

The End-of-Year Issue for all staff at CARE Bangladesh



What is in the December edition?

1. Gates Foundation visit to SDVC

SDVC staff highlight the successes of the project and receive feedback from representatives from the *Bill and Melinda Gates Foundation*

2. CARE-B and CIUK collaborate on PSE

Highlighting Inclusive Business practices

3. Learning items

What is our link to Coady and where are we going on community-led savings and microfinance?

4. CARE-B in the media



ITSPLEY: Power of Sports for Social Change, Justice and Empowerment

Engaging men and boys for women's empowerment

Imtiaz will be leading a 30 minutes Informal learning Session in late December at CBHQ

ITSPLEY was an innovation for engaging youth for gender justice through sports for social change, linking youth groups and their sports teams to a broader movement for learning and knowledge exchange through on-line platforms. CARE CEO, Helene Gayle with Joyce Adolwa, Acting Head of Girls' & Women's Empowerment and Leadership recently delivered a presentation featuring a video clip produced by ITSPLEY Bangladesh.

I hope to share more of the lessons learnt from ITSPLEY at the Informal Learning Session in December.

Imtiaz Islam

Men and Boy's Engagement Advisor

The full video can be seen at:

<http://www.youtube.com/watch?v=P01D369ENZQ>





GATES Foundation visit to SDVC

SDVC recently hosted a visit from the *Bill and Melinda Gates Foundation*. Overall they were very happy with the solid results of SDVC on the ground.

Issues that were raised for the future included how we can better scale up the successful elements of what we are doing. We are also working to see how we can address other issues that affect the lives of our beneficiaries within the new phase of the project.

After the trip the Foundation are far more upbeat about dairy prospects in Bangladesh than they have been in the past. They have seen the results firsthand and met with many key stakeholders.

CARE-B want to understand how the best practices of the value chain model can connect with the extreme rural poor Impact group and what we should include and change during the Phase II development.

The project is looking at ways that it can incorporate other CARE models to broaden its focus and have a more holistic and sustainable approach.

We will also use lessons learnt from SDVC I in designing future interventions to help us achieve the impact visions expressed in our program approach.

Issues to be discussed are future potential operating areas to allow

greater cooperation across the program in addition to looking at options for microfinance for households to purchase cows.

As the Foundation is in the process of deciding whether to fund Phase II this is a critical time for us to start thinking about how we build on our successes but also about the impact we want to make going into the future.

We will keep you posted of developments between SDVC and the *Gates Foundation*.



CARE-B and CIUK promote Inclusive Business practices

CARE Bangladesh in conjunction with CARE International UK have produced an advocacy film featured on the *Business Fights Poverty* website which links business and development. The video highlights the work of WHEEL and promotes our model for Inclusive Business Practice.

To view the video go to:

<http://www.businessfightspoverty.org/profiles/blogs/do-you-know-where-your-clothes-come-from>



DO YOU KNOW WHERE YOUR TROUSERS COME FROM?

Strategic Partnership: Coady and CARE

CARE-B has recently signed a Memorandum of Understanding with Canadian based *Coady International Insitute* that promotes community self-reliance and community based development. The overall purpose of the MoU will be for Coady and CARE Bangladesh to develop a deeper and more strategic partnership to implement and analyze community based microfinance approaches - experiences, lessons, opportunities and challenges, from several communities across Bangladesh will be shared, especially from the point of view of the specific population groups that CARE Bangladesh works with.

This will also enhance CARE Bangladesh's work on microfinance programming as well as strengthening Coady's educational material by utilizing CARE's experience in this field.

A major criticism of micro-credit activity is that it has failed to reach the poorest and has also contributed to many poorer households falling into the trap of "unsustainable indebtedness".

This will mean that we have to create a model that suits the local context. Whatever CARE decides to adopt as a key approach to savings and microfinance, it will be built on the following core principles:

1. Governance, Management and Ownership
2. Microfinance Operations, Products and Services
3. Networks and Linkages

The collaboration between Coady and CARE provides quite a rare opportunity for sharing learning more systematically and analytically about the role and implications of community-based, savings-led approaches in extreme poor regions of Bangladesh; and what role such models play in servicing financial and social needs.

