

Water, Sanitation and Hygiene



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167,200
water access beneficiaries
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523,640
WASH SBCC participants
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400
WATSAN Committees
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NOBO JATRA NEW BEGINNING

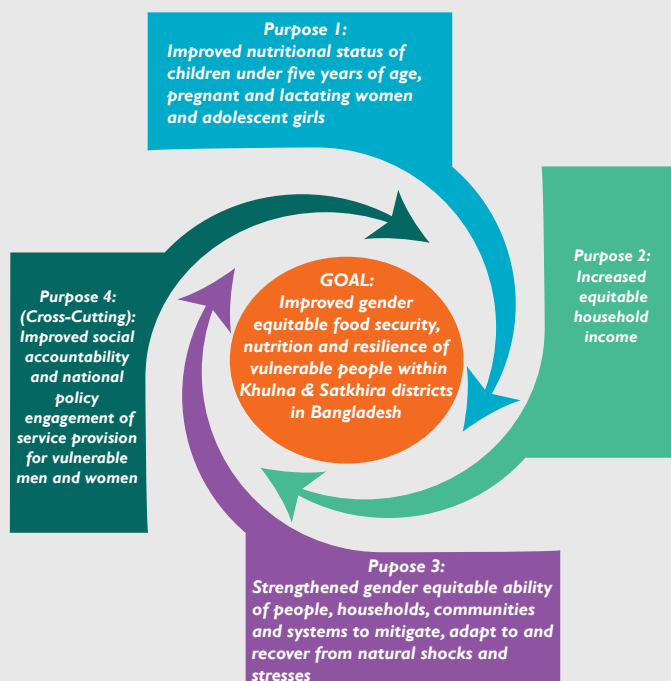
USAID'S Development Food Security Activity

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



CONTEXT OF WATER, SANITATION AND HYGIENE IN BANGLADESH AND THE SOUTHWEST

In the developing world, there is a persistent need for better water, sanitation and hygiene (WASH) and this holds true in Bangladesh where WHO estimates that 15% of all post-neonatal deaths in children with 1-59 months of age are caused by diarrheal diseases.

According to a World Bank (2015) river salinity and climate change policy paper, the exposed south west coastal belt of Bangladesh is on the “front line” of climate change due to continued sea-level rise, unsustainable levels of salinity and persistent flooding compounded by natural disasters and deleterious climate change effects such as erratic monsoons. This has resulted in shortages of drinking and irrigation water, adverse changes in aquatic ecosystems and increasing barriers to growth, marking the region as a food deficit area where issues of poverty, food insecurity and malnutrition are exacerbated.

Cultural norms and deficiencies in WASH conditions intensify vulnerabilities in Khulna and Satkhira and the negative reverberations of the overall WASH scenario in local communities are also manifold. Data emerging from the program indicates that half of all households in Nobo Jatra’s working areas do not use an improved drinking water source and less than half treat their drinking water prior to consumption. This is an alarming reality given the high levels of salinity and surface water contamination typical of the region. Baseline evidence also suggests that only 50% of all households can obtain drinking water in less than 30 minutes from their homes, with women having to collect water approximately 2-4 times a day and each trip taking up to an hour depending on the time of year and levels of water scarcity. According to the WHO/UNICEF Joint Monitoring (JMP) Programme for Water Supply and Sanitation, when a roundtrip takes more than 30 minutes, people typically haul less water than they need or resort to using unsafe sources that are more easily accessible leading to higher risks of disease and malnutrition.

Safe and hygienic sanitation, a basic human necessity, also remains a challenge in the south west coastal belt, with Nobo Jatra's baseline data indicating that less than half of households are using improved sanitation facilities defined as a toilet facility that is not shared with other households or one that effectively separates human waste from human contact.

