



SHOUHARDO II NEWS

Strengthening Household Ability to Respond to Development Opportunities II

A Quarterly Newsletter

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Message from Chief of Party

To enhance the work of the SHOUHARDO II Program, the staff identified a need to set up a formal framework to guide the effective capturing of knowledge, sharing of insights and utilization of key learning. This edition of the newsletter summarizes the key aspects of our strategy and provides an update on selected activities.

Like previous all editions, once again we sincerely acknowledge the generous support of our communities, partners and field offices in preparing the contents of this newsletter. I hope this issue will provide an idea of SHOUHARDO II learning and knowledge management, including a few ongoing activities.

Best regards,
Marc Nosbach

Introduction to Knowledge Management in SHOUHARDO II Program

Empowering people and communities is central to the SHOUHARDO II approach. The program believes that empowerment is the driving force in people-centered development, and sees knowledge and learning as the key stepping stone within the empowerment process. As such, Knowledge Management and Learning is at the heart of all the activities SHOUHARDO II Program does.

In the current phase of the SHOUHARDO Program, the staff had the opportunity to further refine the approaches, based on the learning and knowledge acquired during the previous phase of SHOUHARDO. The Program continues to deepen its awareness of what practices work, to explore new and innovative ways to apply this awareness, and where appropriate undertake research on the effectiveness of an approach in a given context.

An integral component of the SHOUHARDO II Program has been the generation and capturing of knowledge and lessons learnt. This information and knowledge collected from the field has been used by key program staff members to design implementation approaches and has been shared through newsletters, discussion forums and the SHOUHARDO II website.



In March 2013 a mid-term review of the SHOUHARDO II Program was undertaken which highlighted the need to create a more formal Knowledge Management Framework to capture, disseminate and utilize the knowledge generated in the project to influence the program design. To address this recommendation, the SHOUHARDO II Management Team developed a comprehensive Knowledge Management Strategy that aligns with the SHOUHARDO II implementation model and works to both collect explicit knowledge and leverage the rich tacit knowledge of staff, volunteers and community members. In doing this, program staff and partners are able to take a systematic approach to Knowledge Management and leverage the knowledge generated to help the program affectively achieve its overall goal of **“Transforming the lives of 370,000 poor and extreme poor households in 11 of the poorest and marginalized districts in Bangladesh by reducing their vulnerability to food insecurity”**.

The strategy is designed to formalize the collection, dissemination and use of knowledge from the Program. The information and knowledge generation helps to highlight the impact of the SHOUHARDO II Program on its target populations. This knowledge is being used to amend the program delivery approach as needed to ensure the SHOUHARDO II Program continues to deliver quality programming at scale.

The development of the SHOUHARDO II Strategy has drawn on the global Knowledge Management Strategies developed both by CARE and United States Agency for International Development (USAID). The content of this document is also guided by the

comprehensive findings within the mid-term review of the SHOUHARDO II Program that has raised the necessity of an internal knowledge management strategy.

Knowledge Management within the SHOUHARDO II Program encompasses many areas, including information, knowledge, tools and culture. It strives to:

- Build a sound, robust and secure evidence-base of information **(Our information)**
- Develop and preserve SHOUHRDO II 's experience and expertise **(Our knowledge)**
- Help program staff and communities to apply information and knowledge in their daily work **(Our tools)**
- Build an environment where taking time to network, share, reflect and learn is encouraged and valued with strong leadership from all levels **(Our culture)**.

“Knowledge is information that changes something or somebody - either by becoming grounds for actions, or by making an individual (or an institution) capable of different or more effective actions.”

“Knowledge Management refers to the critical issues of organizational adaptation, survival and competence against discontinuous environmental change. Essentially it embodies organizational processes that seek synergistic combination of data and information technologies, and the creative and innovative capacity of human beings.”

Knowledge Management Focus Areas in SHOUHARDO II Program

As part of the formalization of the Knowledge Management process in SHOUHARDO II, staff and partners identified a number of learning areas. These learning areas were identified through a number of sources, including the project proposal, recommendations from the mid-term review and consultation with staff and partners. The following eight learning areas were identified:

1. Barriers to breastfeeding
2. Impact of homestead gardening on improving livelihoods and/or enhancing nutrition
3. Benefits of multilayer vegetable gardening for household livelihoods
4. Barriers to women's empowerment within the SHOUHARDO II Program catchment areas
5. Innovative climate change adaption interventions

6. Cost effectiveness of the PM2A vs. MCHN¹ approaches to preventing childhood malnutrition
7. Effective ways to access *khasland* for poor and extreme poor groups
8. Innovative ways of reducing violence against women.

Knowledge Management Practices within SHOUHARDO II Program

Within the SHOUHARDO II team, the Knowledge Management Unit use a number of tools to capture and organize explicit knowledge gained from this large food security program. These are:

Case Studies / Human Interest Stories: Case studies are frequently collected within the SHOUHARDO II Program to capture the tangible impact of key program interventions on program beneficiaries.



