Linking Potential Employment to Skilled Youths

“"There is an increasing demand for technical skills in our company. We seek a great number of employees in the driving and garments sector each year. If you guys can acquire sound skills set in these particular trades, we are ready to recruit you," stated the General Manager of Standard Group.

To establish a linkage between employers and skilled youths, SHOUHARDO III in collaboration with the Technical Training Centre (TTC) of Gaibandha and Kurigram, organized two workshops in both the districts in January 2020. Employers from different private companies like- PRAN-RFL, Standard Group, Dutch Bangla Bank Limited, Keya Enterprise, Galaxy Apparel Industry Limited Company came and 550 youths who received training from the program dropped their CVs at the respective booths of the companies. However, 60 out of those 550 youths have been employed so far.

Community Score Card Facilitation

SHOUHARDO III, facilitated its Community Score Card (CSC) process which brought service providers and service receivers to the same platform for the betterment of the service. In all of SHOUHARDO’s working areas, CSC provided the citizens with an opportunity to analyze health services and acts as a powerful tool to monitor services, empower citizens and improve the accountability of service providers.

Through 32 interface meetings between the service recipients and the service providers, the decisions taken were: 1. Maintaining timing of the Community Clinics; 2. Availability of Health Assistant and Family Planning Assistant in the community clinics; 3. Ensuring cleanliness and construction of required infrastructures; 4. Ensuring standard service delivery and arrangement of pathological examinations; 5. Providing special attention to adolescents, women, breastfeeding and pregnant mother; and, 6. Ensuring the privacy of the patients especially-adolescents and women.

Earning by Investment through VSLA Loan

Bilkis Begum, a newly married woman and a Village Savings and Loan Association (VSLA) member from Belkuchi Upazila of Sirajganj, took a great interest in handlooming when she learned so many women in her community were making some extra cash by engaging in that work. As her day labourer husband could not finance the purchase the natai-bobin machine, Bilkis decided to take a loan of BDT 2500 from the VSLA. Bilkis started to utilize her spare time and earned an average of BDT 3,200 monthly. She managed to repay her loan, she is contributing to her family income, and also saving some income for their future use.

Response to COVID 19

In response to COVID 19 pandemic, an awareness-raising session emphasizing the importance of handwashing, keeping social distance, and, staying home were organized at the community level. Messages on these matters have also been broadcasted via local community radio stations and mobile phone voice messages.

Smart Card Distribution among Participants

For easier tracking and status checking, SHOUHARDO pregnant and breastfeeding mother participants at food distribution points in Chauhali, Sirajganj; Char Rajibpur, Kurigram; and, Fulchari, Gaibandha have been given smart cards on March 11, 2020. A total of 700 out of 2696 women of those three Upazilas have received smart cards, and their information can be accessed through the STREAM App.

Awareness Building to Stop Violence against Women

CARE Bangladesh launched a social media campaign titled, “আমার দিনের দোকানের প্লেস হোক” or "It Ends with me" on International Women’s Day, 2020. The key objective of the campaign is to mobilize current and future mother-in-laws for ending violence, breaking traditional gender norms that result in lower opportunities for newly married women and young mothers. SHOUHARDO also disseminated a short Public Service Announcement on the matter in Gaibandha district though the local radio station Radio Sarabela. The PSA focused on the importance of avoiding laborious work during pregnancy, noting a mother-in-law asking the new pregnant daughter-in-law to bring a heavy pitcher of water, which is opposed and carried on by the husband, stating how it can be dangerous.

This document is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of CARE SHOUHARDO III and do not necessarily reflect the views of USAID or the United States Government.