

## **Annex I – Nobo Jatra Project (NJP II), WVB – A Brief Overview**

NJP II is a two-year project (October 2022-September 2024) that is focused on sustaining key outcomes of World Vision’s USAID-funded Nobo Jatra Project (2015-2022) through interventions with key systems and stakeholders, including community structures, the Government of Bangladesh and private sector. NJP II is designed around the following Intermediate Results (IRs):

### **Result I: Improved nutritional status of children under five years of age, pregnant and lactating women and adolescent girls.**

**Sectors:** Health, Nutrition, Market Systems Development (MSD), Gender Equality and Social Inclusion (GESI), Good Governance and Social Accountability (GGSA).

#### **IR 1.1 Increased household’s dietary diversity and gender equitable intake of nutritious food**

NJP II established platforms such as VSLAs, youth clubs, secondary schools, Village Development Committees and local government structures i.e. Union Parishad (a grassroots tier of local Government) will be leveraged to facilitate social behavior change messaging on dietary diversity, gender equitable intake of nutritious food, health and nutrition behaviors including strengthening linkages between health care services/providers, community level actors (Gold Star Members, Village Agents, Multi-Purpose Health Volunteers), private sector partners and NJP II’s direct participants. NJP II will utilize the SBC/IEC materials used in NJP II on Infant and Young Child Feeding practices and child marriage, including reporting mechanisms to the GoB. NJP II will also build upon the successful male engagement for gender equality activity (implemented by NJP II from 2015-2020) to promote shared decision making around household budgeting and investments, agricultural production, income generation activities, food purchases, intra-household food distribution, and mobility. To increase population-wide acceptance and promotion of optimum behaviors, NJP II will target PLWs and caregivers of children with messaging that will be delivered through resource persons such as Multi-Purpose Health Volunteers, lead mothers, faith leaders and Local Service Providers (LSPs) known as Village Agents and Gold Star Members.

#### **IR 1.2 Increased utilization of quality health, hygiene and nutrition services**

NJP II will continue to solidify the provision of sustained, quality community-based health care through GoB health structures such as Community Clinics (CCs) and Union Health and Family Welfare Centers (UHFWCs). NJP II will build upon World Vision’s Citizen Voice and Action [local level advocacy and social accountability] approach and sensitize various committees under CCs and UHFWCs to monitor service standards and improve accountability through regular meetings and monitoring annual plans. This approach builds upon NJP’s Citizen Voice and Action (CVA) evaluation in 2020 which showed that institutional actors are better organized to achieve coordinated actions to improve service delivery due to the CVA process. Simultaneously, NJP II will facilitate continuation of services by the paid performance based Multi-Purpose Health Volunteers (MHV), a structure initiated by Community Based Health Care (CBHC), under the Directorate General of Health Services (DGHS). MHVs are a pilot initiative of the GoB and have been extended to 182 sub districts across Bangladesh including NJP II working areas under the CBHC operational plan. NJP advocated to CBHC to deploy MHVs in its operational areas to sustain quality community based health care including Growth Monitoring and Promotion (GMP) sessions at Expanded Programme on Immunization (EPI) sites. As a result, 905 MHVs have been trained on GMP and nutrition SBC and are providing GMP services at EPI sites. NJP II will continue to facilitate the Institute of Public Health and Nutrition, and CBHC to strengthen and sustain GMP services through MHVs at all 960 EPI sites in NJP II working areas. NJP II will also advocate through the DGHS to integrate GMP data from EPI sites in the Government DHIS-2 database for strengthened monitoring of nutrition trends and resource mobilization. NJP II will also use cloud-based applications for Children under 2, children under 5, PLW participants. NJP II will build on the lessons learned from NJP CE and work to solidify and sustain the

adoption of improved health and nutrition behaviors including hand washing, menstrual hygiene, safe sanitation and provision of Micronutrient Powder (MNP) to children through existing private sector partnerships (established under NJP) with Social Marketing Company (SMC) and Advanced Chemical Industries (ACI). In doing so, service delivery will continue through Local Service Providers (LSPs) such as Gold Star Member and Village Agents (micro entrepreneurs) who are trained by SMC and ACI on business management, marketing skills and messaging on health and hygiene. The LSPs ensure that quality; affordable health and hygiene products are available in communities and provide messaging on health and nutrition behaviors. In tandem with private sector partners, NJP II will facilitate strengthening community-based supply chains of health and nutrition products (which needed solidifying pre COVID-19 and are disrupted further due to the crisis) and increase market outreach by LSPs to include all NJP II supported VSLAs, community clinics, EPI centers and community groups. To diversify and expand income generating opportunities for LSPs NJP II will facilitate access to affordable loan facilities through VSLAs and formal financial institutions to procure health and nutrition products from SMC and ACI. To optimize their business, NJP II will facilitate LSPs to use a digital application (tally khata) for record keeping and monitor business growth – this will also allow the LSPs to access loans from banks using their transaction records from the application.

