A large number of people are living in regional pockets of extreme poverty, especially in north-western, south-western and north-eastern parts of Bangladesh. In those areas, people survive with multiple risk factors like remoteness, high dependency on agriculture and natural resources, little investment on industry or infrastructure and vulnerability to natural disasters like flood, river bank erosion and cyclone, lack of access to basic services and opportunities of education, skills and livelihoods. Project targeted areas reveal limited and fragile livelihood options with social inequalities severely limiting people’s access to basic information and commercial engagement. Social services including health care, education, water, sanitation and governance are also inadequate. Shomoshti project is designed to provide support to the poor, disadvantaged and marginalized women for creating window for better livelihood opportunities in the targeted areas. The Project is funded by Swiss Agency for Development and Cooperation (SDC) and implemented by CARE Bangladesh. Project’s social and economic impact will benefit the wellbeing of rural households, particularly the poor and disadvantaged by ensuring higher incomes, better nutrition and improved access to social services. This project will contribute to the Sustainable Development Goals (SDGs) and the 7th Five Year Plan of Government of Bangladesh by addressing issues related to poverty, food security, nutrition, water and sanitation, inclusive economic growth, climate change, inclusive and responsive institutions for empowerment of the citizens.
PROJECT DURATION:
Duration of this project is 4 Years (2016-2020).

OVERALL GOAL:
Rural households improve their wellbeing as a result of greater income, dietary diversity and social service opportunities.

GEOGRAPHICAL COVERAGE: 14 DISTRICTS, 28 UPAZILAS & 5 PNGOs
Outreach and Targeting:
The project will extend to at least 180,000 rural households in the selected areas.

Social and market interventions:
The project will provide support to the poor, disadvantaged and marginalized people for effectively participation in market systems as producers, consumers, workers, and entrepreneurs. It will also facilitate behavioral change and improve capacity of public and private market actors for more inclusive and sustainable market system.

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Expected Outcomes:
The project has two expected outcomes that include:

1. Rural households (poor, disadvantaged and women) use improved market and social services;

2. Public and private service providers are more responsive to the business and social needs of the poor, disadvantaged and women.

Outputs:

1.1. Rural producer households have the capacities to access market development services (gender & poverty disaggregated)

1.2. Rural households gain the capacity to access social services and savings mechanism (gender & poverty disaggregated)

2.1. Market actors supported to expand pro-poor, gender responsive and value-added inputs and services for farm and off-farm producer households

2.2. Local government institutions sensitized and supported for pro-poor gender responsive market and social services
MAJOR INTERVENTIONS/PROGRAMMATIC AREAS

- Mapping existing producer groups
- Service requirement indentified
- Tagged with existing social service models
- Participatory poverty analysis
- Community action plan (CAP)
- Community revisits (CAP)
- Inclusive sub-sector
- Reformation of PG
- Design market driven solutions for PG
- Link with improved tech. & business services
- Enhancing enabling environment

SCAs will gradually take over the lead of facilitation

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