TARGET BENEFICIARIES



167,200 water access beneficiaries



1,654 WASH business entrepreneurs



3,400 WATSAN committee members



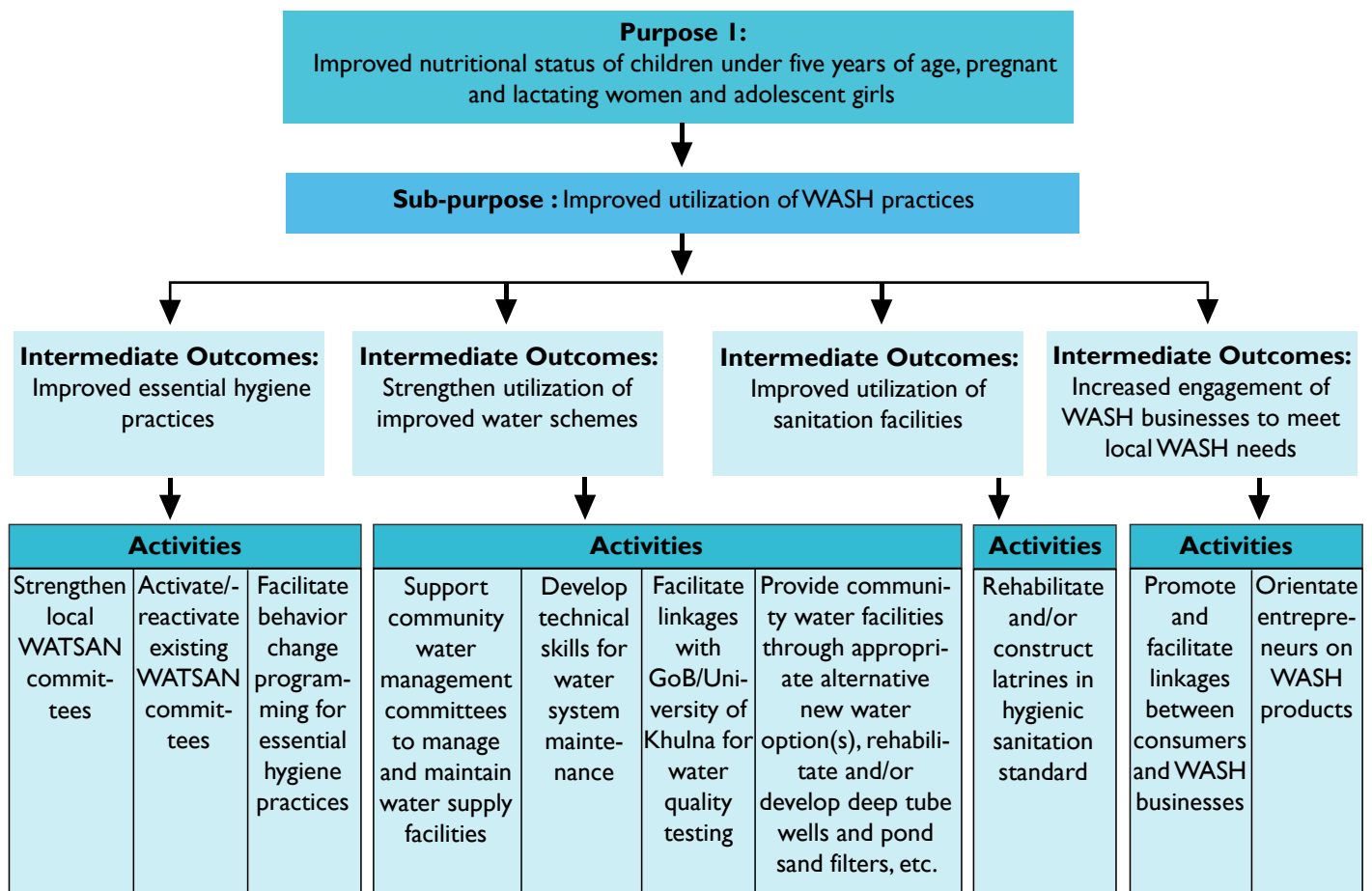
523,640 SBCC beneficiaries



107,000 beneficiaries with access to sanitation services

NOBO JATRA WASH STRATEGY

An explicit focus within Nobo Jatra is to reduce the incidence of diarrhoea among children under two by improving access to safe drinking water, sanitation and hygiene for poor and marginalized communities. The Nobo Jatra WASH strategy includes targeted technical interventions in complementary areas as described below:



Working closely with Local Government Institutes (LGIs) through Union Parishad (Union Council) and Ward WATSAN Committees, Nobo Jatra mobilizes communities directly involved in water and sanitation services, such as mothers and caregivers of children under 5 and adolescent groups, to achieve sustainable hygiene practices through large scale SBCC sessions. Furthermore, over the program cycle, potable water sources will be provided to meet the needs of 167,200 beneficiaries with 8,800 households provided with subsidies for new latrines and a further 8,000 households provided with subsidies to rehabilitate existing latrines.

