



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision

Gender

“Marriage not before 18 Campaign”



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15,520

Male engagement participants

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4,800

Youth training participants

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“

46

Child protection committees

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16,600

Life Skills Education participants

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NOBO JATRA NEW BEGINNING

USAID's Development Food Security Activity



World Food Programme



WINROCK INTERNATIONAL

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

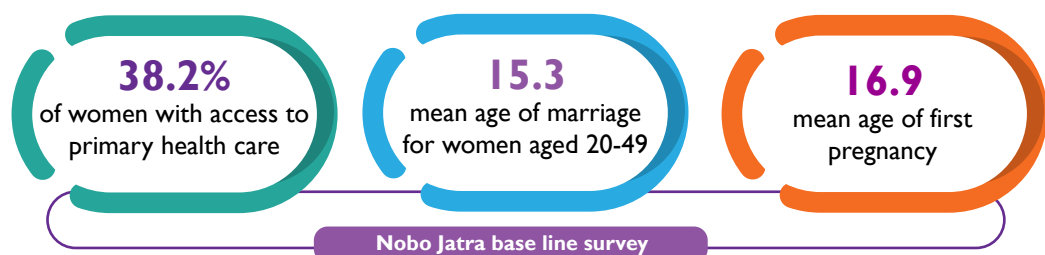
Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 12: Ensure sustainable consumption and production patterns



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. 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 % of women are engaged in remunerative work and of them, only 34 % 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