A 30 Minutes learning session will be conducted in late January to:

- Highlight the strategic implications and importance for future CARE programming
- Understand and explore microfinance for the extreme poor
- Introduce the resource team





Discussions at Regional Advocacy Workshop

CARE-Bangladesh SETU, in conjunction with Shiree organized a 'Regional Advocacy Workshop' entitled 'Working Together to Address Extreme Poverty: UP Budget Allocation and Accessing Land' in Rangpur on 22 November 2011. Attending the workshop was Mr. Jasim Uddin Ahmed, Divisional Commissioner, Rangpur, in addition to Alex Maclean, Assistant Country Director of CARE, and Mr. Tareq Salauddin, Communications Manager, Shiree.

Additional District Commissioners (ADC-General) of 4 districts, district senior officials of Agriculture, Livestock and Fisheries and around 18 Upazilla Nirbahi Officers of respective working unions of CARE-SETU and Practical Action-Bangladesh made the workshop more fruitful. They were joined by regional development practitioners, Shiree officials and their scale/innovation partners in addition to Union Parishad Chairmen of SETU working areas.

The workshop was moderated by Anowarul Hoq, Impact Director, Extreme Rural Poverty Program.

A number of important advocacy issues were raised in the open discussion including the need for law and court support to be provided to ensure khas-land distribution and the potential for replication of CARE and Practical Action models in other parts of the country. The need for more collaboration between government and development partners was highlighted and the idea of having Regional Forum was discussed as a way of all groups operating to promote synergy and reduce overlap.

A discussion around the importance of the fisheries sector occurred which highlighted the need for more group based (co-operative approach) fisheries culture and for the government to initiate more projects in line with this approach.

The CARE Governance Model used by SETU was highlighted by Md.

Saidur Rahman Sarker, Chairman, Botlagari, promoting our pro-poor and inclusive governance model.

CARE-SETU staff member Saifuddin Ahmed made a presentation entitled 'Pro-poor Inclusive Governance: CARE's Experience of Transforming Local Government'. Major areas of this presentation included:

- Political empowerment: facilitating participatory governance in SETU
- promoting dialogue through participatory spaces
- participatory budgeting, local government budget allocation for Extreme Poor

Such forums are an important way that CARE-B can share our approaches with not only other development actors but also with government officials at various levels. We will bring you more news on our advocacy initiatives with Shiree.

CARE-B in the Media



- NCVI:** Indigo cultivation stages a comeback in Rangpur”, *The Financial Express*, 27/11/11
http://www.thefinancialexpress-bd.com/more.php?news_id=157338&date=2011-11-27
- “True Blue”, Cover Story of Life Style Magazine of *The Daily Star*, 6/11/11
<http://www.thedailystar.net/lifestyle/2011/12/01/centre.htm>
- SETU:** “Coordinated efforts stressed for eradicating poverty”, *The News Today*
http://www.newstoday.com.bd/index.php?option=details&news_id=45516&date=
- RSP:** “Bangladesh: Working women face violence and discrimination”, *The Guardian*, 21/11/11
<http://www.guardian.co.uk/journalismcompetition/bangladesh-working-women-face-violence?newsfeed=true>
- “The 'Avon ladies' of Bangladesh”, *The Guardian*, 21/11/11
<http://www.guardian.co.uk/journalismcompetition/bangladesh-avon-ladies?newsfeed=true>
- SDVC:** “Bangladesh: 'If a woman is financially empowered, she is independent'”, *The Guardian*, 21/11/11
<http://www.guardian.co.uk/journalismcompetition/bangladesh-women-financially-empowered?newsfeed=true>

COVAW featured in donor blog

COVAW was featured in the USAID IMPACT Blog by Misrak Brhane from the Office of Gender Equality and Women's Empowerment. She recounted her visit to project sites and remarked: “The moral imperative to end violence against women certainly can't be understated, but for many policy makers, having data that ties this issue to the status of their nation's economy helps them to make the case and justify the allocation of resources to combat it.” To read more go to:

<http://blog.usaid.gov/2011/11/the-economic-effects-of-abuse-against-women/#more-9286>



In the upcoming January edition:

It's over to you! Interested in sharing your latest news, photos or ideas or want more information about a topic seen in *Action and Reflection*? Contact Soman: moodley@bd.care.org or Mansur: mansur@bd.care.org