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LRSP 2007-11 Superseded By Long Term Programming Framework

In 2006-7, the Long Run Strategic Plan was developed to leverage more fairness and opportunity in the complex systems and processes that determine what poor and marginalized community, esp. the women, can achieve in life, through engagement with a wide range of social, economic and political processes led by actors and institutions at multiple levels.

Development work has changed rapidly in Bangladesh and opportunities are also merging for new ways of collaborating to increasing our impact over the last decades. Under LRSP 2007-11, we have made bold changes in our objectives, partners, operating model and fundraising strategies to cope up with this transition.

Since the development of the LRSP (2007-11), CARE Bangladesh has furthered its understanding of, and approach to achieving its Mission. This LRSP articulated a program goal for a five-year period. Building on learning from our work over the past few years CARE Bangladesh had realized the need for a longer-term horizon and commitment to ensure that the change is sustainable and that it impacts upon the lives of poorest and most marginalized populations and therefore the long term programming thinking emerges, which

articulates 10-15 years programme goals. This long term programming framework has strong alignment of CARE (CI) 2020 vision as well. CARE Bangladesh is now able to better articulate what needs to be done in addressing underlying causes of poverty and marginalization in Bangladesh and what needs to change in order to achieve our mission and have the lasting impact we seek. To that end, the types of systemic changes¹ referred to under the LRSP 2007-11 (five-year program goal) remain highly relevant. The original LRSP schematic has been updated to include our long-term program impact statements as a key vehicle for achieving our mission and vision. It is important to note that while our time-horizon is longer and our analysis deeper, we will still continue to implement shorter-term projects that achieve tangible outputs and results. The difference is that these projects will be woven together and relate to each other in more meaningful ways to create synergy and greater impacts.

What has also become clearer in CARE Bangladesh and CARE globally is that the commitment to addressing underlying causes of poverty and marginalization with its greater

¹ domestic violence, seasonal hunger, land/ water rights, public services, market access, dignified employment

attention to structural and systemic change will be more challenging and will require a longer time horizon than we have planned in the past. This was endorsed by findings from our Strategic Impact Inquiry on Women's Empowerment that was conducted in 2005 and 2006.

It is well established in the organization's experience that achieving greater impact means working in partnership with other actors and institutions. This intent will remain strong in CARE's future directions in long term programming efforts and will establish the foundation in the next few years for making the critical organizational changes required for generating and using our knowledge to have greater, more sustainable impact on the lives of poor, especially women and most marginalized people.

CARE Bangladesh had facilitated a programme approaches documentation process in 2010-11 periods to review CARE-B long term programming efforts, a number of colleagues and regional staff had the opportunity to interact and comment on the long term programming efforts - impact statements and felt that it provides us with the clarity in achieving program goals (10-15 years) and which will eventually help achieving our vision and mission.

The feedback and suggestions gives us confidence that we are on a promising path to achieving lasting impact and will continue working around the long term programming frameworks-impact statements.



Giving females more social opportunities has been a key focus of LRSP 2007-11

Climate Change: CARE Bangladesh Programming Priorities from FY'13 Onwards



Clean, drinkable water shortage is one of the gravest results of Climate Change

CARE Bangladesh has developed its climate change strategy with the overarching goal to contribute to address poverty in more sustainable ways. Promotion of community-based adaptation is one of the strategic focus areas for increasing the capacity of people—particularly the most vulnerable groups—to adapt to climate change. The strategy will also strive to combat poor governance, gender inequality, and inequitable access to resources and services to address the underlying causes of vulnerability.

CARE Bangladesh has also undertaken a study in the northwest Bangladesh to understand the relationship between changing rainfall

variability and shifting seasons, rural livelihoods, food security, social inequalities and different forms of human mobility. In addition, a macro poverty and vulnerability assessment has been undertaken in the southwest Bangladesh to understand how climate change is impacting on the eco-system and peoples' livelihoods. Two other studies are underway that largely focuses on gaining understanding of the weather and climatic vulnerabilities related to agricultural productivity, food security, access to water, social and physical vulnerabilities that is impacting and going to impact the overall poverty scenario in Bangladesh.

In between September- October 2012, analysis and consultation will be undertaken in CARE Bangladesh' targeted geographies, i.e. the northwest, southwest, northeast parts and growing urban cities to develop the followings:

- A framework of understanding how climate change deepens poverty and social inequality
- A scenario how climate change is degrading the eco-system and undermining basic livelihoods particularly of the poor and marginalized

- An analysis on how climate change impacting on food security and human mobility.

Alongside the above mentioned, CARE Bangladesh is now implementing a process-oriented approach to develop impact statement and pathway programming for climate change.

The future focus is to address the emerging challenges and support developing resilient livelihoods of the poor and most marginalized men and women living in climate and weather-related hazardous areas.

