



NOBO JATRA

Nobo Jatra (New Beginning in Bangla), a five-year USAID Food for Peace Title II Development Food Assistance Program, aims to improve gender-equitable food security, nutrition and resilience of vulnerable people in the Khulna and Satkhira districts in Bangladesh. Winrock supports the project's second purpose by increasing the diversification of livelihoods and increasing the production of safe, diverse, nutritious and high-value foods through entrepreneurial literacy, agriculture and alternative livelihoods. The project emphasizes approaches with potential for high involvement and low barriers to entry for women and youth.

Nobo Jatra is being implemented by World Vision Bangladesh, World Food Program and Winrock International.

PROJECT GOAL/OBJECTIVES

Winrock's activities contribute to Purpose Two under the larger Nobo Jatra project. Purpose Two aims to increase equitable access to income and nutritious food for both males and females. Key interventions include:

- providing Entrepreneurial Literacy Training to 140,000 participants in the graduation initiative;
- identifying and selecting market-based alternative livelihood opportunities by strengthening linkages with private sector for 45,000 vulnerable people (55 percent of whom will be women); and
- facilitating training in Natural Resource Management, agricultural production and farm management skills.

ACTIVITIES

Purpose Two encompasses two sub-purposes. Various activities will be conducted to achieve each purpose.

Purpose 2.1: Increased diversification of livelihoods

- Activity 1 - Facilitate access to Entrepreneurial Literacy Training

- Activity 2 - Facilitate graduation program for the extremely poor
- Activity 3 - Facilitate training in technical skills required for alternative livelihoods
- Activity 4 - Strengthen linkages to private sector to identify and select market-based livelihoods opportunities

Purpose 2.2: Increased production of safe, diverse, nutritious and high-value foods

- Activity 1- Facilitate training in Natural Resource Management, agricultural production and farm management skills
- Activity 2 - Establish climate-smart demonstration plots
- Activity 3 - Strengthen farmers’ capacity to build scale and gain access to markets
- Activity 4 - Build capacity of Local Service Providers to provide sustainable access to inputs and extension

FAST FACTS

DONOR: USAID

TIMEFRAME: SEPTEMBER 2015-
SEPTEMBER 2020

FUNDING LEVEL: \$73 MILLION

LOCATION: BANGLADESH

TARGET BENEFICIARIES: OVER 850,000
DIRECT PROJECT PARTICIPANTS AND
200,000 HOUSEHOLDS IN THE
SOUTHWESTERN PART OF THE KHULNA
DIVISION

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RESULTS TO DATE

Interventions across all project components are currently in full swing at the field level. Some project impacts include:

- Established 353 nutrition sensitive demonstration plots/ponds, 20 of which were led by males and 333 led by females.
- Held 7,994 Alternative Income Generating Activity trainings, in which 96 percent of trainees were women.
- Instigated 110 sharing sessions facilitated by lead farmers, with 282 male and 2,446 female participants.
- Directly impacted a total of 10,490 rural households with Nobo Jatra interventions.

Nobo Jatra’s agriculture and livelihoods component is strongly focused on integrating gender across all its interventions. Women’s participation is consistently ensured by maintaining 60 percent female enrollment rates in beneficiary selection. 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.