¹MCHN-Maternal Child Health and Nutrition (nutrition support only for poor and extreme poor pregnant and lactating women) and PM2A- Preventing Malnutrition in Children Under 2 Approach (nutrition support for PEP and non-PEP pregnant and lactating women).

USAID Knowledge Management Framework

The SHOUHARDO II program is implemented with funding from USAID. In preparing for the development of this Knowledge Management Strategy, SHOUHARDO II staff reviewed the USAID Knowledge Management Framework to ensure alignment. SHOUHARDO II Strategy has shared vision with the USAID's framework. Specifically, both documents emphasize the importance of having a comprehensive knowledge management approach that covers the generation, capturing, sharing, and application of information and knowledge.



Impact Studies: Impact studies are designed to focus on specific areas of learning (as reference note 8 learning areas on page 3). These studies take an in-depth approach to look at a particular theme or issue. SHOUHARDO II Management facilitates organizational learning, allowing the program to review successes and failures and sharing learning to improve performance and influence others through advocacy. At this stage, SHOUHARDO II has completed the following studies:

- 1) Review & Documentation of Women's Empowerment Strategy
- 2) Review & Documentation of SHOUHARDO II Behavior Change Communication Strategy, Including Recommendations for Modification
- 3) Documentation of Lessons Learned from SHOUHARDO II Targeting (Selecting Unions, Villages and Beneficiaries)
- 4) Documentation of Quick-win Initiatives

Pending documentations include:

- 5) PM2A and MCHN Approaches
- 6) Governance Interventions - Poor and Extreme Poor's & Women's Participation in Local Governance Structures
- 7) Effectiveness of Disaster Risk Reduction and Climate Change Adaptation Interventions
- 8) Experience of Village Development Committee (VDC)
- 9) Best Practice Documentation of SHOUHARDO II

Program Evaluation: SHOUHARDO II has a three-stage program evaluation approach composed of a baseline survey, a mid-term review and a final evaluation. The baseline was conducted in November 2010, followed by the mid-term review in November 2012. The final evaluation is scheduled for November 2014.

Making Documentary Films: Within the SHOUHARDO II Program, a video documentation process has been initiated. The documentary films portray the strategic objectives of the SHOUHARDO II Program and also documents the whole program cycle. They capture the stories that illustrate the most significant changes in the process of the implementation of SHOUHARDO II program.



Newsletter: SHOUHARDO II regularly produces a quarterly newsletter in printed and electronic versions, which is delivered among SHOUHARDO II Program staff, other CARE staff, partner-NGOs, beneficiaries, Government of Bangladesh officials, donors, and relevant NGOs & International-NGOs.

Website: SHOUHARDO II maintains an external website (www.carebangladesh.org/shouhardoii), which stores and disseminates information (including those mentioned above), while CARE Bangladesh staff have access to a shared network drive (I-Drive), which stores and categorizes existing program information.

EKATA Convention in SHOUHARDO II Program



In each region under SHOUHARDO II Program, conventions of EKATA (Empowerment, Knowledge and Transformative Action) members are taking place as a platform for learning, sharing and interaction among all the members of these groups. So far this convention has taken place in two program implementing areas: Rangpur and Mymensingh. Objectives of the conventions were to introduce EKATA members to each other and share their successes, experiences and learning, identify their problems and challenges they have faced and find solutions, along with making successful communication with the government departments and non-government organizations to establish useful linkages. The convention was attended by distinguished guests from government, non-government organizations and other sectors. The marked successes and achievements of the EKATA groups were highlighted, along with the necessity of educating and awareness-raising with both men and women. Group discussion, interactive discussion, making declarations and other activities took place. Sirajganj Region has scheduled EKATA convention for 2-3 April 2014 and Cox's Bazar Region also has planned to do the same in the next quarter.

Honorable Member of Bangladesh National Parliament visits SHOUHARDO II Program

Engineer Muajjam Hossain Ratan, Honorable Member of Bangladesh National Parliament, inaugurated Badshagonj High School maintenance scheme at a scheme site on 17 February 2014. During his visit, the Officer in Charge of Dharmapasha Police Station, the School Management Committee, Village

Development Committee and Labor Contacting Society members of Badshagonj Village were present, as well as representatives from partner NGO-Sabalambay Unnayan Samity (SUS) and CARE.

After the inauguration of the scheme, a short meeting was held with the School Management Committee of Badshagonj High School. In the meeting the Honorable Member of Parliament gave thanks to the SHOUHARDO II Program for initiating these types of development activities.

Some activities organized by Knowledge Management Unit of SHOUHARDO II



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1. Press Conference on "Multifold Approach to Ensure Food Security in Bangladesh: A SHOUHARDO Model"
2. Photo exhibition on SHOUHARDO II Program activities
3. Knowledge Management team member is collecting information from the Village Development Committee members
4. A roundtable dialogue session on "Accessibility of Poor and Extreme Poor people to Khasland: Existing Constraints and Way Forward"
5. SHOUHARDO II participation in "Gender and Development Fair" at Rangpur.



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