



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision

Agriculture & Livelihoods



200 lead farmers



18,000 Alternative Income
Generating Activity participants



20,000 Agriculture producer
group members



52,000 Entrepreneurial literacy
training participants



1,727 Village Savings and Lending
Associations



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 implemented by World Vision Bangladesh, together with the World Food Programme and Winrock International, in partnership with the Ministry of Disaster Management and Relief (MoDMR) of the Government of Bangladesh (GoB).



200,495

Households



856,116

Participants

4

Sub-districts

40

Unions

5

Years

NOBO JATRA'S GOAL AND PURPOSES

Purpose 1:
Improved nutritional status of
children under five years of age,
pregnant and lactating women
and adolescent girls

Purpose 2:
Increased equitable
household
income

Purpose 4:
(Cross-Cutting):
Improved social
accountability
and national
policy
engagement of
service provision
for vulnerable
men and women

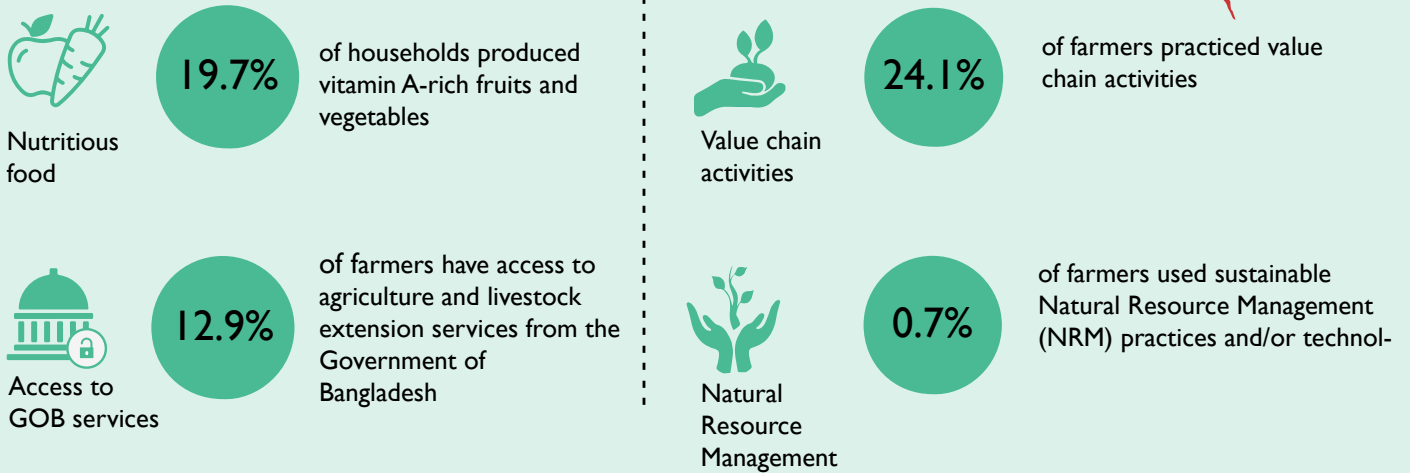
GOAL:
Improved gender
equitable food security,
nutrition and resilience of
vulnerable people within
Khulna & Satkhira districts
in Bangladesh

Purpose 3:
Strengthened gender equitable ability
of people, households, communities
and systems to mitigate, adapt to and
recover from natural shocks and
stresses