Promoting Women and Girls' Empowerment: CARE Bangladesh Strategic Engagements in Education Sector

CARE Bangladesh has reaffirmed its commitment to the most marginalized for their empowerment by agreeing to work towards addressing underlying causes of poverty and marginalization. Therefore, a "Theory of Change" is articulated to support our work for fundamental and lasting change and to realize the **visions for women's empowerment.**

With a view to support long term programming approaches and to strengthen educational intervention (technical excellence), CARE

Bangladesh has recently facilitated a process to review its existing education interventions and clearly articulate CO strategic engagement with

the education sector, enabling us to focus efforts and investments in this area. The strategy development process which included: review of internal and external policy, program and strategy documents, and interactions with external stakeholders as the CARE Bangladesh team members. The proposed strategy is a consolidation of the points that have emerged from the discussions with the CARE Bangladesh team and selected external colleagues.

The proposed strategy aligns the frameworks of **CARE BD Women's Empowerment programme** and CARE USA Power Within and intends to work towards a strategic engagement with the

key actors in the education sector in the following focus areas. These focus areas have been identified on basis of the niche CARE Bangladesh has created through its programming experiences over the past years and also supporting the long term programming approaches.

Focus Area 1: Empowering literacy and life skill learning opportunities available to older adolescent girls to (15-18 years of age) and adult women (19 -45 years of age)

Focus Area 2: Literacy, Life and Livelihood skill development opportunities available to older adolescent girls and adult women.

Focus Area 3: Young girls (10-14 years of age) develop leadership skills through life skill curriculum and diverse learning opportunities.

Focus Area 4: Promoting and Supporting Completion of Primary Education by girls.

CARE BD strongly believes that the proposed focus areas would strategically contribute to our continued efforts to empowering the poorest and most marginalized populations in Bangladesh, for women and girls in particular.

Through effective Evaluation and Dissemination, Review and Evolution, Advocacy and Influencing, CARE Bangladesh work would contribute in consolidating and redefining approaches in the field of education in Bangladesh, particularly the development of new knowledge and learning in education work that would contribute to policy and programmatic change in the sector.

If you are interested to know more about this work or get a copy of the strategy paper please contact: Reza Mahmud Al Huda (reza@bd.care.org), Team leader, education, CARE Bangladesh.



Empowering literacy and life skill learning opportunities available to older adolescent girls is one of CARE BD's

CARE Launches HIF Early Warning System

In Cox's Bazar

Recently, CARE Bangladesh, in partnership with Airtel Bangladesh and City Cell, have launched a General Packet Radio Service (GPRS), digital early warning system (DEWS), to help saving the lives and livelihoods of fishing communities in Cox's Bazar, Bangladesh. The project targets CARE has partnered with Campaign for

Sustainable Rural Livelihood/Oxfam (CSRL/Oxfam) and Centre for Global Change (CGC) in Cox's Bazar to implement out this initiative. The project will complement the CARE BD's SHOUHARDO-II project, the largest food security program in the target area



300 boats and approximately 3,000 fishermen residing in 24 communities of Cox's Bazar will benefit from education and training on DRR and EWS.

This project is funded by Humanitarian Innovation Fund (HIF) - a global grant-making funding partnership. It supports organisations working in developing countries and regions facing humanitarian challenges, to develop, test and share new technologies, products and processes that will make humanitarian aid more effective and cost-efficient in the future. Cox' Bazaar's fishing community is a perfect match for this 150,000 Pound, due to its vulnerability

to weather and disadvantage from limited or obsolete resources.

Stormy and rough weather conditions in the Bay of Bengal frequently results in loss of lives of fishermen; damage to property, and high dependency on humanitarian response among coastal communities in Cox's Bazar. There is an existing early warning system (EWS) but it so weak that it fails to provide reliable and timely life-saving information. Neither are the vessels

equipped with digital trackers, so as to allow coastguards to reach location of capsized and carry out rescues on time. Fairly frequently, this weak community capacity resulted in a reactive, rather than proactive, approach to disaster management.

The project addresses the need for sufficient lead time on warnings of rough sea conditions through satellite-based weather signals to fishermen, prior to travel and on the sea. This will enable fishermen to make sound decisions for their journeys from and back to shore.

The digital tracking of fishing vessels, also allows for more efficient and precise rescue missions in the event of capsizing. By providing timely and reliable early warning information, loss of lives and damage to property, and thus the need for humanitarian response, is reduced.

Additionally, CARE plans to disseminate learning through Monitoring & Evaluation workshops and will conduct evidence-based advocacy to raise

awareness at amongst fishing communities, local government and the private enterprises.

Community capacity in early warning and DRR thereby, will be strengthened through training and adoption of this system, thereby promoting a proactive rather than reactive approach to disaster.

