



CAPACITY STATEMENT

LIVELIHOOD PROGRAMME  
World Vision Bangladesh

## BACKGROUND

The poverty rate in Bangladesh is 24.3 percent, and the extreme poverty rate is 12.9 percent, according to Bangladesh Bureau of Statistics (BBS, Jan 2, 2023). World Vision collaborates with communities, government, sponsors, donors, civil society and the private sector to reach the most vulnerable children because we believe that every child and family has the right to be protected against the causes and consequences of hunger and malnutrition. To help children and families live a hunger-free tomorrow, World Vision and its partners invest in community assets, livelihoods, and long-term development through development programmes and grant-funded projects in Bangladesh. We ensure vulnerable families gain sustainable income by building skills in improved agricultural methods, animal husbandry, smart small business and enterprises and better marketing practices and using the skills through livelihoods programmes. World Vision empowers communities to set their own goals and equip them so that progress made is sustained and continued long after we've left.

## THE FACTS

- Bangladesh has 168,977,025 populations (UN-2023)
- It ranks 8th in the list of most densely populated countries in the world and ranks 6th in the list of most densely populated countries in Asia, with 1265 people per Km<sup>2</sup> (BBS, 2023)
- 35 million people in Bangladesh live below the poverty line (BBS, 2023)
- 89.6 % of Households' income reduced due to the COVID-19 crisis (Rapid Assessment, WVB-2020)
- 58.7% of Households impacted by meal quantity and quality reduction due to COVID 19 Crisis (Rapid Assessment, WVB-2020)
- Only 7.2 percent of formal small and medium-sized companies are owned by women (Economic Census,13)
- 12.4% of women have ownership and control of the productive asset (WVB-22)
- 16.5 million farmer families, 4 million landless farmers, with nearly 6.8 million farmers cultivating other people's land. (National Agricultural Census report 2019, BBS)
- World's 7th fastest growing economy with a 7.5% real GDP annual growth rate. (IMF 2022)
- Principal crops are rice, jute, tea, wheat, sugarcane, pulses, mustard, potato, and vegetables (FAO/BGD)

## IMPACTS

Currently, with our long-term development programmes, we are working to build sustainable livelihoods of more than 803,879 people, benefitting 235,176 children in 20 districts. Among this, it includes six grant-funded projects and BRCR Grants for livelihoods development of 551,842 poor and extreme poor people in 06 districts.

## APPROACH

World Vision believes that every child and family have a right to be protected against the causes and consequences of hunger and malnutrition. For many who go to bed hungry, a new morning does not ensure daily bread. To help children and families live hunger-free tomorrow, World Vision and partners invest in community assets, livelihoods and longer-term development.

We do this by:

- **Graduating the most vulnerable families out of extreme poverty** – so that very poor families become economically self-reliant and have the dignity and means to provide for their own children.
- **Strengthening food production, resilience and access to markets/financial services** – so that farmers can produce more, better and more sustainable nutritious food for household consumption and marketing purposes.
- **Promoting sustainable employment opportunities and market systems** – so that communities have access to goods, services and employment opportunities through private sector partnerships.

## CORE PROGRAMMING MODELS



### Ultra-poor graduation (UPG):

This approach takes people living in extreme poverty and insecurity on a two-year journey, during which they receive basic resources, financial education, technical training, life skill coaching and social support. By the end of the programme, participants 'graduate' into self-employment, earning an income that allow them to be self-reliant. Through Livelihoods Technical programme, since October 2017 to December 2022, UPG programme model was implemented in 56 locations (52 rural and 4 urban) to provide benefits to 106317 ultra-poor participants (96.1% women) through training in improved and sustainable agricultural techniques and transfer of relevant assets. This approach has been covering 33083 ultra-poor from the current programming cycle, which was started since 2020. The graduation rate is above 90% for both the mainstream development programme and grants funded projects.



### Building Secure Livelihoods (BSL):

The model provides a comprehensive pathway out of poverty for families to improve their livelihoods to levels that are productive and resilient enough to survive a range of shocks and stresses. Through this approach started with 10,8862 beneficiaries who were mostly affected by COVID and cyclone AMPHAN have been targeted in the year 2020. This core model is composed of another subsidiary approach, which supported 1,12,325 producers who were organized in 3920 groups under Local Value Chain Development (LVCD) model to improve their agricultural production and make a profitable farming venture to increase family income in a sustainable manner – moving them from surviving to thriving during October 2017 to April 2022.



### Youth Ready (PYD):

Youth Ready is World Vision's Positive Youth Development (PYD) programming model, helping thousands of vulnerable youths across the globe discover their potential, plan for their future, and gain the skills, support, resources, character and confidence they need to succeed in both work and life. Youth Ready projects take youth on a two-staged "Viability Journey." In the first stage, youth gain membership into a group and participate in series of learning activities designed to prepare youth with new knowledge, attitudes and skills, and in the second stage, youth pursue their plan with support.

