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).

NOBO JATRA’S GOAL AND PURPOSES

**GOAL:**
Increased equitable household income

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

**Purpose 2:**
Strengthened gender equitable ability of people, households, communities and systems to mitigate, adapt to and recover from natural shocks and stresses

**Purpose 3:**
Improved gender equitable food security, nutrition and resilience of vulnerable people within Khulna & Satkhira districts in Bangladesh

**Purpose 4:**
Improved social accountability and national policy engagement of service provision for vulnerable men and women

**Participants:**
200,495 Households
856,116 Participants

**Sub-districts:**
4

**Unions:**
40

**Years:**
5

**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
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:

- 19.7% of households produced vitamin A-rich fruits and vegetables
- 12.9% of farmers have access to agriculture and livestock extension services from the Government of Bangladesh
- 24.1% of farmers practiced value chain activities
- 0.7% of farmers used sustainable Natural Resource Management (NRM) practices and/or technol-

NOBO JATRA’S AGRICULTURE AND LIVELIHOODS STRATEGY

Purpose 2: Increased equitable household income

Sub-Purpose: Increased diversification of livelihoods

Intermediate Outcome: Increased utilization of business practices
Activities: Establish collection points

Intermediate Outcome: Increased entrepreneurial literacy of men and women
Activities: Link collection point management committee, IGA and graduation participants with private sector

Intermediate Outcome: Increased knowledge on income generating activity
Activities: Train producers, IGA & graduation participants on entrepreneurship literacy and numeracy

Sub-Purpose: Increased production of safe, diverse and nutritious foods

Intermediate Outcome: Improved use of sustainable production practices
Activities: Train producers, IGA & graduation participants on technical skills

Intermediate Outcome: Increased knowledge on sustainable production
Activities: Train LSPs to provide animal health services

Intermediate Outcome: Increased access to savings and financial services
Activities: Link LSPs to producer groups

Activities: Strengthen agriculture through a2i

Activities: Form producer groups and train on NRM & agri production

Activities: Establish Climate Smart demo plots

Activities: VSLA for AIGA participants and producers
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.

**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.

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