



USAID
আমেরিকার জনগণের পক্ষ থেকে



World Vision

Gender



5,670 couples in Male Engagement for gender equality



16,600 adolescents in Life Skills Education



46 Child Protection Committees



Marriage not before 18 Campaign



4,800 Youth participants



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



Sub-districts

40

Unions



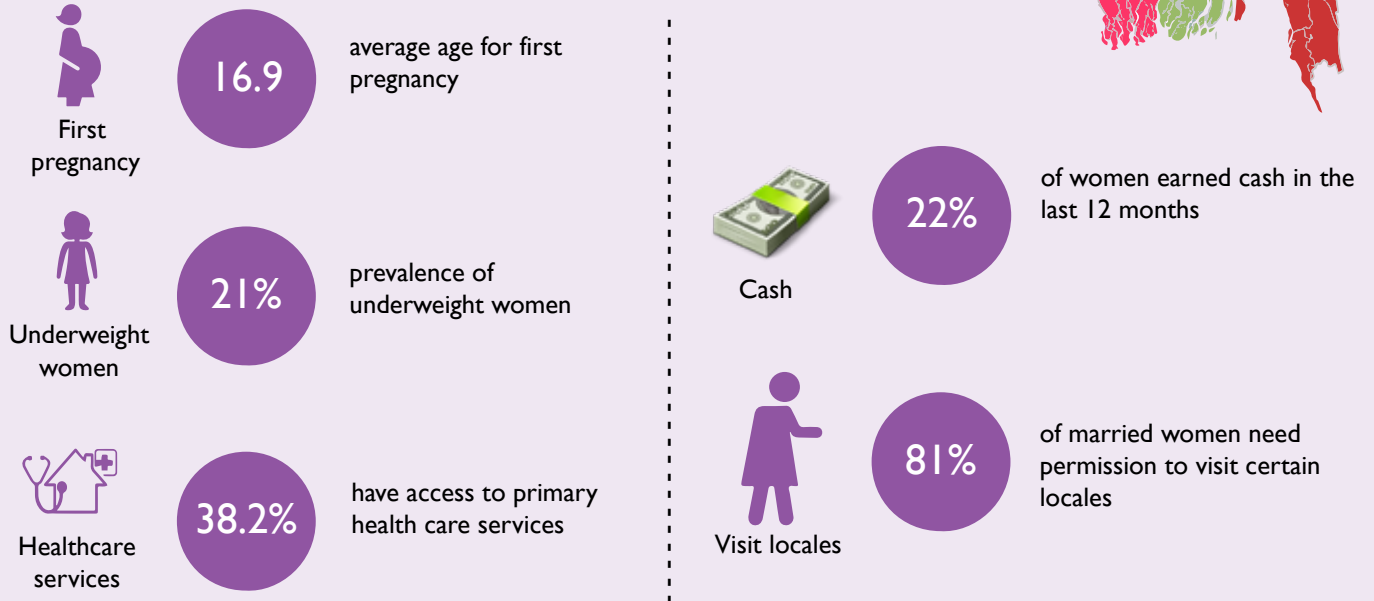
Years

NOBO JATRA'S GOAL AND PURPOSES

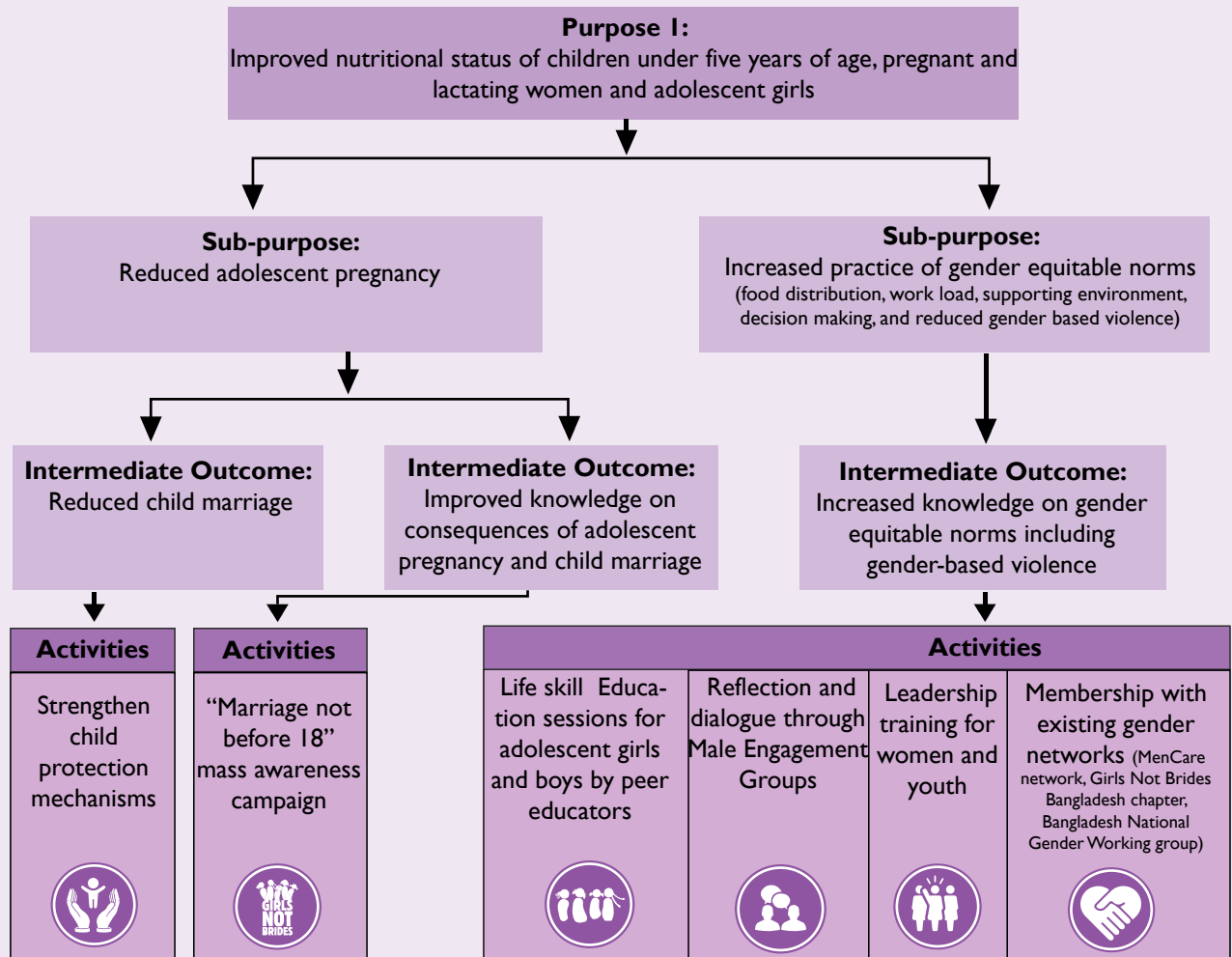


GENDER OVERVIEW IN SOUTHWEST BANGLADESH

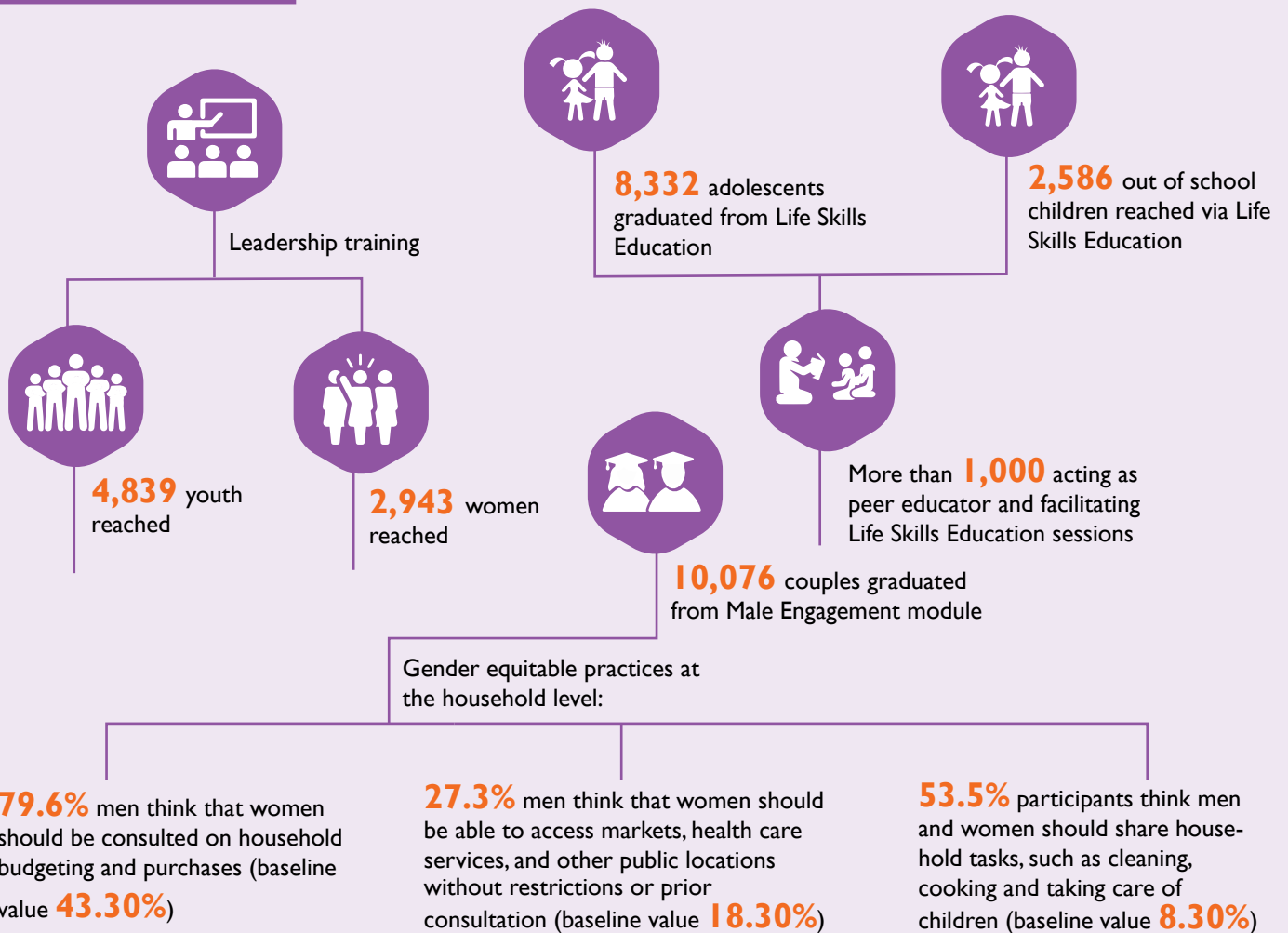
Gender inequality is a critical factor impeding household food security and nutrition outcomes in south west Bangladesh. Pervasive practices of early marriage and adolescent pregnancy persist, further perpetuating inter generational transmissions of under nutrition and stunting. Gender indicators show that:



NOBO JATRA'S GENDER STRATEGY