## GRANT EXPERIENCE

Generous support from institutional and private donors enables us to tackle root causes of poverty and social injustices vulnerable communities suffer from within and beyond our long-term development programme areas. In almost 50 years development partner with Bangladesh government, we have efficiently implemented different categories of grants, varying multi-million to small scale grants, e.g. Nobo Jatra,, BleNGS, GPDP, NSVC, Gender Mainstreaming in Maternal & Child Health and Nutrition Project.



## RECENT PROJECTS

**Nobo Jatra:** Nobo Jatra – New Beginning', is a seven-year (2015-2022) USAID Bureau for Humanitarian Assistance (BHA) funded Resilience Food Security Activity (RFSA) was awarded to World Vision, Inc. and implemented by World Vision Bangladesh. From September 29, 2020-September 28, 2022, BHA awarded NJP a two-year cost extension (CE), focused on sustaining key outcomes to strengthen resilience and self-reliance and facilitate handover of service delivery to relevant GoB units, private sector and/or communities themselves. This new 24 months (October 1, 2022 – September 30, 2024) funded project is named as 'Nobo Jatra – New Beginning' II (NJP II). It is being implemented with an amount of \$4,125,942 USD, on learning and experience from the previous Nobo Jatra Project (NJP). Its goal is to ensure continuity in sustaining and solidifying the key outcomes facilitated under NJP and ensure sustainability and greater resilience of 66,000 unique participants. Of them 5,044 pregnant women, 10,313 children under two, 19,372 ultra-poor people, 11,048 agriculture-smallholder producers, 1,678 local service providers, 11,431 Alternative Income Generating Activity (AIGA) participants, and 7,084 value chain farmers (from NJP 2015-2022).

**Nutrition Sensitive Value Chains for Smallholder Farmers:** Supported by the Australian Government through ANCP grant, the Nutrition Sensitive Value Chains for Smallholder Farmers project (NSVC), has been implementing in Jamalpur Sadar, Islampur and Dewanganj sub-districts of Jamalpur district in Bangladesh. Using the Nutrition Sensitive Agriculture (NSA) approach, the NSVC project aims to improve nutrition and economic empowerment of 20,000 smallholder farmers and their households through multiple pathways: income & market; nutrition; equitable relationships pathway and increase learning on NSA. With technical support from World Vision Australia, the project has also adopted a pro-poor market systems development approach (Local Value Chains Development approach) focused on smallholder farmers in agricultural markets while acknowledging that poor farmers need support to connect to markets.

**Gender Inclusive Pathways Out of Poverty (GPDP):** The Gender Inclusive Pathways out of Poverty project is a DFAT and ANCP funded livelihoods initiative working with ultra-poor 2,880 households in climate vulnerable communities in the Ukhiya and Teknaf sub-districts of Cox's Bazar. The project aims to graduate 2,880 ultra-poor female-headed and male-headed households (15,871 people) out of poverty, using a gender-inclusive graduation approach in this fragile context. It also promotes gender-equitable relations at ultra-poor household and community levels and seeks to transform harmful gender norms using a contextualised version of Equimundo's (formally Promundo) MenCare model. The project follows a carefully sequenced approach over 24 months, acknowledging that the ultra-poor require their basic needs to be met before pursuing income-generating activities. Addressing food security, through basic needs support, is followed by gender-inclusive financial literacy and savings groups, and then livelihoods technical training and productive asset transfer to 'kickstart' income generation and strengthen market linkages. The project enhances social empowerment and gender inclusion, including improved gender relations and reduced child marriage through household and community interventions. Mentoring and coaching will also take place to support participants to sustain results.



**Bangladesh Initiative to Enhance Nutrition Security and Governance (BleNGS):** This 54-month project funded by European Union (EU) aims to improve maternal and child nutrition in six sub districts of Jamalpur and Sherpur districts through promotion of multi sector, pro-poor governance models and nutrition interventions. The project is benefitting 342,379 people of which 93,087 (under 5-year) children, 50,732 pregnant and lactating women, 44,735 adolescent girls and 153,825 extremely poor households. A consortium led by World Vision alongside HarvestPlus, Unnayan Sangha(US) and Institute of Development Studies (IDS) is implementing this project. Since 2018, with the support from the European Union, and the Australian Government through Australian NGO Cooperation Programme (ANCP), BleNGS project had been implemented by a consortium of national and international development entities—Unnayan Sangha (US), International Food Policy Research Institute (IFPRI-HarvestPlus, USA), Institute of Development Studies (IDS, University of Sussex, UK), and World Vision (Bangladesh, Australia and the UK).

