

Introducing a new
monthly newsletter
for all staff at
CARE Bangladesh



Our 4 objectives for this newsletter:

1. What's going on around CARE-B?

Update from the CD/ACDs,
Management Update, HR updates,
things that might interest you, changes
to be aware of

2. Sharing news from the field

Breakthroughs, coverage from all
regions, advocacy achievements, a
knowledge-sharing platform for all staff

3. Learning items

Key lessons learnt from projects, new
and closing project overviews,
Knowledge Management, must-read
publications, reflecting new thinking

4. Media and Upcoming Events

National and International Media, Events
and Forums,

Message from the Country Director



Nick Southern

This new monthly CARE-B newsletter is a way we can enhance internal communications: both to highlight our achievements and to outline how we are changing to maintain our relevance. I hope that this will also be a good way to kick start a new culture of communications and advocacy in the Country Office.

CARE Bangladesh is doing great work but we also need to be aware that we are a part of a broader confederation that is going through some big changes.

Over the coming months the newsletter will contain information not only about our current programs but other items regarding what are the issues of relevance occurring nationally and internationally. We are hoping to make this newsletter readable, interesting and relevant and that you feel there is something in it for you. If you have any comment or anything you would like to share in next month's full edition please make contact with the newsletter team.

Bangladesh born British MP Rushanara Ali is currently part of the opposition Shadow team for International Development



Left: Rushanara meeting with members of the VDC where they explained how they are leading in the development of their community

British MP Rushanara Ali visits WHEEL and FSUP-H

CARE Bangladesh in conjunction with CARE International UK arranged a visit of Bangladesh born British MP Rushanara Ali to a WHEEL site in Mirpur and FSUP-H sites in Kishoreganj. Our staff showed the British MP around the project that is delivering literacy and health information to garment workers.

Such visits are an important way that

we can enlist additional allies to the cause of pressuring further companies to adopt better business practices to benefit their workers. As a result of seeing the project Rushanara will write to British businesses to urge them to take further steps in this direction.

CARE International was also keen to show Rushanara some climate change adaption work that we are

implementing through FSUP-H, in particular outlining our rights-based, livelihoods approach. There is further potential for CARE Bangladesh to present our ground breaking models on community led adaption and incorporation of women in climate change strategies so that funds can be provided to countries in the developing world like Bangladesh for mitigation and adaption.

PSE Team present at the German Trade Show

The PSE team presented a stall at the German Trade Show from 27th to 29th of October 2011, organized by Bangladesh German Chamber of Commerce and Industry (BGCCI). The bilateral trade show brought together prominent international buyers and local entrepreneurs who are exporting to international markets. CARE's representation in the trade show was a great opportunity to display our engagement with both the local and international private sector.

Honorable Adviser to the Prime
CARE BANGLADESH



Minister, Dr. Gowher Rizvi visited CARE's stall and expressed his gratitude to CARE for working in Bangladesh for its people. Noble Laureate Prof. Mohammad Yunus and the German Ambassador to Bangladesh Mr Holger Michael also visited the stall.

Rug and basket products exported to



Germany through our partnership with well-known Retailer KiK Textilien und Non-Food GmbH were displayed.

Jamie Terzi, ACD-P, presented on Inclusive Business and Partnerships for Development at *Media Bazar* along with leading speakers from Bangladesh and abroad.



Left: SETU beneficiary speaks to an audience of donors and government representatives about her experiences in the project



Right: The 'Living Blue' stall from NCVI showcased demonstrations on their production process



Extreme Poverty Day CARE-B highlights our approaches

CARE Bangladesh participated in Extreme Poverty Day on 25 October 2011 and highlighted achievements from the Country Office with a specific spotlight on SETU and NCVI at our stalls. The annual event hosted by SHREE has previously tackled issues on urban poverty and private sector engagement. This year the topic was 'Eradicating Extreme Poverty: Whose responsibility is it?' CARE-B has ongoing research collaboration with SHREE on these issues and we have shared our approaches with the organization.

The stall received many visitors throughout the day and many items produced by our beneficiaries were sold to attendees.

A special guest speaking at the event was

Surma Begum, CARE beneficiary from Rangpur, who came to the event to discuss the positive impacts of the project on her life. It was particularly important to hear the voices of the extreme poor talk about how they are lifting themselves and their communities out of poverty.

In attendance at the event were M A Muhi, the honorable Finance Minister, Dr Atiur Rahman, Governor of Bangladesh Bank, Fazle Hasan Abed, the Executive Director of BRAC with the event moderated by Shaheen Anam from Manusher Jonno.

In an exciting piece of news SHREE awarded SETU staff (right) Ainul Hoque Praminik and Laxmi Rani Das the FOOTY Award for 'Field Officer of the Year'. Well done Ainul and Laxmi!