OUR IMPACT



NOBO JATRA'S CONTRIBUTION TO SDGs



Goal 5: Achieve gender equality and empower women and girls

Through Male Engagement sessions, Nobo Jatra promotes equitable participation of husbands and wives in positive nutrition behaviors including equal division of care giving and domestic tasks along with shared decision making around food purchases, intra household food distribution and household budgeting.



Marriage Not Before 18' Campaign

Mass awareness campaign:



Observing important days:



Engage and sensitize influential groups:



Strengthen Child Protection committees:



How:

Posters and Stickers

Billboard

Cable TV and community radio

Interactive and innovative events

Engaging religious leaders, marriage registrars, and journalists

Cricket and football matches for adolescent girls

Guardian gatherings

Round-table meetings

Cycle rallies by adolescents to raise awareness

Wall paintings in schools

Community theatre

Impact:

Strengthened **46** Child Protection Committees (CPC) to report and prevent cases of early marriage:

Stopped **192** early marriages

More than 100 girls back in school

Reform and activate District, Sub-district and Union level child protection standing committees

Bi-monthly meeting with Union and Quarterly meeting with Upazila Child Protection committees

Gender Sensitization training for standing committees

CPC have action plans and are monitoring bi-monthly



Day observations:

International Women's Day (IWD)

16 days of Activism Against

Gender Based Violence

National Girl Child Day

International Youth Day

National Youth Day

Begum Rokeya Day

Birth Registration Day and

CEDAW Day



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www.wvb-nobojatra.org
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