**Gender Mainstreaming in Maternal & Child Health and Nutrition Project:** This is a 2-year project funded by the Korea International Cooperation Agency to improve Nutritional Status reducing affliction to disease of Children under five in an Integrated Approach by FY-2023 in the 06 unions of Kaharole upzila in Dinajpur district. The project integrates livelihood programme interventions for improved health and nutrition status of the project participants. The project is benefitting 98,168 people through improving capacity and good governance of the existing health service delivery mechanism and ensuring access to public health service improved for the vulnerable HHs including U-5 children and mothers.

**Bangladesh Rohingya Crisis Response:** Gradually after the Rohingya influx, in September 2017, WVB started the Bangladesh Refugee Crisis Response (BRCR) intervention and currently has a presence in 23 camps and 14 unions under Ukhiya, Teknaf and Moheshkhali Upazila and in Bhasan Char. The program covers around 450,000 beneficiaries through different technical and multisector project interventions. Under the Food Security, Livelihoods and Resilience (FSLR) sector, BRCR is reaching more than 302,968 Rohingya and 102,340 HC people through different food security and livelihood activities for achieving the objectives of ensuring access to sources of food and strengthen self-reliance of Rohingya at camps, facilitate livelihood diversification for income increase and build resilience of host communities. The major interventions in current year are: a total of 180564 individuals (37524 HHs) receiving general food assistance through the e-voucher modality, supply of fresh food items; self-reliance activities in camps; home gardening in camps and host; conditional cash transfer; youth volunteer development and engagement; market linkage with host communities and Rohingya camps; youth e-commerce business hub development and other livelihood intervention in Rohingya camps and host communities. In this year (FY 23) the Food Security, Livelihoods and Resilience (FSLR) sector annual portfolio is more than 31 million USD.

## EXPERTISE AND CAPACITY WITHIN WORLD VISION

We have skilled, experienced and dedicated team for livelihoods programmes from community level to national and international level. In Bangladesh, 213 Programme Officers, 523 Facilitators, 10 livelihoods Technical Programme Specialists, 2 Technical Managers implement and provide technical assistance at the field, and at the national level office in Dhaka, a Deputy Director along with a National Coordinator provides overall technical guidance, assistance and private sector engagement of livelihood department besides other Livelihoods Technical Experts for each grants funded project.

Our technical staffs trained on food security and economic development, have been supporting communities to improve their economic situation through sustainable livelihoods adoption. They have also expertise and experience in responding to large categories of emergencies, in rapid/market assessment, national level research and study, organizing capacity building workshops at local and national level with government institutions and partners as well as national level knowledge sharing workshops. The team has also extended capacity of idea generation, innovation resources acquisition and partnership building.

## PARTNERSHIPS

We believe that only by working together with children, their communities, and our supporters and partners, the lives of the world's most vulnerable children can be transformed. We value the role, expertise and resources of government and private organizations, research and educational institutions in our programmes for bringing better impact in the lives of most vulnerable children and communities lives.

Our current development and private sector partners are: Resource Integration Centre, Dushthya Shashthya Kendra, Shushilon, Unnayan Shangha, Tarango, Aparajeo Bangla, Bright Bangladesh Forum, Bolipara Nari Kalyan Somity (BNKS), Bangla-German Sampreeti (BGS), Unnayan Shango, Winrock International, PARI Trust Development, Harvest Plus,

M\_Power, Bangladesh Agricultural University (BAU), ACI Pvt. Ltd, PARI Bangladesh, PRAN, A.R. Malik Seeds.

WVB is also playing leading role in Food Security Cluster (FAO & WFP) and member of Executive Committee of Market Development Forum being actively engaged in undertaking joint initiatives at regular basis.

## COLLABORATION WITH GOVERNMENT

World Vision closely works with Department of Agriculture Extension, Department of Livestock, Department of Fisheries, Department of Youth Development, Department of Women and Child Development, Department of Community Services for designing and implementing our Livelihoods programmes, especially in the areas of research, capacity building initiatives and national awareness raising events.

## WORLD VISION BANGLADESH

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities to reach their full potential by tackling the root causes of poverty and injustice. We are currently reaching more than 100 million people in nearly 100 countries, serving all people regardless of religion, race, ethnicity or gender.

World Vision Bangladesh is registered with the Government of Bangladesh and has been working in Bangladesh since 1970. World Vision is serving around 5 million children and their communities with health, nutrition, water, sanitation and hygiene, education, livelihoods, child protection, sponsorship and community engagement in 93 sub-districts of 30 administrative districts in 434 locations with 60 long term development programmes and 24 grant-funded projects.

## FOR MORE INFORMATION CONTACT:

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