

Promotional Graduation



“ **14,000**
Women living in extreme
poverty ”

“ **\$ 12**
monthly allowance ”

“ **\$ 188**
IGA cash grant ”

NOBO JATRA NEW BEGINNING

USAID'S Development Food Security Activity

INTRODUCTION

'Nobo Jatra-New Beginning' is a five year USAID Food for Peace Title II Development Food Security Activity 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 project 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

THE CONTEXT ON EXTREME POVERTY IN BANGLADESH AND NOBO JATRA'S GRADUATION APPROACH

Although Bangladesh has experienced a steady decline in absolute poverty rates, it is still struggling to reduce the number of people living in extreme poverty. This is particularly true of regions with high economic and climatic vulnerability, such as the Nobo Jatra project area where 25-34% of households live below the lower poverty line. Poverty reduction efforts by state and non-state actors have long been underway, but they often fail to reach and effectively address the needs of the extreme poor who survive on less than \$1.90 a day and are largely excluded from the benefits of market-based interventions. What they require instead is an intensive sequence of inputs that enables them to diversify livelihoods, increase income, build assets and reduce food insecurity.

Based on this premise, BRAC developed a graduation model in 1985 that combined a social safety net program with sustainable livelihood development strategies in Bangladesh. In partnership with the World Food Programme (WFP) and the Government of Bangladesh, a 'graduation ladder' (depicted in Figure 1 below) that included small loans, skills development training and mandatory savings groups was added to a national food grain allowance scheme to strengthen livelihoods and increase resilience in extreme poor communities. The program reached 2.2 million households in less than 20 years and has since been replicated in several other countries across the world. Nobo Jatra's graduation approach delivers a similar sequence of targeted interventions that seek to shift poor households from fragile income sources to sustainable livelihoods and provide additional support to ensure that they do not revert back to extreme poverty.





TARGET GROUPS AND BENEFICIARY SELECTION

The goal of promotional graduation is to create pathways out of poverty for 14,000 extremely poor families in Nobo Jatra’s intervention areas. Participants are split into two cohorts of 7,000 each, 100% of which will be women. Beneficiaries are selected based on the following criteria:

INCLUSION CRITERIA

Mandatory Criteria	Priority Criteria (preferred but not mandatory)	Weightage Scores
<ul style="list-style-type: none"> > Less than 10 decimals of land ownership 	<ul style="list-style-type: none"> > Productive assets (farm or non-farm) with equivalent value up to TK 5000 	20
<ul style="list-style-type: none"> > Irregular source of income 	<ul style="list-style-type: none"> > Willingness to engage with Nobo Jatra project 	20
<ul style="list-style-type: none"> > Members of the lowest wealth group (extreme-poor) 	<ul style="list-style-type: none"> > Female headed households 	30
<ul style="list-style-type: none"> > Permanent resident of the village (at least last one year) 	<ul style="list-style-type: none"> > Pregnant and lactating women (PLW) or malnourished children or person with disability (PWD) in the family 	30

EXCLUSION CRITERIA

Similar type of support (cash or asset transfer) received from any other government or non-governmental program

NOBO JATRA'S GRADUATION INTERVENTIONS

Nobo Jatra delivers a 24 month promotional graduation component that involves a set of sequential interventions as described and depicted below. Nobo Jatra will consider participants to have graduated when they fulfill the following criteria: (i) multiple sources of income, (ii) absence of self-reported food deficit in the previous year, (iii) ownership of at least 10 poultry or other productive assets of equal value, (iv) kitchen gardens with vegetables (v) cash savings in an active savings account with formal financial institution.