The project aims to strengthen target communities' resilience and capacity to reduce the risk related to rough weather conditions.

It will also help to document and disseminate learning and best practices to promote community-based EWS, especially when backed by regional Disaster Management Bureau (DMB), Bangladesh Weather and Meteorological Department (WMD) and local Boat Owners' Associations. Thus, it could be transferred to local and national institutions for scale-up.

For more information: please contact Abdul Wahed at wahed@bd.care.org

Artificial Insemination Foundation Training by SDVC

Responding to emergencies is an essential part Dairy Cattle Farming in Bangladesh is generally characterized by lower growth rate, smaller size, late sexual maturity, poor production, and prone to parasitic attack. With these challenges, Strengthening The Dairy Value Chain project is playing a key role in implementing and improving Artificial Insemination (AI) services

with a view to develop traditional approach of dairy cattle development in rural Bangladesh.

SDVC recently organized foundation training on Artificial Insemination jointly with Community Dairy Veterinary Foundation (CDVF) and Bangladesh Agricultural University (BAU). This 45 days training was participated by 32 potential AI technicians including 5 female. This was atypical as these women were the very first

female Artificial Inseminator in the history of Bangladesh. This also highlights the hidden potential of the rural women, who took the courage to come forward and get involve in such challenging profession.

Bangladesh Agricultural University facilitated the training, instituting confidence in the trainees to explore the opportunity to intervene in this potential sector. The closing ceremony, dated on August 1, 2012, was attended by Professor Dr. Muhammad Rafiqul Haq-Vice Chancellor BAU, Professor Jalal Uddin Ahmed, Dean, Veterinary faculty, BAU and Muhammad Nurul Amin Siddiquee, Team Leader, SDVC project and Professor Dr. Muhammad Shamsuddin, CDVF.

In the closing ceremony, Rina Begum (women AI technician) said "We feel proud that we are the first women -AI technicians in Bangladesh." She thanked CARE for giving them such opportunity to explore their potential. Learning from their example, SDVC team hopes that other women in rural Bangladesh would come forward to uptake such kind of profession and make progression in the industry. Till date, 52 AI technicians has been trained by SDVC, with 9136 producers received AI services from and 6279 calf born. Improvements have also been made in the current AI supply chain and to AI technicians' skills.

The news of this event was broadcasted in the Channel I on 1st August evening.



Snapshots from the Closing Ceremony & Training

Habibur's Coriander: A Flavorful Case Of How Side Crops Add To Farmers' Profit



Habib & his wife at the
cornfields

Habibur is an extremely poor farmer from Khanpur village under Sarisha union of Mymensing district. He has a wife and three children.

Habibur does not own any cultivable land. He supports his family by doing crop sharing and day labour. He maintained his family five months of the year by the crops he produced from crop sharing- rest of the months he had to depend on day labour. Though circumstances demanded that he had to do day labour, he has a strong passion for agriculture.

When the SHOUHARDO II Program started, he was included in the agricultural section. Afterwards he took part in 2-day training and

received input support. Since then, Habibur has cultivated an improved variety of rice in his 30 decimal of lands by using what he learned from SHOUHARDO II Training. When CISA was interested in assisting the farmers with corn cultivation, Habibur's name came first. Habibur then borrowed his father's 20 decimal of lands for corn cultivation.

Field Facilitator also encouraged Habibur to cultivate coriander leaf as a side crop in the same corn field. He agreed and invested about 3000 BDT in purchasing seed and fertilizer for coriander cultivation. All other farmers from his community were inquisitive as well as anxious about the result of coriander cultivation and

how much he would benefit from it. But as soon as the field became covered with green coriander leaves, everyone's curiosity was satiated. Wholesalers visited Habibur to buy his coriander leaves but they offered him only 15000 BDT for entire production.

Habibur was not interested in selling coriander leaf to the wholesaler. Rather he decided to sell

by himself for maximum profit. Later he discussed his plan with FF. According to his suggestions Habibur rented a mini truck and went to Gazipur market. He verified the market price in Gazipur and has sold coriander leaf for 2400 BDT at the local market already. Now, Habibur is hopeful of earning more than 15000 BDT by selling the rest of the coriander leaves from his land.

SWITCH-Asia: Promoting Sustainable Consumption and Production of Jute in Bangladesh

CARE BD will soon sign a project titled 'Promoting Sustainable Consumption and Production of Jute Diversified Products' by the European Union, in collaboration with UTTARAN, Sheba, Debi Chowdhurani and Eco Social Development Organization, with CARE France as the CI representative. This is a 42 months project, worth EUR 2,000,000, will be functioning in 4 districts and 40 sub-districts in Khulna and Rangpur divisions (south-west and north-west).

