



**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 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, undertook the project in September 2015, integrating interventions in MCHN, WASH, agriculture and alternative livelihoods, DRR, good governance and social accountability and gender to achieve its objectives. Nobo Jatra is being jointly 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.

**NOBO JATRA'S GOAL AND PURPOSES**



 **4** Upazilas  
 **5** Years  
 **856,116** Beneficiaries  
 **40** Unions  
 **200,495** Households

## TARGET BENEFICIARIES

Nobo Jatra targets an integrated and inclusive list of beneficiaries, focusing extensively on children under two, pregnant and lactating women and the youth. However, it also acts upon orienting husbands, fathers and local elites as catalysts for behavioural and attitudinal change in norms that have direct consequences on maternal and child health, nutrition and well-being. Its target beneficiaries are:



Children under two



Pregnant and lactating women



Youth



Female-headed households, adolescents girls/young women (15 to 24)



Husbands and fathers

## ALIGNMENT WITH SDGs

The global agenda for the sustainable development goals include several food security and livelihood, gender equality and WASH actions which, if fulfilled, will culminate in improved nutrition and economic development. Nobo Jatra aims to effect enduring change in the disaster-prone southwest coastal region of Bangladesh by addressing the following SDGs in particular:



## KEY INTERVENTIONS AND TARGETS

### Maternal and Child Health and Nutrition (MCHN)

**Objective:** Improved nutritional status for pregnant and lactating women and children under five and reduced incidence of adolescent pregnancy.

#### Key Interventions:

- Conditional cash transfers (CCTs) of BDT 2,200 per month for 15 months to pregnant and lactating women
- Digital SBCC messaging using mobile phones and audio bangles
- Growth Monitoring and Promotion (GMP) for children under 2 and Micro Nutrient Powder for children aged 6-23 months
- Use of mobile technology, mHealth, to strengthen real time monitoring and record keeping
- Capacity building on basic MCHN practices and mentoring to frontline public health workers



26,506 GMP participants



26,506 MNP recipients



23,600 CCT beneficiaries



469,696 SBCC recipients

## Water, Sanitation and Hygiene (WASH)



**Objective:** Improved utilisation of WASH facilities.

### Key Interventions:

- ▶ Potable water sources for vulnerable communities, subsidies to build new latrines and rehabilitate existing ones
- ▶ Activation, reactivation and strengthening local WATSAN committees
- ▶ Linkages between consumers and WASH businesses
- ▶ SBCC messaging through Local Government Institutions (LGIs) and WATSAN committees



167,200 water beneficiaries



1,654 WASH business entrepreneurs



523,640 SBCC participants



107,000 sanitation beneficiaries

## Agriculture and Livelihoods

**Objective:** Increased use of sustainable production practices and diversification of livelihoods for graduation participants.

### Key Interventions:

- ▶ Entrepreneurial Literacy Training in numeracy, savings, credit and enterprise development
- ▶ Promotional Graduation with CCTs of \$12 for 9 months, IGA training, cash grant of \$188 and savings group participation
- ▶ Linkages between producer groups and input or output markets
- ▶ Climate-smart demonstration plots hosted by lead farmers



14,000 graduation participants



27,000 producer group members



150 lead farmers



14,000 savings group members

## Disaster Risk Reduction (DRR)



**Objective:** Strengthened disaster preparedness and response of communities, government institutions and private organizations.

### Key Interventions:

- ▶ Training for youth volunteers on disaster preparedness, Community Risk Assessments (CRA) and Risk Reduction Action Plans (RRAP)
- ▶ Linkages with VDCs and union/Subdistrict Disaster Management Committees (DMCs), development of Comprehensive Disaster Management Action Plans (CDMAP), implementation of household preparedness plans
- ▶ Provision for technical and acceleration grant support to UDMCs
- ▶ Evidence-based advocacy at the central level



Community mobilization



2,000 youth volunteers



404 Disaster Management committees

## Good Governance and Social Accountability



11,400 VDC members



40,000 CVA participants



46 child protection committees

**Objective:** Increased capacity of local governance structures and improved responsiveness of public and private service providers.

### Key Interventions:

- Strengthening VDCs through Citizen Voice and Action (CVA) approach
- Capacity building of local government structures Union Parishads and Union Parishad Standing Committees
- Policy interface with the Ministry of Local Government, Rural Development and Cooperatives, the Ministry of Disaster Management and Relief and the Ministry of Women and Children Affairs (MoWCA)

## Gender

**Objective:** Increased practice of gender equitable norms.

### Key Interventions:

- Media awareness campaigns and strengthening of Child Protection Committees (CPCs) to reduce child marriage and adolescent pregnancy
- Engagement of influential groups to reflect on gender norms
- Male engagement on changing attitudes and reducing violence against women
- Life skills training on public speaking, negotiating and decision making



15,520 Male Engagement participants



2,800 youth leadership participants



46 CPCs

## CROSS-CUTTING INTERVENTIONS

### Research and Learning

Nobo Jatra undertakes various research studies, learning activities within the CLA framework, to adapt, strengthen and innovate interventions based on the realities of the local landscape. The findings of the research are leveraged to inform project strategies and interventions and they are disseminated through local and national events.

### Monitoring and Evaluation

Nobo Jatra has a robust monitoring and evaluation process which enables real time data collection and entry using a state-of-the-art system. Concrete directives and lessons learnt are derived from the monitoring data analyses making project implementation more effective and sustainable.

### Policy, Advocacy and Strategic Partnerships

Nobo Jatra aims to improve and influence policy, regulation and governance by working in partnership with all levels of government, academia, community-based institutions, non-government organizations and service providers. This strategy relies on building partnerships and leveraging resources in the Feed the Future zone of influence and beyond. Through advocacy efforts and investments, Nobo Jatra also seeks innovative solutions to policy challenges and strives to foster the political will to help solve them.

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