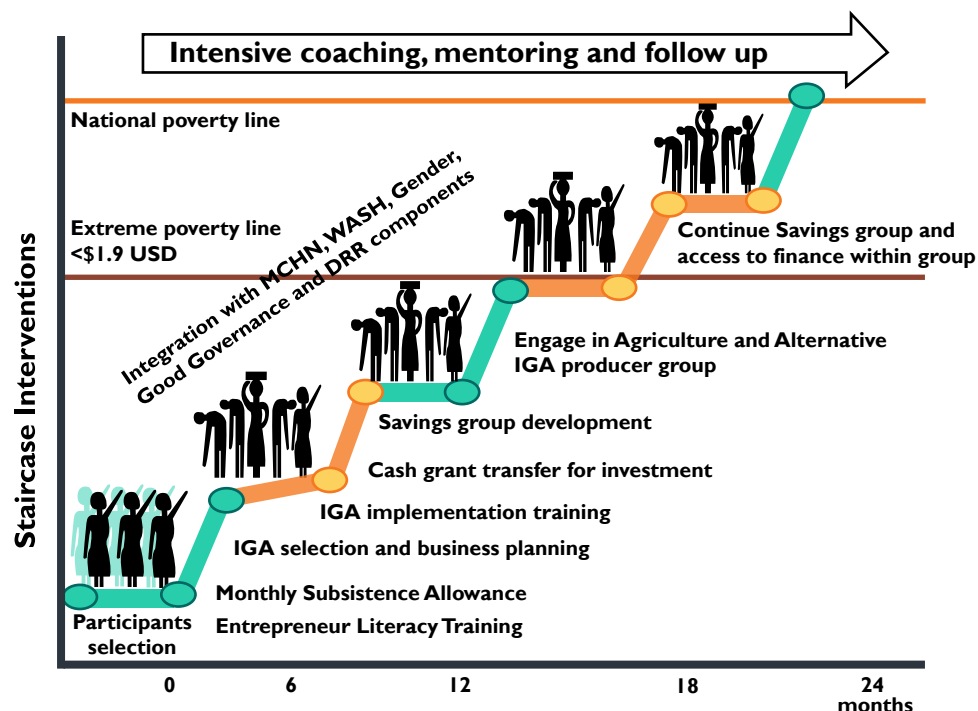


Figure 2. Nobo Jatra's Graduation Approach

Entrepreneurial Literacy Training

Nobo Jatra provides entrepreneurial literacy training on basic literacy, numeracy and core business concepts to 14,000 beneficiaries, 100 percent of whom will be women.

Income Generating Activities (IGA) Selection and Implementation Training

Participants receive IGA selection and business plan development training to help select suitable IGAs relevant to their skills and context. This is followed by 3 months of intensive training and mentoring for IGA implementation and skills development.

Monthly Compensation Allowance

To compensate for the costs associated with participation in the entrepreneurial literacy training, Nobo Jatra will provide each beneficiary with approx \$12 per month for nine months.

Cash Grant

Participants further receive a cash transfer of approximately approx \$188 as start-up capital for their enterprises, provided through mobile money transfer.

Participation in Savings Groups

All participants are encouraged to join a savings group based on the World Vision savings group model. Each savings group will have an active savings account with a formal financial institution, thus ensuring women's long term financial inclusion.



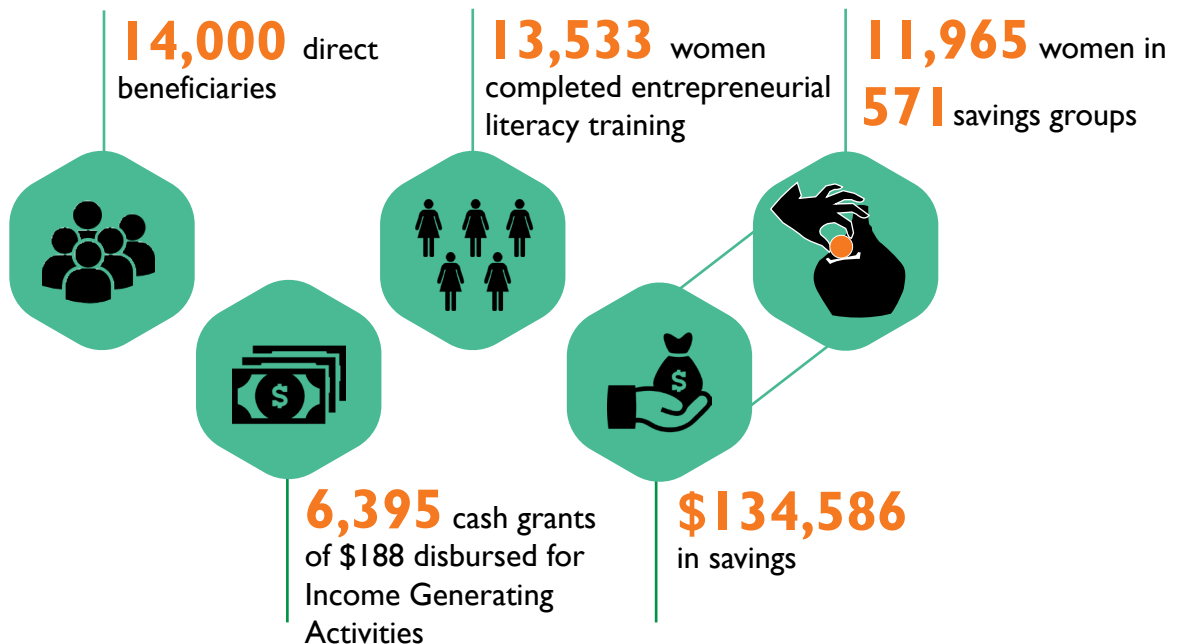
Ongoing Supervision, Mentoring and Follow-up

Nobo Jatra developed standard monitoring, supervision and follow-up tools to provide systematic support, trouble-shooting and individualized training, as appropriate. Baseline, end line and follow-up surveys will also be used to determine whether households remain out of extreme poverty after they stop receiving support.

Adoption of Sustainable Production Practices in Producers Groups

Program participants who successfully complete the entrepreneurial literacy and IGA selection training can opt to join Nobo Jatra’s producer groups and/or alternative livelihoods groups where they will receive additional support from agriculture and alternative livelihoods interventions.

