



# SHOUHARDO II NEWS

Strengthening Household Ability to Respond to Development Opportunities II

A Quarterly Newsletter

● Volume 2

● Issue 1

● April 2013

## Message from CoP

I am delighted to welcome you to the 1st issue of 2nd volume of our newsletter.

Our theme this time is 'Income Generating Activities' (IGA) and we are providing an overview of the SHOUHARDO II IGA initiatives, which have been undertaken since the Program inception in June 2010. At the end of 2012, already 76,000 beneficiaries have participated in income generating groups in SHOUHARDO II. IGAs have contributed to raise the mean per-capita household monthly income of SHOUHARDO II target households by 47% (at the time of the Mid-term review). However, IGA programming dimensions go beyond purely financial indicators. IGAs also lead directly to women's empowerment by ensuring the participation of women into IGAs.

We sincerely acknowledge for generous supports from our communities, partners and field offices in preparing the contents of this newsletter.

I hope you will enjoy reading this issue of the newsletter.

Best regards,  
Marc Nosbach



## Income Generating Activities: A Vital Measure to Make Women Independent

CARE Bangladesh's SHOUHARDO II (which stands for Strengthening Household Ability to Respond to Development Opportunities) Program is working to address food availability through the promotion and extension of food crops, fisheries, livestock, and poultry. To enhance the availability of food, the Program divided its targeted beneficiaries into four distinct Core Occupational Groups (COGs)-Agriculture, Fisheries, Comprehensive Homestead Development and Income Generating Activities. The COGs are very much appreciated by the beneficiary households as they provide immediate benefits through training and input packages. These interventions make significant contributions to food availability and accessibility through households' own production and increased income. Rather than locking a household into their traditional profession, SHOUHARDO II Program has considered branching them into another income source which would provide increased security as they would not be wholly dependent on one source of income. The Program allows its beneficiaries to choose any of the four occupational groups they want to engage in, irrespective to their current profession.

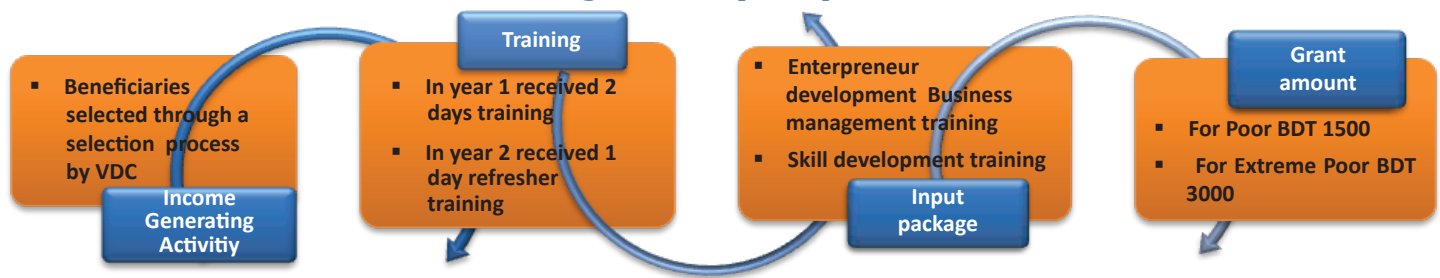
Income generating activities (IGA) are one of the key components of SHOUHARDO II Program. Apart from increasing the income of households from their traditional professions, 35% of the targeted beneficiaries are engaged with the IGA core occupational groups of the Program. The Program is giving its effort to build the capacity of these beneficiaries in a range of alternative activities including tailoring, cane mat and stool making, candle making, small community level restaurants, and petty trade, as well as on-farm activities such as livestock production of cattle, goats, ducks and chicken.



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## Income Generating Activity Implementation Process



SHOUHARDO II through its **Strategic Objective 1 'Availability of' and 'access to' nutritious foods enhanced and protected for 370,000 poor and extreme poor households** is working to develop linkages with existing markets, and to increase the ability of beneficiaries to increase their income. Households are provided with inputs ranging from BDT 2000 to 5000. Village Development Committees identified poor and extreme poor households (HHs) with the skills and asset mix to participate in various IGAs. Beneficiaries received three day's business management training, and in some cases (such as tailors or parlors') were linked with training courses at the upazila level to improve their skills. Upazila Youth Officers and Livestock Officers who provided initial training with SHOUHARDO II Program support are continuing to provide support to IGA participants. The different types of trainings that are provided to the IGA beneficiaries are namely,

- Skills development training for small Entrepreneur & business
- Training for collectors
- Vocational training on IGA

### SHOUHARDO II- PSE Collaboration

SHOUHARDO II IGA initiative has collaborated with CARE Bangladesh's Private Sector Engagement (PSE) unit to promote alternative livelihood options. These alternative livelihood options are intended to enable existing business to become more profitable. PSE-SHOUHARDO II Program collaboration is working for ensuring effective and efficient implementation of market and economic development activities feasible for PEP people.

