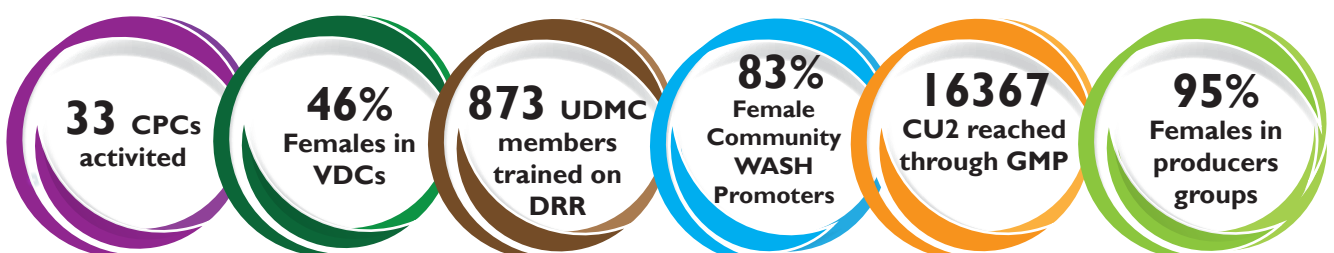
With the theme, “We want safe delivery, lets go to the health care center”, Nobo Jatra championed Safe Motherhood day in all four Upazilas in collaboration with the Ministry of Health and Family Welfare (MoH&FW), influential local elites and the wider community. The theme for Safe Motherhood day 2017 resonated strongly across the project, with extensive efforts to collaborate with the MoH&FW staff and community health workers to raise awareness on the importance of accessing appropriate ante natal and post natal health care including safe delivery services. With



approximately 400 participants joining in each Upazila, with interactive and participatory

activities such as quiz sessions and interactive discussions also forming the crux of the agenda.

Snapshots from Quarter 3



A focus on child marriage

Rates of child marriage

and early childbearing have seen recent declines, however, progress has been capricious, with many of the cultural, economic and social factors that have historically contributed to child marriage persisting till date. This reality holds true in Nobo Jatra working areas in south west Bangladesh. Evidence generated through a comprehensive Gender Analysis covering all four sub-districts indicates that girls are often married near the age of 15 while boys marry closer to the age of 20 – further



GIRLS NOT BRIDES

exacerbating the severity of child marriage in implementing areas. Responding to this ongoing quandary, Nobo Jatra works to influence reductions in early marriage and concomitant reductions in adolescent pregnancy by transforming attitudes and practices surrounding early marriage with awareness and behavior change campaigns such as Girls not Brides.

As efforts to roll out media awareness campaigns, engage and sensitize influential groups and strengthen child protection committees on the perils of child marriage gain momentum – Arjina Khatun, an adolescent participant of Nobo Jatra’s youth leadership training shares a personal and triumphant story on child marriage.

A story on early marriage

By Arjina Khatun, age 15



If I were to describe my sister, Morjina, in one word, it would be fearless.

Our father, Mujibur, a hard working farmer in Kaliganj, followed local traditions and arranged a marriage for Morjina. He believed that, “good grooms are not always available”, and an opportunity to secure Morjina’s future should not be missed. Although our father had the best of intentions, the reality remained that my beloved sister was barely 13 at the time. A bright pupil, studying in the 8th standard, Morjina was stopped from attending school. During that time, all I can remember are my sister’s tears and despair.

My sister refused to accept her fate. No matter how hard she tried, Morjina could not accept that her entire future would be decided without her consent. The injustice of having her education stopped whilst all her friends continued to go to school was unbearable for her. I remember the day my sister mustered the courage to tell to our father, “I won’t get married. I want to study and be self-reliant”. He was astonished to hear Morjina speak up, but something within him changed from that day. The arranged marriage was stopped and Morjina was able to start school again.

Over the next few years Morjina continued at school but the minute she turned 17, the pressure to get married started again. This time around, Morjina was prepared, “my health will be compromised if I get married before 18, and I will also be vulnerable. What if the marriage ends in divorce?” Our father

was scared when he heard this, and once again he decided to postpone marriage for Morjina. Always independent, Morjina completed her SSC examinations whilst also tutoring students and making handicrafts to sell part time.

Morjina has helped us to realize the dream of a better future. Earlier this year, she enrolled in a three month Department of Youth led training on poultry and livestock.

My sister is a source of pride for all us, especially our father, who now discourages others in our community against early marriage.



Creating Opportunities for Empowerment and Lasting Change

Improving skills to attain sustainable employment and income for women remains central to Nobo Jatra's quest to accelerate alternative livelihood opportunities. Only 20 percent of women in Nobo Jatra working areas report having paid employment with an average daily wage of TK100 (currently \$1.25 USD). Whilst men's wages are also low, the fact remains that they are still twice as high as women's. In response to this compounding challenge and as part of concerted efforts to create more and better alternative livelihoods and propel local communities into a phase of higher productivity and economic growth, Nobo Jatra

will train 18,000 individuals – at least 65% of whom will be female – to acquire skills required for sustainable employment for income generation. Over the last quarter, 1630 women have attended various Nobo Jatra facilitated AIGA trainings to build skills in paper box making, mat making, pickle processing, hand embroidery, date leaf basketry, jute macramé, and showpiece making. True to the ethos of collaboration and integration, Nobo Jatra engages expert trainers from the Department of Youth Development of the Government of Bangladesh to conduct the actual trainings ensuring that

they are tailored to the profile of the demographic. As a further means to leverage local resources to strengthen linkages to the private sector, Nobo Jatra also connects trained participants to interested buyers. These linkages are established with individual entrepreneurs as well as through 'buyback' mechanisms whereby local entrepreneurs supply raw materials to the trained individuals and effectively purchase the finished products paying wages directly into the hands of the producers. Thus additional income generating opportunities created round the year for the project participants.

Shahida's dream

Shahida Begum, 32, was in a quandary when her husband, a fish retailer fell seriously ill. With two small children to feed, Shahida needed an immediate means to support her family and fortunately was able to enroll in an AIGA training on puthi (a type of hand embroidery using beads to create bags, show pieces etc.) led by Nobo Jatra. Along with 25 other women from her local community in Shyamnagar, Shahida successfully completed the four day training upon which all participants received materials including foam, scissors, fabrics, zippers and plastic. Local entrepreneurs, such as Abdul Aziz, were invited by Nobo Jatra to observe the trainings and have

'After observing the AIGA activities in South Hazaripur, I realized these products could be profitable. I started asking around if puthi bags and show pieces would sell and received a positive response. Today I provide the raw materials and sell these products in my shop and I see a steady demand for the products.'

Abdul Aziz,
local entrepreneur, Shyamnagar.



'I now sell products worth 1500 taka per month. This is in addition to my role as a trainer. Even 6 months ago I didn't have this opportunity. Today I have the confidence to stand in front of a group of women and teach them a skill that will help change their lives and the lives of their children.'

Shahida Begum,
AIGA Trainer, Nobo Jatra



placed orders for puthi products thus ensuring a steady stream of income for the training participants. Performing at an exceptional standard throughout the training, Shahida was also selected as a trainer for forthcoming trainings in her community receiving an honorarium per batch of training she conducts.

As a further milestone, Shahida was able to participate in a Nobo Jatra WASH fair where she showcased hand made products. She now plans to open a small shop in her village where female producers can showcase their products.

'I will become the entrepreneur. That is my next ambition – to create a safe space for women in my community to showcase and sell their products.'