WASH PUSH AND PULL MARKETING MODEL (WASH PPM)

In addition to investing in developing and rehabilitating water sources, Nobo Jatra takes a market development approach to help stimulate user demand and supply for improved sanitation products. The WASH push and pull marketing model works with local governments, service providers, and community-based organizations to foster an environment that supports the use of new sanitation products and delivery methods.

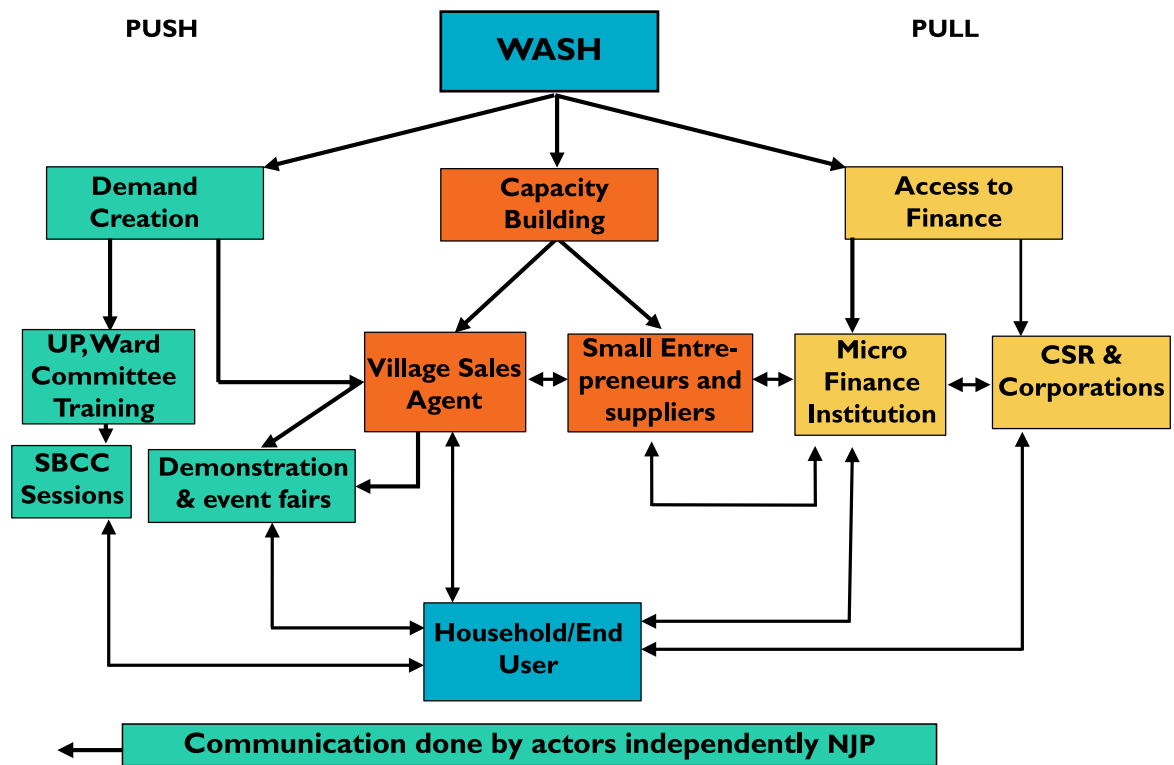
Furthermore, the push pull model allows village sales agents and small entrepreneurs to profit in the longer term from WASH byproducts that have market value, with projects such as Nobo Jatra continuing to have an important role to play not only in providing regulation and oversight but also in supplying some of the services.

Part of this effort involves capacity and skill development training to 1,654 WASH entrepreneurs, 968 mason and mechanics along with promoting incremental shifts in social norms around improved WASH practices that will lead to higher demand for better sanitation products and services as they become available.





