**NOBO JATRA - NEW BEGINNING**

**USAID’S Development Food Security Activity**

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

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

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

**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** 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).

**INTRODUCTION**

- **Participants**: 856,116
- **Sub-districts**: 4
- **Unions**: 40
- **Years**: 5
- **Households**: 200,495

**World Vision**

**World Food Programme**

**Winrock International**
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:

- Average age for first pregnancy: 16.9 years
- Prevalence of underweight women: 21%
- Percentage of married women needing permission to visit certain locales: 81%
- Percentage of women earning cash in the last 12 months: 22%
- Percentage of children having access to primary health care services: 38.2%

NOBO JATRA’S GENDER STRATEGY

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

Sub-purpose: Reduced adolescent pregnancy

Intermediate Outcome: Reduced child marriage
Activities: Strengthen child protection mechanisms

Life skill Education sessions for adolescent girls and boys by peer educators

Sub-purpose: Increased practice of gender equitable norms
(food distribution, work load, supporting environment, decision making, and reduced gender based violence)

Intermediate Outcome: Increased knowledge on gender equitable norms including gender-based violence
Activities: Membership with existing gender networks (MenCare network, Girls Not Brides Bangladesh chapter, Bangladesh National Gender Working group)

Reflection and dialogue through Male Engagement Groups

Leadership training for women and youth

Intermediate Outcome: Improved knowledge on consequences of adolescent pregnancy and child marriage
Activities: “Marriage not before 18” mass awareness campaign

Visit locales

“Marriage not before 18” mass awareness campaign
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:
- Posters and Stickers

Observing important days:
- Billboard

Engage and sensitize influential groups:
- Cable TV and community radio

Strengthen Child Protection committees:
- Interactive and innovative events

How:
- How:
  - Posters and Stickers
  - Billboard
  - Cable TV and community radio
  - Interactive and innovative events

Engaging religious leaders, marriage registrars, and journalists
- Cycle rallies by adolescents to raise awareness
- Wall paintings in schools
- Community theatre

Strengthened 46 Child Protection Committees (CPC) to report and prevent cases of early marriage:
- Cycle rallies by adolescents to raise awareness
- Wall paintings in schools
- Community theatre

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

Impact:
- 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

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