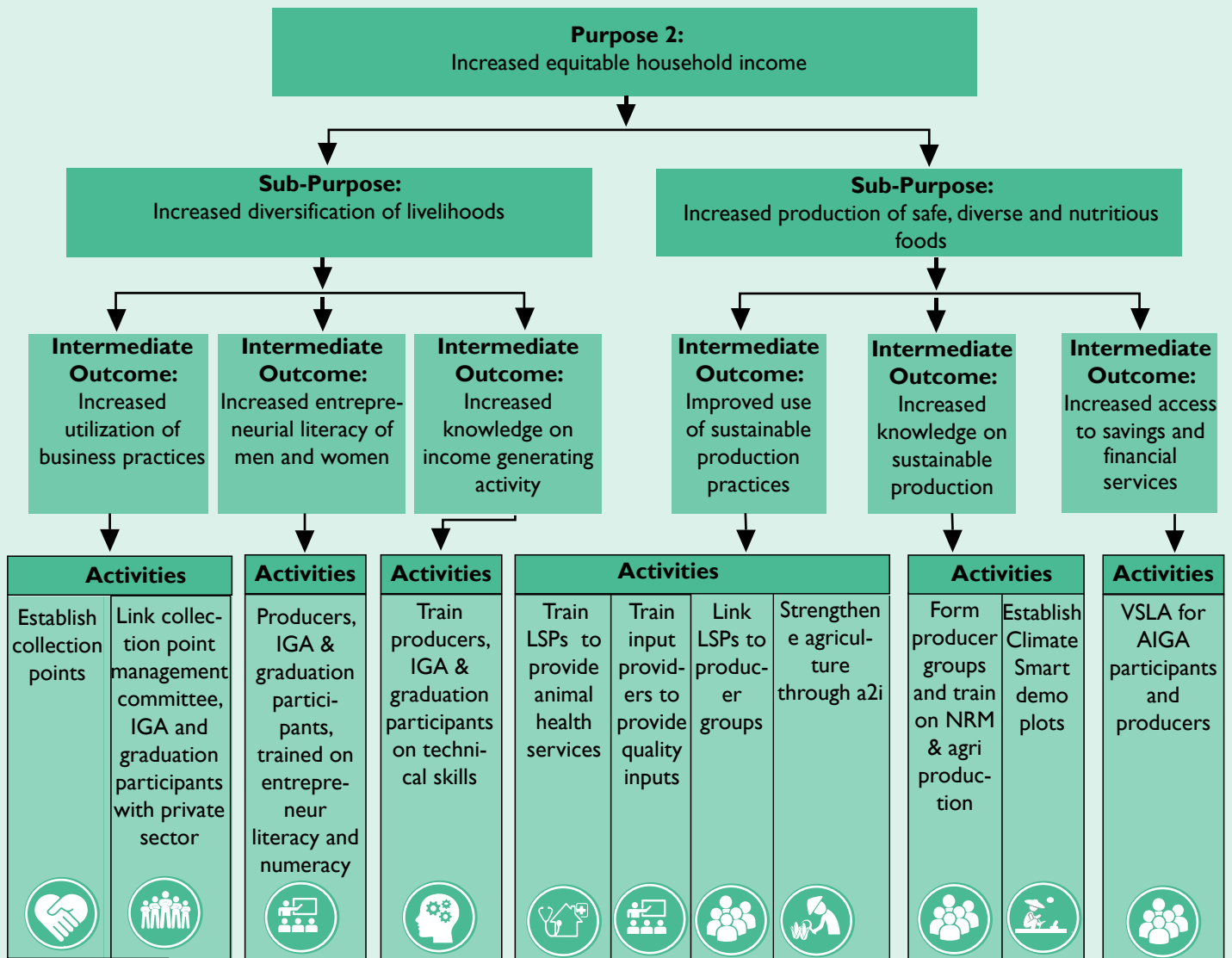
AGRICULTURE AND LIVELIHOODS OVERVIEW IN SOUTHWEST BANGLADESH



The southwestern coastal region of Bangladesh is recurrently exposed to cyclones, tidal surges, floods, drought and saline water intrusion. This has a direct bearing on livelihoods as 85% of people in the coastal zone depend on agriculture as a key economic activity (World Bank, 2016). Agricultural productivity is further impeded by waterlogging and salinity, which has attendant implications on the food security and livelihoods of poor households. Indicators show:



NOBO JATRA'S AGRICULTURE AND LIVELIHOODS STRATEGY



NOBO JATRA'S INTERVENTIONS



Entrepreneurial Literacy Training

Nobo Jatra supports 52,000 participants almost 100% women through entrepreneurial literacy training and enterprise development with a view to promoting self-reliance. The training includes basic literacy, numeracy and core concepts related to credit, business development and income.



Climate Smart Agriculture

To enhance climate resilient agricultural productivity in the area, 200 lead farmers are trained to manage climate-smart demonstration plots and generate demand within their communities for new technologies and practices, including the production of saline-tolerant crop varieties.



Capacity Building for Local Service Providers

300 Local Service Providers (LSPs) are trained to serve as agricultural advisors to producer groups. Through LSPs, smallholder farmers have access to government extension services, agro-vets, input suppliers and buyers.

CROSS-CUTTING INTERVENTIONS

Gender Integration

By maintaining minimum 60% female enrolment, gender equality underpins the overall success of the agriculture and livelihoods strategy which seeks to increase women's access to agricultural services and income opportunities. This enables women to afford nutritious diets for their families in the long run and contributes to greater decision-making roles in their children's health and food intake. The project also empowers women to take on leadership roles through women-only producer groups, female lead farmers and female LSPs.

Governance and Social Accountability

Processes of governance and social accountability are embedded within Nobo Jatra and includes strengthening of union level agriculture standing committees, directly work with the Department of Agricultural Extension and collaboration with other NGOs and service providers. Through the Citizen Voice and Action (CVA) approach, the project empowers communities to raise their voice and improve access to primary government extension services and inputs.

NOBO JATRA'S CONTRIBUTION TO SDGs



Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Chondona and her husband Paritosh catch fish from their pond to feed their children and also sell at the local market. Through training from Nobo Jatra, Chondona uses improved fish seed and also cultivates nutritious small fish. To improve health and nutrition, Nobo Jatra supports the adoption of practices that are climate resilient and cost effective.





OUR IMPACT

29,170 women completed entrepreneurial literacy training



2,003 child care corners established



17,545 Women & **591** men involved in income generating activities



269 (m-249, f-20) LSPs trained and providing fee based services



20,289 farmers (f-19,204, m-1,085) practicing Climate Smart Agriculture and improved production technologies



865 nutrition sensitive demonstration plots



200 climate smart demonstration plots



200 lead farmers trained on CSA



45 private sector linkages established



1,640 VSLA formed with 36,692 farmers (m-893, f-35,799)



20 collection points established



211 youth trained on TVET & apprenticeships

TVET trainees are self-employed and earning average **\$19** per month

Apprentices are employees in workshops earning average **\$43** per month

