



Nobo Jatra
Success Story

“Creating Opportunities
for Empowerment and
Lasting Change”

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Improving skills to attain sustainable employment and income for women remains central to Nobo Jatra's quest to accelerate alternative livelihood opportunities. Only 20 percent of women in Nobo Jatra working areas report having paid employment with an average daily wage of TK100 (currently \$1.25 USD). Whilst men's wages are also low, the fact remains that they are still twice as high as women's. In response to this compounding challenge and as part of concerted efforts to create more and better alternative livelihoods and propel local communities into a phase of higher productivity and economic growth, Nobo Jatra will train 18,000 individuals – at least 65% of whom will be female – to acquire skills required for sustainable employment for income generation.

Over the last quarter, 7,699 women have received various Nobo Jatra facilitated AIGA trainings to

build skills in paper box making, mat making and marketing, pickle making, hand embroidery, and showpiece making. True to the ethos of collaboration and integration, Nobo Jatra engages expert trainers from the Department of Youth of the Government of Bangladesh to conduct the actual trainings ensuring that they are tailored to the profile of the demographic.

As a further means to leverage local resources to strengthen linkages to the private sector, Nobo Jatra also connects trained participants to interested buyers. This linkage is established with individual entrepreneurs and also through initiating a 'buy back' mechanism whereby local entrepreneurs supply raw materials to the trained individuals and effectively purchase the finished products paying wages directly into the hands of the producer.

Shahida Begum, 32, was in a quandary when her husband, a fish retailer fell seriously ill. With two small children to feed, Shahida needed an immediate means to support her family and fortunately was able to enroll in an AIGA training on puthi (a type of hand embroidery using beads to create bags, show pieces etc.) led by Nobo Jatra. Along with 25 other women from her local community in Shyamnagar, Shahida successfully completed the four day training upon which all participants received materials including foam, scissors, fabrics, zippers and plastic. Local entrepreneurs, such as Abdul Aziz, were invited by Nobo Jatra to observe the trainings and have placed orders for puthi products thus ensuring a steady stream of income for the training participants.

'After observing the AIGA activities in South Hazaripur, I realized these products could be profitable. I started asking around if puthi bags and show pieces would sell and received a positive response. Today I provide the raw materials and sell these products in my shop and I see a steady demand for the products.'

Abdul Aziz,
local entrepreneur, Shyamnagar

Performing at an exceptional standard throughout the training, Shahida was also selected as a trainer for forthcoming trainings in her community receiving an honorarium per batch of training she conducts.

'I now sell products worth 1500 taka per month. This is in addition to my role as a trainer. Even 6 months ago I didn't have this opportunity. Today I have the confidence to stand in front of a group of women and teach them a skill that will help change their lives and the lives of their children.'

Shahida Begum,
AIGA Trainer, Nobo Jatra



As a further milestone, Shahida was able to participate in a Nobo Jatra WASH fair where she showcased hand made products. She now plans to open a small shop in her village where female producers can showcase their products.

'I will become the entrepreneur. That is my next ambition – to create a safe space for women in my community to showcase and sell their products.'





About ‘Nobo Jatra-new beginning’

‘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 (WVB), together with the World Food Programme (WFP) and Winrock International and 3 local partner NGOs, implement the project, integrating interventions in Maternal Child Health and Nutrition, Water Sanitation and Hygiene, agriculture and alternative livelihoods, Disaster Risk Reduction, good governance and social accountability and gender to achieve its objectives. Nobo Jatra is 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.