

## NOBO JATRA - NEW BEGINNING

A USAID Food for Peace Title II  
Development Food Security Activity



**January  
2018**

### Nutrition Safety Net: Conditional Cash Transfers

#### OVERVIEW



**23,600 Pregnant Women**



**4 Upazilas**



**2,200 BDT/\$27.5 USD per month**



**15 months**



**SBCC**



wearable Bangle for pregnant and lactating women



#### TRANSACTION DETAILS



**9,636 PLW**



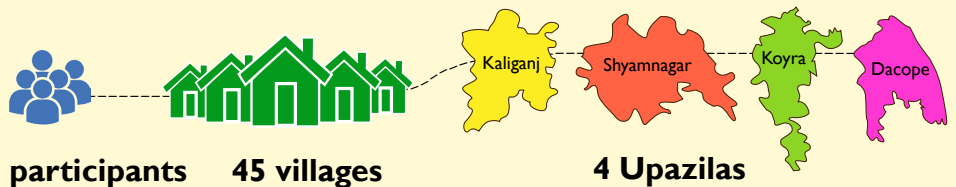
**2017**



**78,838,982 BDT/  
\$961,451**  
Total amount distributed

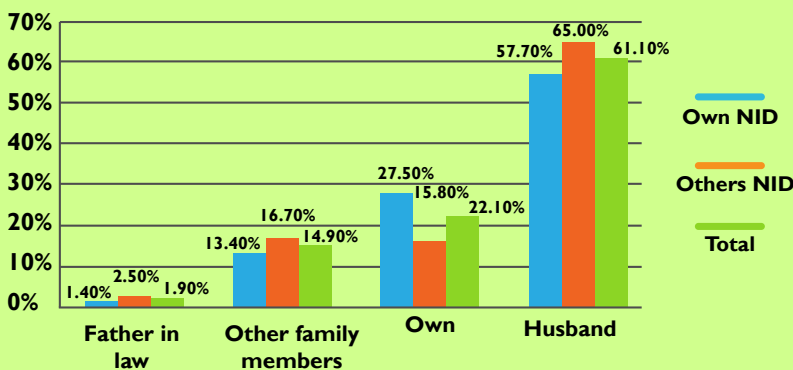
#### POST DISTRIBUTION MONITORING (PDM)

“ In November 2017, Grameen Bikash Foundation, undertook 2nd round Post Distribution Monitoring for the **Nobo Jatra** Nutritional Safety Net CCTs. ”

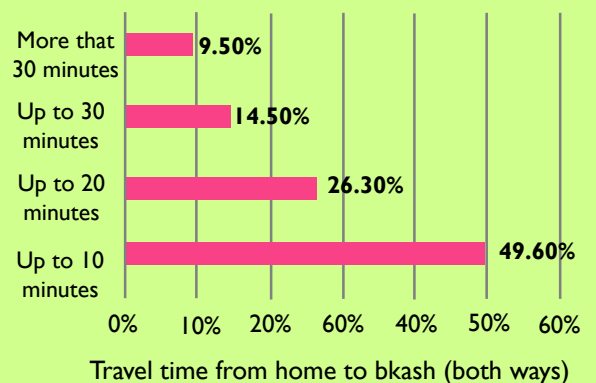


#### PDM FINDINGS

##### Encashing CCTs by NID Status



##### Average travel time to nearest bKash agent



## Status of National ID

“

National IDs, are a mandatory Bangladesh Bank requirement to activate a SIM card required to open an account with a financial service provider, in order for actual cash transfers to take place. In cases where CCT participants do not have National IDs, they are required to nominate the use of a family member's National ID.



**54.2%**  
used own  
NIDs



**45.8%**  
used next of kin  
NID

”

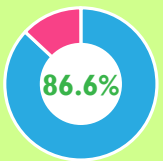
## Use of SIM card provided by Nobo Jatra



Read text themselves



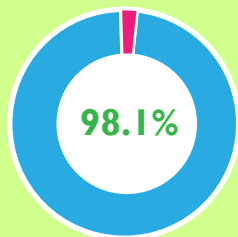
Texts read by husband



Used SIM themselves



Informed of cash transfer via text message



SIMs kept active

## Improved health seeking behaviors after enrollment into CCTs:



**93%** provided supplementary food



**89%** regularly vaccinated child



**93%** GMP attendance



**46%** ANC services at least twice



**28%** PNC services at least once



## Satisfaction levels:



**% of beneficiary's satisfaction level**