This is a very innovative project that has planned for a multi-dimensional impact on economic prosperity and environment of the country, specifically to strengthen the exports competitiveness of Bangladesh through promotion of environment friendly jute diversified products. The overall objective of the project is to contribute to pro-poor economic

growth through social business promotion with an emphasis on sustainable agriculture sector growth and poverty reduction in Bangladesh.

The project plans to help approximately 60,000 farmers engaged in jute cultivation; 4 million people engaged in the ancillary jute subsector in Bangladesh and thousands of consumers of jute diversified products in Asia and Europe.

It will also support value chain based market engagement strategy planned to improve productivity and income of the poor and marginalized farmers and workers engaged in the jute value chain, alongside 20 small entrepreneurs and 3 jute mills engaged in the production and marketing of jute diversified products.

Public-private partnership and engagement is also being planned to promote participation of

the rural poor people and women in the jute value chain in order to boost production, employment and income by involving 3 national private sector intermediaries; Bangladesh Jute Research Institute (BJRI), Bangladesh Jute Mills Association (BJMA), Business Associations, Chamber of Commerce, Ministry of Commerce, Department of Agriculture.

Towards achieving the objectives the project will be:

1. Strengthening farmers' organization and production practices to promote eco-friendly production of high quality raw jute
2. Developing effective linkages within the jute value chain, bringing together business intermediaries, based on sustainable business models and a consortium of JDPs entrepreneurs to collectively address their

constraints in production and export of market-demand-driven JDPs

3. Influencing the environmental policy and consumption patterns that have the **potential to boost Bangladesh's growth in the jute sector.**

Consequently, the SWITCH Project plans to achieve eco-friendly and sustainable use of low cost green products is promoted through production and consumption of jute diversified products. It is also expecting that the sustainable consumption and production of jute diversified products will be strengthened through promotion of scaled use in Asia and Europe. Lastly, an enabling environment will be nurtured for sustainable business promotion of jute diversified products in Bangladesh and Asia.



Being the major playground of the long history of jute trade and having relatively finer fiber, Bangladesh always had advantage in raw jute trading. Still now Bangladesh is one of the largest exporters of raw jute in the world.

Opinion-Sharing Meeting on Inclusive Governance with Divisional Commissioner and DFID's Representatives

An Opinion sharing meeting on inclusive governance was held on 30th July 2012 Monday evening at RDRS Rangpur auditorium by Social and Economic Transformation of the Ultra-poor (SETU) Project for union parishad chairmen and executives of partner organizations of CARE Bangladesh. The agenda of this meeting was how to ensure inclusive governance at the local government bodies with enhanced participation of the common people for sustainable development.

The honorable Rangpur Divisional Commissioner (Additional Secretary) Mr. Jashim Uddin Ahmed and Ms Jups Kluyskens, Consultant from "Channel Research, representing of the UK-based Department for International Development (DFID) took part as the main discussants.

Additional Divisional Commissioner (General) Narayan Chandra Barma attended the meeting at RDRS auditorium as the guest of honor and Impact Director of the Extreme Rural Poverty Programme of CARE Bangladesh Anwarul Haq moderated there. Additionally, Executives of SKS Foundation, Eco-social Development Organization, South Asia Partnership Bangladesh, Ramnathpur Bohumukhi Nabayon Sangha, union parishad chairmen from different

districts and journalists also took part. The participants briefed the DFID Representative on the success achieved so far in establishing good governance, accountability and transparency at the union parishad bodies in the region with assistances of CARE Bangladesh. Botlagari union chairman of Nilphamari Saidur Rahman narrated the steps taken for ensuring enhanced people's participations in the process of good governance, policy making, budget formulation, its implementation and running activities of his union.

Jups Kluyskens shared her pleasant experience after visiting activities of Botlagari union parishad and tremendous success achieved there in ensuring good governance with the citizens' participations in the local government body. She mentioned that the success achieved by Botlagari union parishad with assistances of CARE Bangladesh can be replicated as a model of good governance and renaissance in people's empowerment and suggested other union parishad bodies to follow the footsteps. This she learnt when Ms Jups Kluyskens attended part a brief discussion meeting with the Union parishad body and Natural Leaders of Botlagari. In this meeting they talked about the

Participatory Inclusive Governance process of this union.

Ms Jups Kluyskens also took a short visit to talk with Mini Garments workers and UP information Centre's learners that are lies in the same ground. After completion of meeting with UP &

NLO bodies they move to visit NLO Seed Fund Initiative the Bumper Banana cultivation. She also visited NCVI at Rejendropur Rangpur and commented on NCVI's product as the 'Museum Product'.



Jups Kluyskens Visit to Botlagari & the Opinion-sharing meeting

In the Upcoming August 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?

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