15,520 male engagement participants



4,800 youth participants



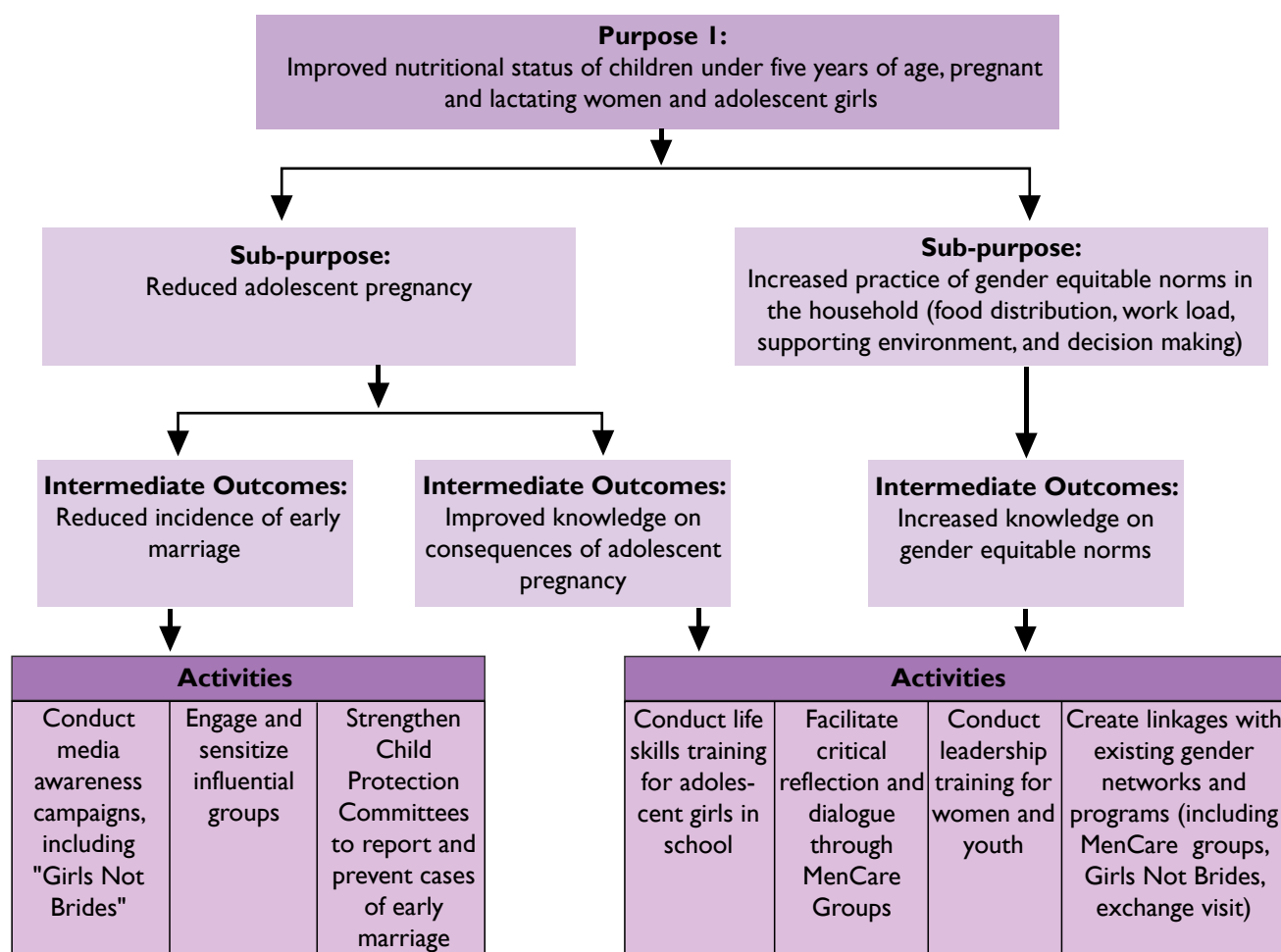
46 child protection committees



16,600 Life Skills Education 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. An illustration of Gender inclusion in purpose 1 is shown in the figure below.





'Marriage not before 18' Campaigns

'Marriage not before 18' campaign is coordinated closely with nutrition SBCC initiatives and includes bicycle rallies, community theater performances, dialogue with religious leaders, journalists, dissemination of video clips and messages through radio, television, wall paintings, billboards and distribution of IEC materials. SBCC messaging is 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 Union Parishad members will be engaged to prevent child marriage in coordination with union and upazila based Child Protection Committees (CPCs). Nobo Jatra strengthens CPCs to report and prevent cases of early marriage in their respective jurisdictions.

Life Skills

Nobo Jatra conducts life skills training for adolescent girls and boys on issues such as decision-making, goal setting, problem-solving, coping with stress, negotiating, critical thinking and assertiveness. Sessions also cover integrated messaging on disseminate messages on early marriage, early pregnancy, WASH, menstrual hygiene, nutrition, gender equality and women's empowerment and environment.

Male Engagement Approach

Building on the the success of male involvement in changing attitudes and reducing violence against women, Nobo Jatra implements a deeply contextualized male engagement approach that adopts a holistic, inclusive and reflective approach to intentionally engage men and boys as partners and allies in achieving gender equality.

Leadership Training

Through leadership training, additional support/t 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



Target for Minimum Women's Participation

| | |
|-----------------------------------|--------------------------------|
| Union and Ward WATSAN committees | 10% women's representation |
| Water Management Committees | 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 | 55% women participants |
| Promotional Graduation | 100% women participants |
| Climate smart demonstration plots | One third female lead farmers |
| All DRR committees | 30% women's representation |
| Village Development Committees | 40% women's representation |



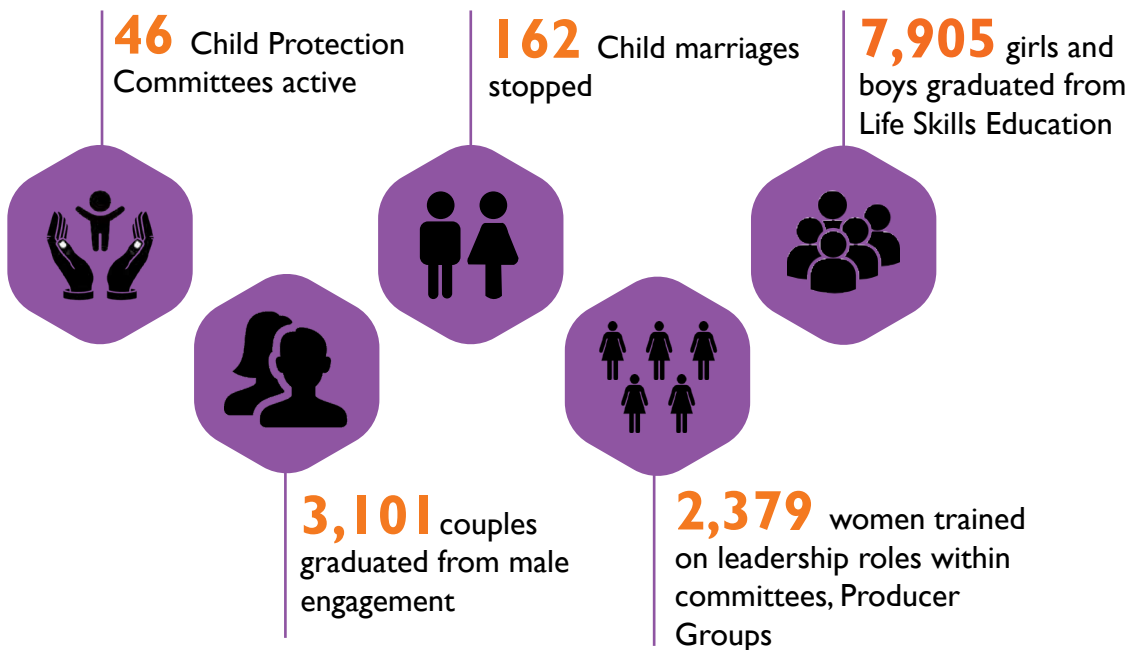
Policy and Advocacy

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.

