

Regional Strategy Paper

Dhaka Ahsania Mission

Jamalpur Region

Jamalpur

Introduction: Jamalpur region, comprising six district(Jamalpur, Sherpur, Kishoregonj, Netrokona,) of Bangladesh is the poorest and also disaster prone area . More than half of the population in this district lives below poverty line. They are much more lag behind than other district because of flood, drought, unemployment, low literacy rate, river erosion etc. But there are many opportunities over here such as substantial agricultural products, water land, human resources, tourist spot, handicraft and so on. For ensuring community participation, and also capacity building, it is indispensable to incorporate four sectors, which will be develop in line with the overall perspective plan. This regional program strategy determines the priority areas for the next four years from 2012 to 2015 for sector programming and link those with the overall perspective plan of the organization.

Regional diversity:

Jamalpur region is one of the poorest & disaster prone area in Bangladesh. Many social dimensions indicate greater level of diversity. These include low literary rate, lack of awareness, dowry, early marriage& polygamy, drug addiction, and seasonal migration. Economical diversity includes many issues like day labor, child labor, unemployment & marginal farmers. There is also a geographical diversity that includes river erosion, char & haor areas, hilly areas and flash floods. Educational & Cultural diversity is over there like mymensingh gitika, mahua,vatiali,jari, shari etc.

Objectives of the regional strategy paper:

- To strengthen coordination among all projects that are being implemented in Jamalpur region
- To find out the in depth vulnerable context in specific Upazila and possible action for addressing this vulnerability.
- To assess the present situation of this region, link to ongoing sectoral activities and also find out the working opportunities.

DAM's strength in Jamalpur region:

DAM has enough strength at regional level that contributing project to a great extent such as:

- A Good number of area offices.
- Networking
- Organized Community by DAM.
- Peoples organization
- Moral support from GO/NGO/LGIs.
- Skilled staff.

• **Regional resource potentialities and community situation:**

- Although, Jamalpur region is a disaster prone area yet this area belongs to resources potentialities in many ways. Here is river, forest, char & haor and plain land. Poor people in these areas often depends on landlords and moneylenders and their income is seasonal But they have high levels of poverty and good agricultural potential. They are vulnerable to emergencies such as death, illness and loss of crops. Many live in remote areas with weak communication links and a lack of government health and education services.

In spite of vulnerability, there is a great opportunity to increase agricultural production through access to information, adaptation of new technologies and linkage to markets. Apart from, another opportunity is handicraft. It has been observed that the local communities, Union Parishad, Upazila Administration and CBO are very cooperative. It is very much required to have response and cooperation from all stakeholders involved

in the intervention for sustainability. These resources could be used to upgrade the life style of the people of this region and make the area free from hunger and starvation. DAM could implement future programs in the region considering the potentialities of this region.

So it is needed to ensure community participation, capacity building of the community and institution as well as advocacy and need based services for implementing program intervention to address regional priorities.

1. Existing programmatic intervention/program focus in DAM Jamalpur:

Jamalpur region is now one of the important development intervention hubs of DAM. In Jamalpur region, a good number of projects of DAM is implementing at present. About more than five lac people are getting benefit directly or indirectly from these project.

The key activities are

1. UNIQUE

- NFPE school preparedness
- Remedial support for slow learners
- Livelihood linkage,
- Community capacity building
- Collaboration formal and non- formal system

2. ROSC

- Training on subject based quality education(basic/refreshers)
- Academic supervision by teachers, learners validation

3. Health Monitoring and advocacy on safe motherhood

- Training CBOs & UPSC
- Awareness campaign about ANC &PNC
- Public hearing to share maternal service findings
- Facilitate FWC&UPSC

4. ACCESS

- Community led health service monitoring
- Activate and strengthen the union standing committee
- Introduce Report Card Method(RCM) to access health service
- Familiarization RTI and citizen charter to ensure rights
- people's organization(Ganokendra and CRC) institutionalization
- social protection and safety net measure for poor people
- discussion meeting with school children/ adolescent on DRR and health issues
- social use of ICT

5. Enhancing Community Capacity to Reduce Vulnerability to Human Trafficking(CCRVT)

- ATCC formation and its capacity building
- At risk group identification
- Creation of support network for at risk group
- Sensitization of media to human trafficking
- Capacity building to youth to address human trafficking
- Rehabilitation service for rescued victim

6. A Disaster Resilient Future: Mobilizing Communities and Institutions for Effective Risk Reduction

- Community mobilization and awareness raising
- CRA & development of RRAP, advocacy
- Provide training and orientation
- Preparedness measure
- Mitigation work
- Dissemination of EWS
- Strengthen the capacity of local govt.
- Contingency plan