### **IR 1.3 Reduced adolescent pregnancy and inequitable gender norms**

NJP II will leverage project established platforms such as VSLAs, youth clubs, secondary schools, Village Development Committees and local Government structures through the Union Parishad (a grassroots tier of local Government) to facilitate social behavior messaging on gender equitable behaviors and norms building upon the successful male engagement intervention implemented by NJP II. Topics will include child marriage, shared decision making around household budgeting and investments, agricultural production, income generation activities, food purchases, intra-household food distribution, and mobility including child marriage reporting mechanisms to the GoB. To increase population-wide acceptance and promotion of optimum behaviors, NJP II will continue to target PLWs and caregivers of children with messaging that will be delivered to resource persons such as MHVs, lead mothers, faith leaders, youth club leaders, and LSPs (Village Agents and Gold Star Members). To reduce the risks of child marriage, NJP II will mobilize the GoB's Child Marriage Prevention Committees (CMPCs) to play a critical role in creating community awareness, monitoring and reporting instances of child marriage. NJP II will also advocate through CMPCs, faith leaders and the Upazila/Union Parishad to set up child/women friendly desks known as 'Child Affairs Desks' at each police station where instances of GBV, child marriage and any other protection issues faced by women, girls and children can be reported, which will provide a sustainable channel to address these issues by local authorities.

## **Result 2: Sustained gender-equitable agricultural production and economic growth.**

**Sectors:** Market Systems Development (MSD), Financial Inclusion, Gender Equality and Social Inclusion, Good Governance, and Social Accountability.

### **2.1 Strengthened inclusive agricultural systems to increase sustainable productivity and competitive profitability**

NJP II will continue to facilitate structuring inclusive market systems that incorporate innovations, enhance managerial skill sets, and strengthen marketing networks that increasingly shift market power in favor of targeted participants. In so doing, NJP II will continue to attract Private Sector Engagement (PSE) with influential supply chain actors who will continue to increase the number of market-driven alliances with targeted participants to further build and expand competitive market networks that endure beyond project support. This will sustain an ecosystem that improves availability and accessibility of quality agricultural inputs, services, and technologies that support climate smart agriculture while increasing access to higher value markets. NJP II will expand success in collaborating with agribusinesses such as seed

companies, livestock pharmaceuticals, and animal feed, to strengthen business and technical skills as well as the capacity of individual farmers and aggregated producer groups to maximize sustainable productivity, increase incomes, and foster uptake/adoption of improved agricultural practices. This will be achieved by continuing to facilitate public and private market actors, GoB departments (Department of Agricultural Extension, Department of Livestock Services, Department of Fisheries), and research institutions. A “Farmer to Farmer” (FtF) learning- and sharing approach will continue to improve adoption and implementation of climate-smart agriculture technologies such as surface water irrigation systems, pest and disease management, and improve regenerative cultivation practices such as zero tillage and vermi compost soil fertility to smallholder farmers by using the Village Savings and Loan Association (VSLA) platforms as entry points for learning. NJP II established farmer demonstration sites consisting of 199 lead and 889 sub-lead farmers would also be used. To mitigate climate change stresses such as soil salinity, smallholders will continue to increase the utilization of saline tolerant and nutrient fortified crop varieties such as leafy vegetables, watermelon, and orange flesh sweet potatoes that will continue to expand market opportunities increasing annual incomes and household nutritional well-being. Smallholder farmers who have been receiving farm and business management training along with access to higher quality inputs will be guided in selling and sustaining supplier networks in multiple markets with supply chain buyers. NJP II will facilitate and collaborate with private companies, GoB departments, FtF projects partners, and other donor projects to increase farmers’ access to agriculture mechanization facilities, digital applications, weather forecasting, and crop insurance to increase business efficiencies of Local Service Providers (LSPs) and productivity of farmers. NJP II will facilitate the strengthening of inclusive livestock market systems by addressing the systemic gaps in collaboration with private companies (i.e., Renata limited) and the Department of Livestock Services. Business skills and capacity building of livestock service providers, LSP Associations, and input retailers will be developed through business linkages, learning sharing, and coaching so livestock input, climate-smart technology, and agriculture extension services will be accessible to smallholder farmers to increase productivity, consumption and income.

## **2.2 Strengthened financial inclusion systems to sustain smallholders and MSME systems.**

VSLAs are a core component of NJP II’s sustainability approach and serve as a hub for access to financial services, information on health, hygiene, GBV, and affordable health and nutrition products through LSPs. Since 2015, VSLAs have been providing economic support to members, who are predominantly extremely poor women working in the informal sector. NJP II will build on the recommendation of the USAID-led RFSA Lessons Learned Workshop on Sustained Interventions for Financial Inclusion, to solidify pathways for GoB through the Department of Cooperatives and formal financial institutions to offer technical assistance to sustain VSLA groups and support LSPs (village agents) access formal financial services such as savings and credit. NJP II will strengthen and expand the use of the digital financial application DreamSave in VSLAs to help VSLAs adopt improved management practices. NJP II will solidify existing partnerships with City Bank and BRAC bank, and work through LSPs who will provide agent banking services and support individuals and groups to open bank accounts, access savings, access micro credit services and facilitate financial inclusion literacy for smallholder farmers, micro-small entrepreneurs, and VSLA group members.