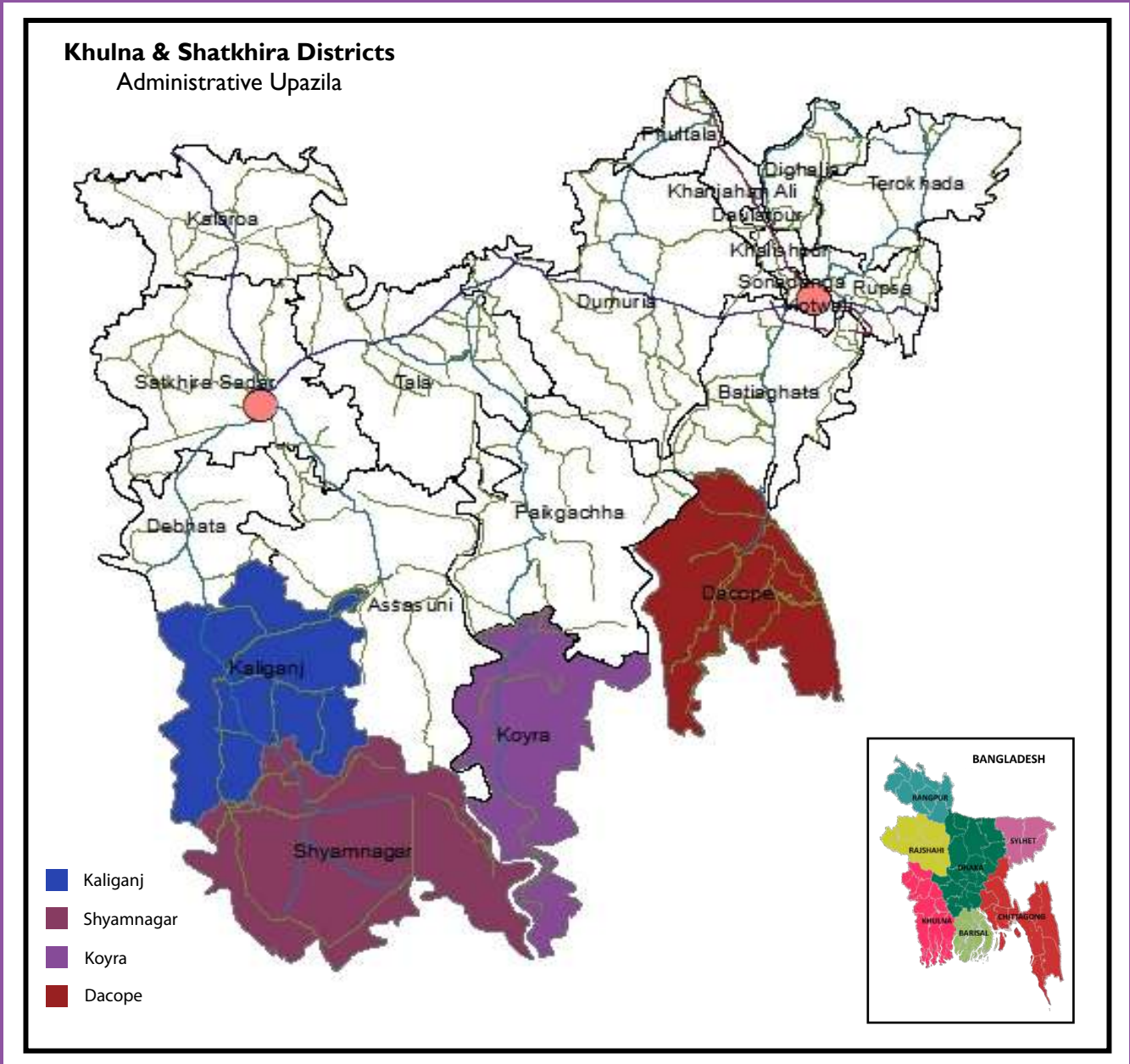
Monitoring and Evaluation

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

OUR IMPACT



NOBO JATRA'S WORKING AREA



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