FIGURE I-WASH PPM Model



Push Factors	Pull Factors
<ul style="list-style-type: none"> ➤ Demand creation through SBCC ➤ Develop catalogue & demonstration events ➤ Mobilize WASH entrepreneurs, sales agents ➤ Train agents, entrepreneurs, masons ➤ Develop strategy and product initiation <ul style="list-style-type: none"> ○ Targeted gender sensitive market research to identify needs and market niches ○ Identify opportunities to introduce new WASH products or promote existing ones ○ Introduce new products to markets 	<ul style="list-style-type: none"> ➤ Develop linkages with stakeholders <ul style="list-style-type: none"> ○ Linkages with firms and their regional and local representatives ○ Developing consensus with suppliers regarding supply/demand ○ Facilitating business opportunities with manufacturers ○ CSR with large manufacturers ➤ Develop and implement sustainable financing models

CROSS-CUTTING INTERVENTIONS

Gender Integration

In Bangladesh, women are primarily the direct users of water facilities and Nobo Jatra clearly recognizes their role by ensuring women's active participation in leadership trainings, water service maintenance and water management committees. Moreover, Nobo Jatra ensures consultations with both men and women in obtaining key decisions on the location, design, and maintenance of water and sanitation facilities and services.

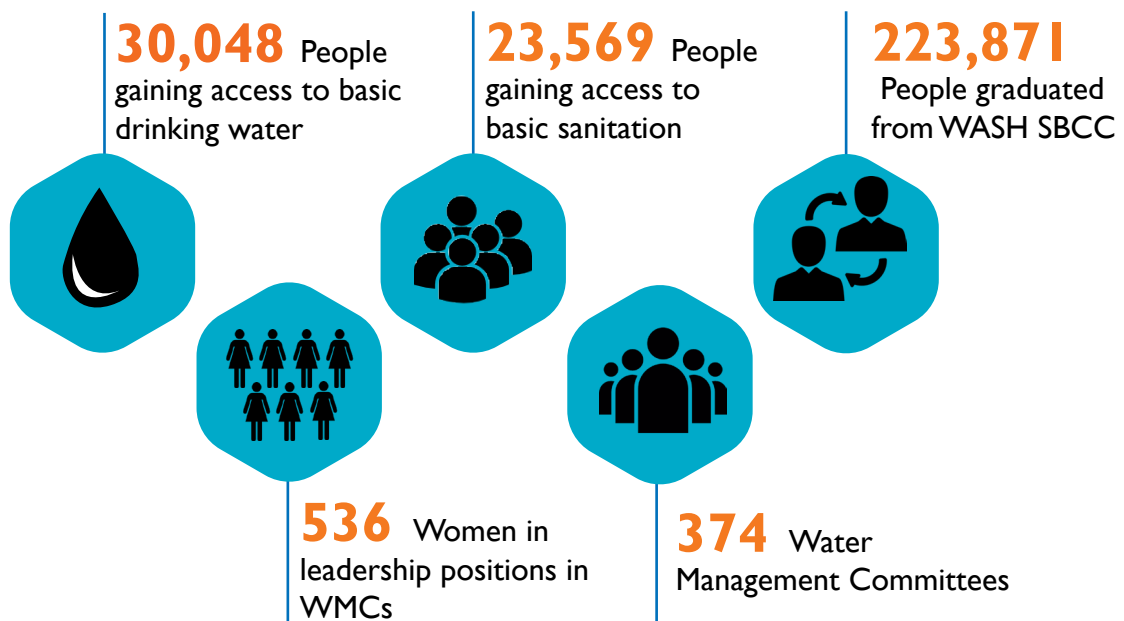
Policy and Advocacy

Nobo Jatra aims to improve and influence the policy and regulatory environment for water and sanitation by working in partnership with all levels of governments, academic institutions such as Khulna University, community-based non-governmental organizations, service providers and others.