PSE is facilitating for private sector engagement with Program interventions at national and regional level with more focus on value addition and diversification of product and services. This collaboration is extensively working for the skill development of producer and market actors as they can compete in the market with the dynamics and maintain the market competitiveness. All beneficiary households receive support during a 2-year cycle. Based on the adaptation of improved techniques and management practices, sustainability is built in. Subsequently, the Program has almost completed a first cycle of support to about half of the beneficiaries. In fact, the Program has been successful in reaching out to almost 200,000 beneficiaries, many more than the 110,000 initially targeted for FL2012. Overall, the Program spends more than 50 Lac of its cash resources on strengthening livelihoods. Bi-monthly courtyard sessions of about 20-30 beneficiaries at a time are used for training and information exchange.



### A Successful Front liner

One of our partner NGOs staff Abida Sultana Nishi, Technical Officer-Empowerment, from Gram Bikash Sangstha has rewarded for her devoted effort at work. Recently she participated in a competition organized by Plan International PHR Program and has rewarded as 'Champion NGO Activist'. Mr. Tarikul Islam, Secretary of Ministry, Women and Children Affairs, Government of Bangladesh handed over the crest to her in an award giving ceremony at Dhaka. USAID Deputy Director, Democracy and Governance Mr. Patrick Bawar, and other distinguished guests were also present in the ceremony.

In this competition, arranged by Plan Bangladesh, field level NGO workers were asked to send a narrative report on remarkable achievements from their respective areas. According to Nishi's report a team of juries had visited her working area. In juries' judgments, Nishi became the best performer.

This achievement of Nishi is a prestigious reward for SHOUHARDO II Program. SHOUHARDO II family wish Nishi for her great success.

### Did you Know

The IGA component of previous phase of SHOUHARDO (Oct 2004 to May 2010) has proved to be largely successful, where one particular example is CARE Bangladesh being awarded the Public Affairs Asia Gold Standard Award in Sustainability in February 2010 under the sustainability category for its innovative model linking marginalized women in rural rug-making enterprises to export markets in Europe through Kik, a German retailer.



## Small Weaving Industry can Change the Destination

One of the beneficiaries of SHOUHARDO II Program, Seema Rani, lives in Bishnupur Village under Kursha Union of Kaunia Upazila from Rangpur District. A year back, Seema got involved with the Program and was selected to be part of the Income Generating Activities (IGA). Prior to her engagement within the program, her husband, the alone earning member in the family, worked as day labor but did not get work regularly. With little income the entire family frequently experienced hunger. After joining with SHOUHARDO II Program she has received 15 day long training on vocational trade. Other twenty women from her community also have involved with such activity. All women including Seema formed a group and had started working together. They were getting orders providing all raw materials by buyers for making jute puppets and floor mats. They selected one woman from their group as the leader who was the focal person for communicating with the buyers.

Today Seema can earn Tk 4,500-5,000 per month by making handmade jute puppets and floor mats. Other members of her family also help her in making these goods. The earning capacity has helped her in exercising decision making power within her family and in the community than earlier. SHOUHARDO II Program has opened Seema's eyes on overcoming poverty through alternative livelihoods.



*"If both male and female work together in a family, it is one of many reasons behind the successes of a woman." – Seema Rani*

## Recent Snapshots of SHOUHARDO Activities



CARE Bangladesh's SHOUHARDO II Program observed the International Women's Day on 8th March in a befitting manner through organizing rally, sharing meeting along with likeminded organizations, consist of GO & NGOs at different Program implementing areas. The theme of this year celebration is, "A Promise is a promise: Time to end violence against women".

Honorable member of the parliament, Mr Hayatul Khan was present in a rally in Mymensingh. Upazilla Chairmans, UNOs, senior government officials, media persons and local elites also participated in the events observed in different regions. Thousands of Program beneficiaries joined in the rally in diverse place. Discussions on the importance of women empowerment and its contribution to the nation held and participants took part in the discussions.



Discussion meetings, mock drill and rally were organized by SHOUHARDO II Program on the occasion of 'National Disaster Preparedness Day' on 28th March 2013 in all four Program implementing regions. The day has collectively observed at district, upazila and union level where local administration, SHOUHARDO II Program staffs and different NGOs have made significant effort to make the event successful.

Disaster Management Committee members, School students and PNGOs jointly organized awareness rising sessions through mock drills in collaboration with Fire service and Civil Defense staffs. Some of the areas organized debate, essay and art competition among the school students.

1

IWD observed

2

NDPD observed



## Key Achievements to Date



**Number of PEP  
enrolled in the COG  
of IGA was reported  
to be more than  
80,000**



**34,794 Male from the  
beneficiary groups  
have received  
training under IGA  
component**

**49,654 Female from  
the beneficiary  
groups have received  
training under IGA  
component**



**IGA beneficiaries  
has received about  
BDT 160 million as  
input support both  
cash and kind**



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