7. Micro finance

- Group formation
- Savings collection & loan disbursement
- Insurance support
- Training & orientation
- Linkage establishment with other service providers
- Employment

8. Cross-border transfer of agricultural technologies, institutional and market development project

- Technology transfer
- Market and enterprise development
- Human and institutional development
- Knowledge transfer

Regional vulnerability assessment:

Much vulnerability is over here. For addressing vulnerabilities, many NGO, like DAM are working in Jamalpur region with a view to bringing change in the livelihood of poor people of the region. Following vulnerabilities were identified through group work which are given below:

1. River Erosion
2. Flash Flood & Flood
3. Trafficking(Merits, child, Man & Woman)
4. Migration
5. Low employment opportunity & Seasonal unemployment
6. Child Labor
7. Single Cropping Land
8. Poverty
9. Early Marriage
10. Maternal & Child health
11. Risk of disasters
12. Impact of Climate Change
13. Multi Marriage
14. Drug Addiction
15. Landless
16. Dowry
17. Illiteracy

Scope of work in Jamalpur region:

The following areas have to address for overall development of this region. There are many NGO working in this region but could not cover whole area. DAM has ability and strength to cover the large area and can take program for the fortune of the poor people of this region.

- Livelihood support to the poor and extreme poor family.
- Upgrade nutritional status of children and mothers.
- Adolescent's empowerment through education and IGA training.
- Health education and drug prevention.
- Climate change and disaster management.
- Access to human rights social justice and good governance.
- Woman empowerment.
- Replication and scaling-up of good practices and approaches in the ongoing and any future DAM interventions such as Education, Health, Livelihood and other support program.
- Address child labor issues and prevention of violence against woman.

Proposed intervention priority:

- Poverty reduction & Food security.
- Education.
- Prevention of Trafficking.
- Disaster Risk Reduction
- Improved Maternal & Child health care.
- Human rights & woman empowerment.
- Environment & Climate Change.
- Entrepreneurship development of agricultural marketing extension.

Proposed activities may be under taken by DAM

- A. Poverty reduction & Food security.
 - Livelihood training (IGA based).
 - Agricultural technology transfer.
 - Working capital support
 - Agricultural equipment.
 - Issue based discussion.
 - Local extension agent trained-up(LSP)
- B. Education.
 - NFPE School set-up
 - Learning materials support.
 - Linkage with school feeding program.
 - Collaboration with formal and non formal education.
- C. Prevention of Trafficking.
 - ATCC formation and its capacity building
 - Risk group/person identification.
 - Creation of support network for risk group.
 - Adolescent group formation and awareness buildup training.
- D. Disaster Risk Reduction
 - Contingency plan prepared
 - Community mobilization and awareness rising.
 - CRA & development of RRAP & Advocacy.
 - Awareness buildup training and mitigation work.
- E. Improved Maternal & Child health care.
 - Health, Nutrition & Education activities
 - PNC, ANC and neonatal checkup.
 - Growth monitoring
 - Awareness buildup session conduction.
 - Awareness buildup regarding family planning.
- F. Human rights & woman empowerment.
 - Community capacity building workshop.
 - Campaign
 - Advocacy
 - Livelihood linkage.
 - Support to victim.
- G. Environment & Climate Change.
 - Activation of Disaster Management Committee (DMC).
 - Contingency plan
 - Livelihood linkage
 - Infrastructure support
 - School program for awareness buildup

H. Entrepreneurship development of agricultural marketing extension.

- Establishment of collection point
- Linkage with market actors (Input & Output)
- Linkage buildup with line agencies.
- Group farming & marketing.
- Technology support

The proposed strategic plan period:

Initially the regional strategy paper has been developed for four years (2012-2015). It would be reviewed periodically and appropriate issues will be incorporated accordingly.

Challenges in this region

The following challenges may come to implement future program in Jamalpur region:

- Coordination and avoid duplication with GO/NGOs working in this region for poverty reduction.
- Migration and employment creation opportunities for income generation.
- Improve nutritional status of the mother & children especially extreme poor and poor family.
- Improve adaptation & migration capacity to address the harmful effect.
- Prevent violence and trafficking against woman and children.
- Prevent child labor because they have been earning supplementary income for their families.
- Ensure peoples participation in the governance and development issue.
- Local resource mobilization and capacity building.
- Staff & volunteer dropout.
- Flash flood

Challenges mitigation way:

To overcome the proposed challenges, the following steps may be taken

- Coordination with zilla & upazilla administration
- Coordination and rapport building with GO/NGO and others stakeholders.
- Proper planning for implementation the project activities
- Increased coordination among the staff of all programs within the region.
- Gender friendly working environment creation.
- Established a monitoring system for smoothly program implementation.
- Rapport building with community peoples.