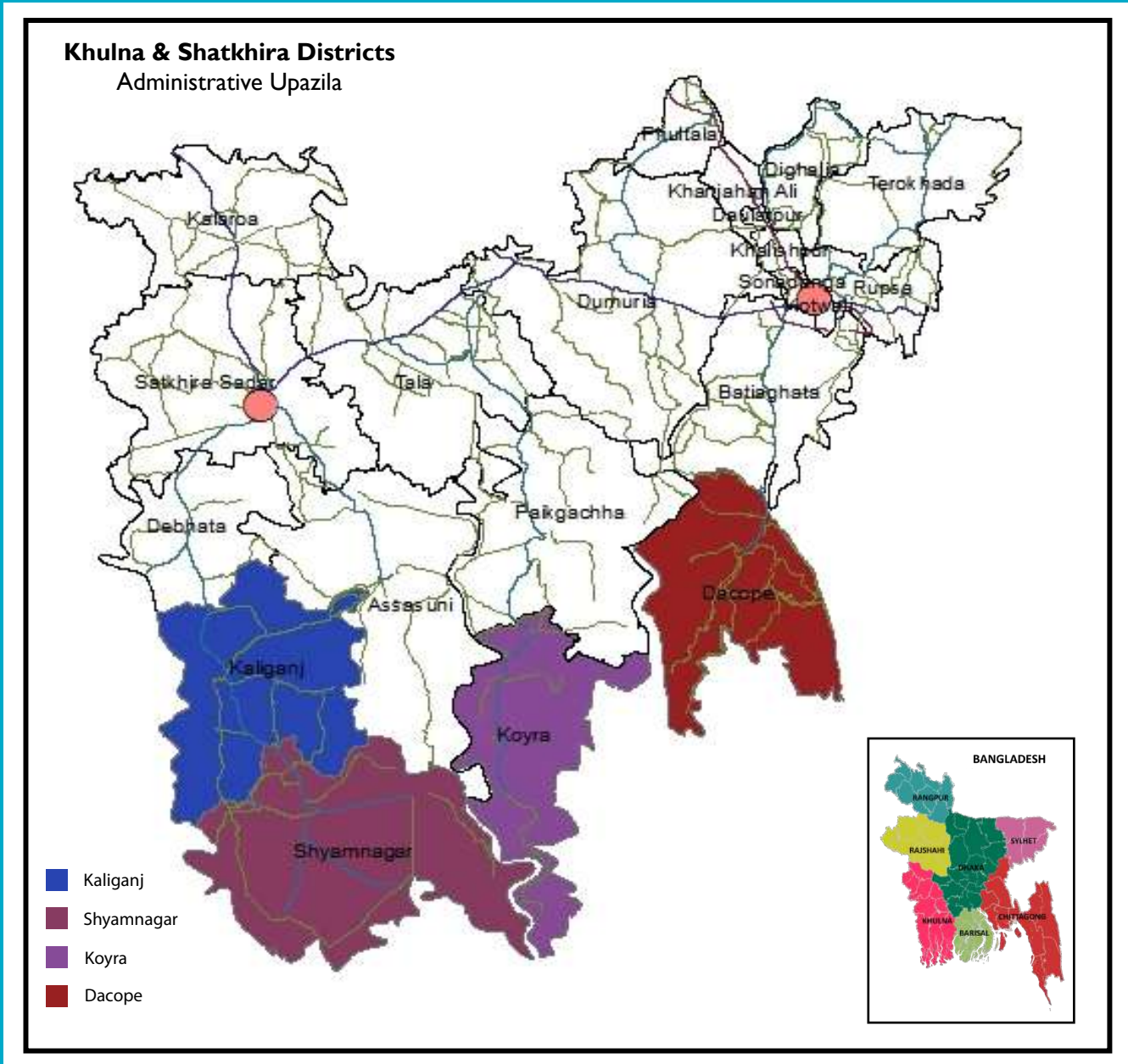
Monitoring and Evaluation

Nobo Jatra has invested in comprehensive monitoring and evaluation processes to understand the effectiveness of WASH interventions and approaches. Concrete data will be used to report on Nobo Jatra's progress, assess the impact of its interventions and share lessons learned with partners and stakeholders. To this end, a data management system has been developed and real time monitoring of ongoing Nobo Jatra activities is readily visible in the system.

OUR IMPACT



NOBO JATRA'S WORKING AREA



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