OUR IMPACT



CROSS-CUTTING INTEVENTIONS

Gender Integration

Nobo Jatra is strongly focused on integrating gender across all its interventions. In the graduation component, women's participation is consistently ensured by maintaining 100% female enrolment rates during beneficiary selection. The graduation component also seeks to empower women by instilling in them the knowledge and confidence associated with greater entrepreneurial literacy skills and business development training and increasing their financial resilience through membership in savings groups.

Good Governance and Social Accountability

Village Development Committees (VDCs) which are the core forums for citizen engagement in Nobo Jatra's good governance and social accountability component, will support target beneficiary identification and asset protection processes under graduation promotion. In addition they will play key roles in formulating community development plans, which extend to graduation participants, and facilitating the operation of savings groups.

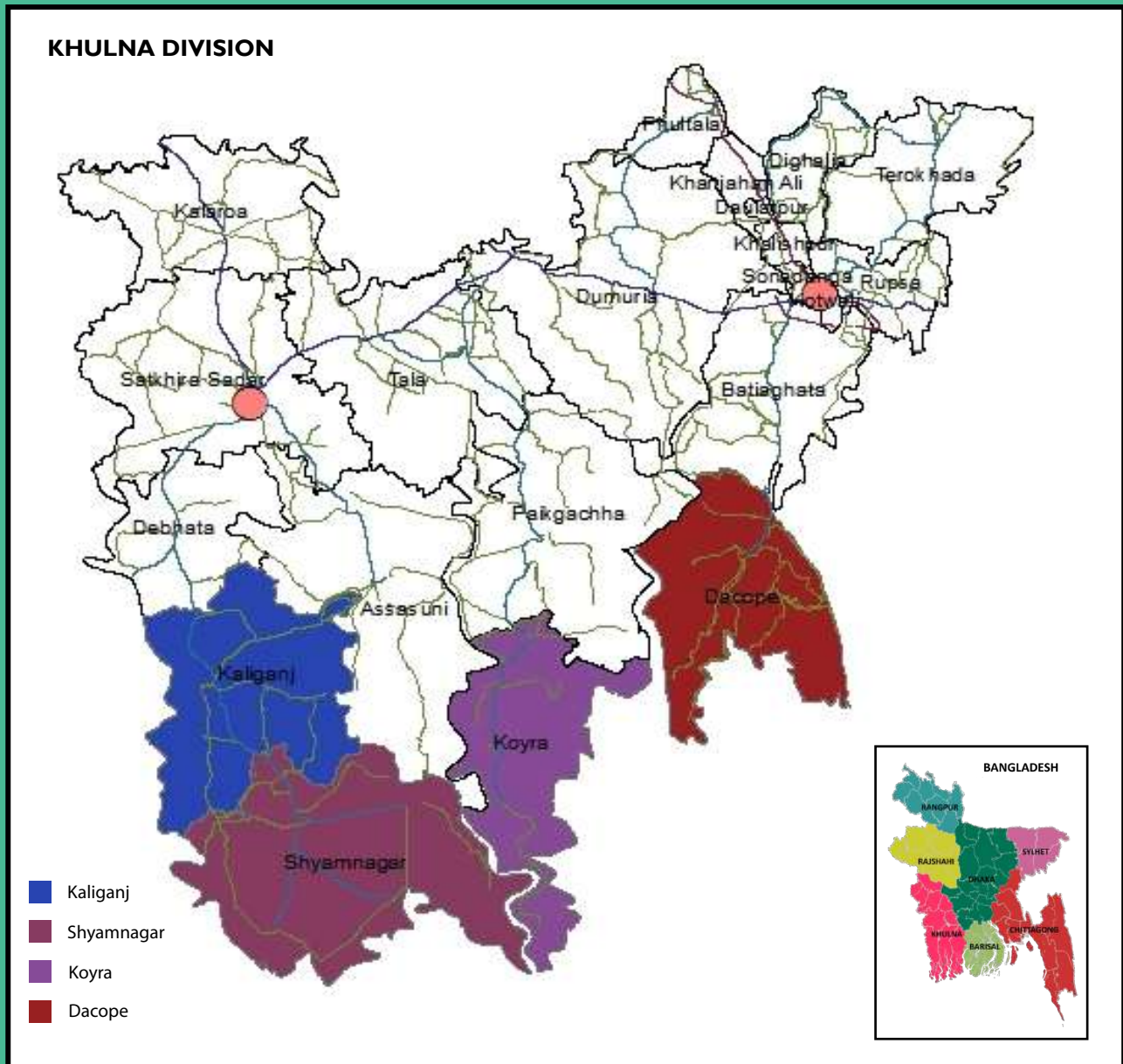
Monitoring, Evaluation and Learning

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. The Collaboration, Learning and Adaptation framework has systematically been used within Nobo Jatra's Promotional Graduation approach to foster evidence based adaptive management. To link extreme poor producers into markets, Nobo Jatra has also produced as a learning product the 4th edition of the "Integrating Extremely Poor Producers into Markets Field Guide".

<https://www.agrilinks.org/post/integrating-extremely-poor-producers-markets-field-guide-fourth-edition>



NOBO JATRA'S WORKING AREA



For More Information Contact:

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

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

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