Conclusion:

As the people of the region are much more poor, deprived from their rights, little and no access to justice and health service, victim of climate change effects, underprivileged and different social and economical hazards, so the government and nongovernment organizations should pay heed attention to address the problems facing the people of this region. It is quite impossible for DAM to face the problems alone because of some constraint. It is our expectation and believes from a big leading NGO like DAM that it could also change the fortune of the people of this region through undertaken new programs under four sectors (Livelihood, Education, Health, HR & SJ) based on the said diversities, potentialities side by side existing project activities.

Dhaka Ahsania Mission

Jamalpur Region

Thematic Paper on “Agricultural Extension and Marketing”

(2nd version. Date-14.02.2013)

Context:

Jamalpur region have ,many social dimensions that indicate greater level of diversity. These include low literary rate, lack of awareness, dowry, early marriage& polygamy, drug addiction, and seasonal migration. Economical diversity includes many issues like day labor, child labor, unemployment & marginal farmers. There is also a geographical diversity that includes river erosion, char & haor areas, and flash floods and also neglected human rights and woman empowerment. Considering the regional context DAM has rightly selected a theme that is “Agricultural extension and marketing” Agriculture is the single largest contributor to income and employment generation and a vital element in the country’s challenges to achieve self sufficiency in food production, reduce rural poverty and foster sustainable economic development.

Concept of the theme:

Agricultural extension is an extremely important process, which can accelerate technological, social and economic development. It is a significant social innovation, an important force in agriculture change which has been created and recreated, adapted and developed over the centuries. Agricultural extension has now become recognized as an essential mechanism for delivering information and advice as “input” into modern farming.

Agricultural extension is a service or system which assists farm people, through educational procedures, to improve farming methods and techniques, increase production efficiency and income, better levels of living, and lift the social and educational standards of rural life

(Maunder , 1973, Agricultural Extension Manual, Rome, FAO)

Agricultural extension is assistance to farmer to enable them identify and analyze their production problems, and to increase their awareness of the opportunities for improvements.

Marketing is the combination of 4P, where P=Place, P= Promotion, P= People and P= Price.

In addition, agricultural marketing activities include market information development, market extension, training in marketing and infrastructure development. It also involves understanding customer needs and effectively positioning and selling products and services in the market place

Implication or affect of the theme:

Presently, farmers are deprived of getting fare price of their product because of middlemen exploitation, bulk volume of product and also want of high value market. Besides, farmers do not have enough concepts on modern market strategy like collection point, group selling, market information; linkage developed with output market actors, post harvest handling technique etc. Therefore, strategy should develop for ensuring fare price of product of farmers. Farmers are not well known about agricultural modern technologies and they have lacked of technical skill. Many people are living under poverty level because of the diversity of the region. Consequently they have become poor marginalized and most vulnerable and then internal migration has been increased day by day.

So in case of poverty elimination, modernization of agricultural technologies is very essential. In this situation, DAM has been playing a vital role to upgrade socio economic and livelihoods of poor people of Jamalpur region implementing different type of project.

Feasibility:

In spite of vulnerability, there is a great opportunity to increase agricultural production through access to information, adaptation of new technologies and linkage to markets. Apart from, another opportunities are low cost labor, fertile land, holistic production in homestead, utilization of abandoned public land, company and extension line agencies, GK & CRC, mobilize farmers towards group marketing approach, union information and service center etc. It has been observed that the local communities, Union Parishad, Upazila Administration and CBO are very cooperative. It is very much required to have response and cooperation from all stakeholders involved in the intervention for sustainability. These resources could be used to upgrade the life style of the people of this region and make the area free from hunger and starvation. DAM could implement future programs in the region considering the potentialities of this region.

DAM positioning at the region:

DAM has enough strength at the regional level. A Good number of DAM skill staffs are working in the region taking moral support from GO/NGO/LGIs. In this connection, we have a good network among the different organizations and also community people. DAM has established Ganokendra and CRC at the region for implementing the different type of project to reduce the vulnerability of the poor people. We have many good practices like cage fish culture, floating vegetable cultivation , collection point for agricultural marketing , multilayer vegetable cultivation etc.