Above: SETU team member talks with visitors about products made by project participants





Above:
SHOUHARDO
beneficiary and her
child being assessed
by the team

Better evaluation SHOUHARDO Team presents its case

CARE-B often makes contributions to the evolving understanding of development studies. Recently SHOUHARDO's Faheem Khan, Chief of Party and Abdul Wadud, Head of Monitoring and Evaluation, co-authored a report with Lisa Smith and Timothy Frankenburger published by the Institute of Development Studies. The report is entitled *Admissible Evidence in the Court of Development Evaluation? The Impact of CARE's SHOUHARDO Project on Child Stunting in Bangladesh*. The article makes the argument that with multi-intervention projects such as SHOUHARDO a broader set of evaluation tools are required to have an understanding of the impact.

As the writers state: "no matter what outcome a project is intending to influence, it is important to have a comprehensive understanding of the strategies that households use to negotiate survival. This requires taking into account the trade-offs faced in all major areas of their lives, including food security, health, education, income, and physical security. The approach leads to a breakdown of the

traditional sectoral view in which people's lives are fragmented into unconnected pieces."

The article also made the point that direct nutritional intervention must take place in conjunction with steps to address the structural causes of child malnutrition through a rights-based, livelihoods programming approach. Further, the increased benefits of targeting the extreme poor relative to providing universal coverage was highlighted.

Such engagement is an important way that CARE can promote our rights-based approach and unique monitoring and evaluation for food security programs that can hopefully be incorporated into national and international strategies to reduce childhood malnutrition.

The piece represents how SHOUHARDO work on the ground is feeding in to macro level policy debates highlighting our holistic impact evaluation approach, challenging current conventional approaches.

You can view the full article at:

<http://www.ids.ac.uk/files/dmfile/Wp376.pdf>

CARE-B in the Media

Visit of British MP Rushanara Ali to CARE-B project FSUP-H

BD News 24: <http://bdnews24.com/details.php?id=208145&cid=2>

The Daily Star, October 7 2011 (in addition to articles in Amader Somoy, Daily Janakantha, Kaler Kontha, Prothom Alo, Sangbad and Satkahan)

BTV (National Broadcaster, NTV (High rating cable tv station) and Boishaki TV channel in their news programs



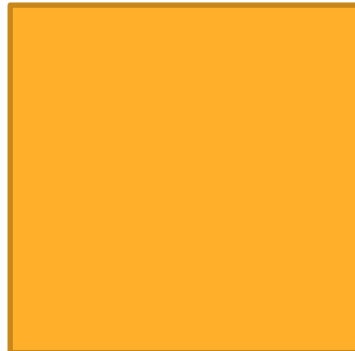
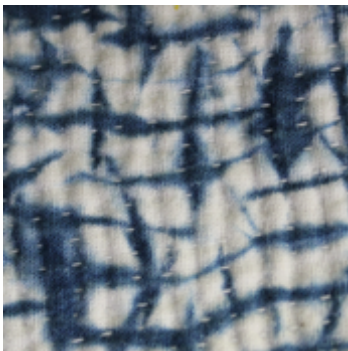
Towards an Advocacy Agenda

In September CARE-B hosted Alice Hutchinson, Head of Advocacy at CARE International UK, to assist us with crafting an advocacy strategy for the Country office. A seminar and workshop were held which were well received. Steps are now being taken to reflect this learning into developing our strategy.

To bring the issue forward we are creating a timeline to highlight our advocacy breakthroughs over the last 10 years in addition to mapping current advocacy efforts across our projects.

CARE's definition of advocacy is "the deliberate process of influencing those who make policy decisions."

We are currently exploring how we can be most effective in the Bangladesh and how we can use our field experience and core values to target policy and decision makers to benefit our impact populations.



In the upcoming December Edition:

Our next edition will include a management update on the big issues affecting all CARE-B staff. Topics to be discussed: an update on the program shift and reteaming and workforce engagement and why we are doing it.

The PQU team are also in the process of updating the website to better reflect our programming principles and for it be a more dynamic and engaging experience. We will keep you posted!

We are also exploring the option of having the next edition in Bangla.

Right: COVAW advocacy workshop at Mymensingh District Commissioner Office highlighting Cost Analysis Report



Left: Alice Hutchinson, Head of Advocacy CIUK, facilitating advocacy workshop at CBHQ

Upcoming events – A forward look

- 14 Nov CARE-B Urban Impact Statement Workshop – CBHQ
- 23-24 Nov 5th Shiree Advocacy and Learning Workshop Hosted by SETU (Visit by four GoB MPs) Rangpur
- 5-7 Dec Bangladesh Urban Forum – Bangabondu International Conference Centre



Interested in sharing your latest news, photos or ideas in *Action and Reflection*? Contact Soman: moodley@bd.care.org or Mansur: mansur@bd.care.org