Major constraints at the region:

There are many constraints present in Jamalpur region. Everyday we are facing many difficulties. Our team identified following constraints:

Lack of human capacity/ skill

Lack of technical knowledge on agriculture, fishery, livestock and marketing

Unavailability of quality input

Less access to finance

Exploited by middlemen

Lack of access to open water bodies & khas land

Lack of initiative

Idleness

Less use of organic fertilizer

Lack of crop diversity

Less access to higher market

Natural calamities (Flood, Flash flood, River erosion, Heavy rain fall, Draught, Hail storm, Cyclone)

Way out:

Strategic Level:

We have needed to arrange meeting, training, orientation and workshop with the farmers and community people. Farmer's capacity will be increased after getting all these things and they will learn about modern agricultural technology. They will take initiatives to use modern agricultural technology and produce sufficient agricultural products. Research documents and good practices will be made and dissemination seminar will be held on the basis of those things.

Macro level intervention:

- ✚ Provision of quality inputs
- ✚ Introduction of tested modern agricultural technology
- ✚ Capacity building on agriculture, service provision & Marketing through ganokandra and others service providing institution (training, workshop, orientation, meeting, learning visit etc. technical demonstration)

- ✚ Established communication, linkage and collaboration through ganokandra and others service providing institution
- ✚ Institutionalization of service provision system through CRC
- ✚ IEC/BCC materials

- ✚ Conference,

Micro level intervention:

- ✚ Organic fertilizer preparation (pit compost, quick compost, vermin compost, green manure etc.)
- ✚ Transfer of asset and working capital
- ✚ Mass gathering (FFD, Day observation, video show, drama, campaign, agriculture fair, tree fair etc.)
- ✚ Establishment of linkage between community and MFI.
- ✚ Access to market information
- ✚ Establishment of collection point
- ✚ Promotion of group marketing
- ✚ Linkage development between groups and input/output market actors.
- ✚ Cross visit

Recommendation:

In spite of vulnerabilities like flood, erosion, draught, poverty, trafficking, migration, disaster, literacy, unemployment etc. there is a great opportunity to increase agricultural production through access to information, adaptation of new technologies and linkage to markets. For addressing the vulnerabilities, many NGO, like DAM are working utilizing natural resources in Jamalpur region with a view to bringing changes in the livelihood of poor people of the region for a short period. However, for sustainability, it is needed – Introduce long term project, Market development strategy, Collaboration with BARD and others like minded organization.

We also need some inclusive events in the field/local level like- arrange agricultural training in Ganokandra and CRC for enhancing their capacity, regional coordination meeting, exposure visit within or outside of region, established & strengthen Ganokandra and CRC and also strengthen local service provision .

Dhaka Ahsania Mision

Program Division

Sub: Thematic implementation plan of Jamalpur Region.(2nd version)

Date: 14.02.2013

	Activities	Location	Time Line (March'13 - December '13)										Support Require	Responsibilities	Remarks	
			Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec				
Macro	Provision of quality inputs	Jalalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj												GO/NGO	PM-CATT	continuous process
	Introduction of modern agricultural technology	Jalalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj												CATT, UNIQUE II MFP, ACT, Safe	DO	

													Motherhood, ACCESS- H&E UZ Focal Person		
	Capacity building on agriculture, service provision & Marketing through ganokandra and others service providing institution (training, workshop, orientation, meeting, learning visit etc.)	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO	DO	
	Established communication, linkage and collaboration through ganokandra and others service providing institution	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj,											DO	AC-ACCESS-H&E	
	Institutiualization of service provision system through CRC	Jamalpur Sador, Melandaha, Madergonj,											DO	DO	

		Sharishabari, Dewangonj,													
	IEC/BCC material,	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO/ TMD	PM-CATT	
	Conference,	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO	PM-CATT	
Micro	Organic fertilizer preparation (pit compost, quick compost, vermin compost, green manure etc.)	Jamalpur Sador Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO	DO	
	Transfer of asset and working capital	Jamalpur Sador, Melandaha, Madergonj, Sharishabari,											DO	PM-CATT MFP	

		Dewangonj,													
	Mass gathering (FFD, Day observation, video show, drama, campaign, agriculture fair, tree fair etc.)	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO	PM-CATT AC-ACCESS-H&E, BM-MF	
	Establishment of linkage between community and MFI.	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj, Bokshigonj											DO	DO	
	Access to market information	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj,											DO	PM-CATT	continuous process
	Establishment of collection point	Jamalpur Sador, Melandaha, Madergonj, Sharishabari, Dewangonj,											DO	DO	
	Promotion of group marketing	Jamalpur Sador,											DO	DO	

