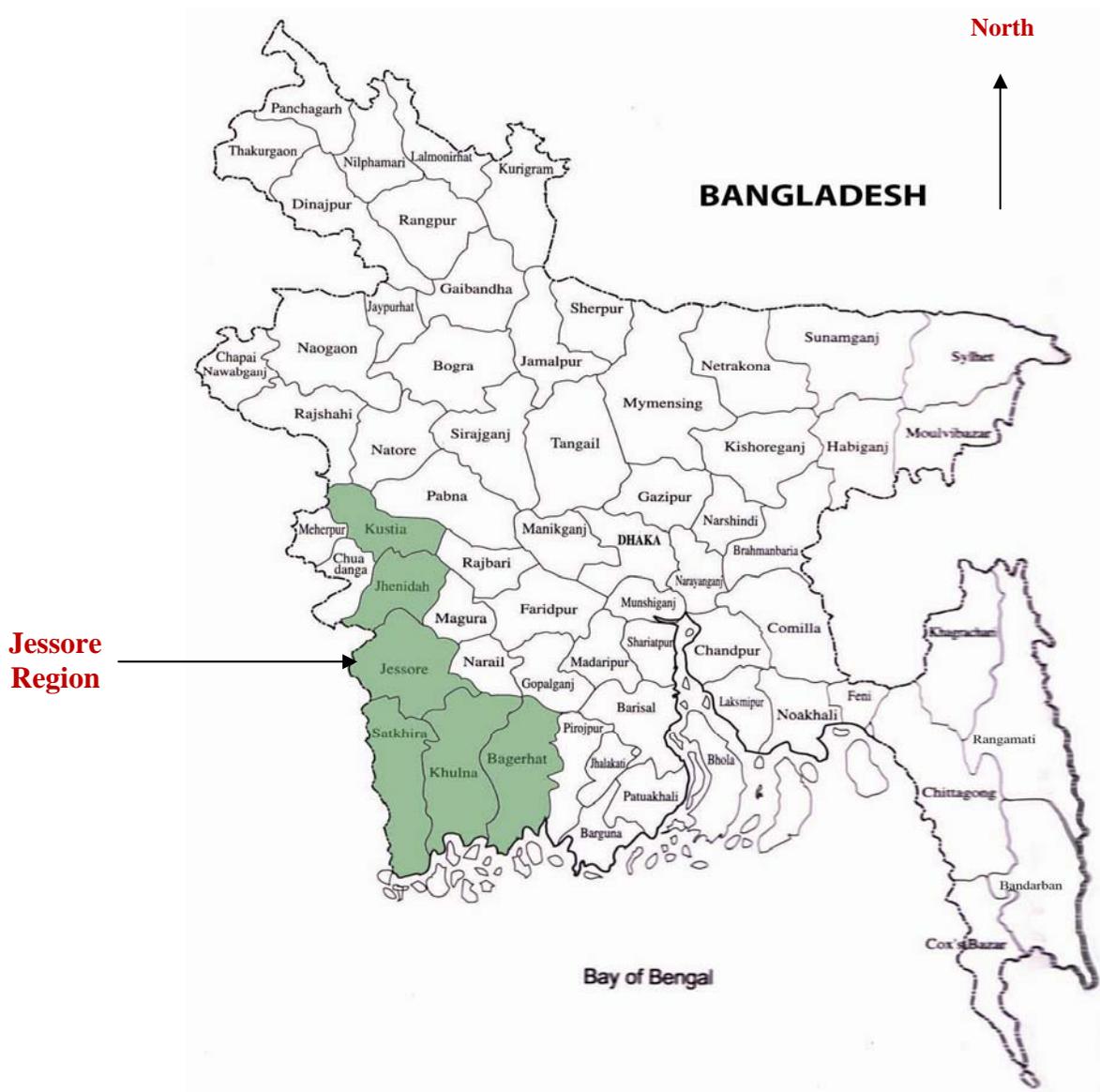


Dhaka Ahsanis Mission Regional Strategy Paper

2012 to 2015
Jessore Region.



Introduction:

Jessore region consist of 6 districts i.e Jessore,Jhenaidaha,Satkhia,Kustia,Khulna and Bagerhat of Bangladesh.The working area spread over in 17 Upazilas/thana. Jessore Sadar,Keshobpur,Chowgacha under Jessore district, Jhenaidaha Sadar and Mohespur under Jhenaidaha district, Satkhira Sadar,Kolaroa, Debhata,Kaligonj,Ashashuni and Shaymnohar under Satkhira district, Mirpur andKumar khali under khustia district, Khalishpur under Khulna district and Mongla,Sharonkhola and Rampal under Bagerhat district. These area are the combination of plain land,coastal and forest area. Some part of the area frequently faced natural disaster and some part faced very rare. More than half of the population in this district lives below poverty line. They are suffering much because of cyclone, tidal surge, salinity,flood, water logging, unemployment, low literacy rate, river erosion etc. But there are many opportunities over here such as substantial agricultural products, fish culture, 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 will 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. The strategy for the Jessore region aims to provide a picture of the region. This strategy will also provide an over view of past and ongoing interventions of DAM and aims to present these in the more national context and coherence with DAM's sectoral strategy and will determine the clear operational frame work including the outreach and target. It presents the development objectives of the region, provides an over view of past and ongoing interventions of DAM and aims to present these in the more national context and coherence with DAM's sectoral strategy. It aims also to identify the main challenges facing the Jessore region and to present a comprehensive response, not limited to DAM's activities alone. The strategy identifies integration as the major objectives or challenges for the Jessore region. Cooperation between other service provider in a vast number of sectors is strongly encouraged because of its effect on strengthening the integration system and thereby, politically stability, economic growth and sustainable development in the region.

Dhaka Ahsania Mission developed its perspective plan for the period 2006-2015 with the active participation of the stakeholders including the members of staff. This perspective plan endorsed DAM's development programming through well-planned sectoral approaches. The whole programming will be implemented by four sectors including Education, Human Rights and Social Justice, Health and Livelihoods Development. Each of the sectors will also develop its own sectoral strategy in line with the overall perspective plan. In line with perspective plan, DAM has initiated the preparation of its regional strategy papers. This strategy paper has included the analysis of global, national and local context, organizational past experiences, future opportunities and strengthens. The livelihoods sector has set a shared vision and clear benchmarks for the target groups, sector itself and the capacity building of members of the staff who will lead the implementation of regional strategy. This regional strategy also determined the clear operational framework including the outreach and target; inter regional coordination and quality assurance knowledge management and documentation. A significant part of Jessore region is a highly vulnerable for adverse affects of climate change as well as food security.

The principal goal of the regional strategy is to improve living conditions and reduce poverty so as to gradually lift the vast majority of the people above the poverty line and improve the quality of life for the average citizen. Bangladesh has made important gains in the fight against poverty. Bangladesh today is definitely out of the shadow of famine. Uniquely for a country facing an extremely vulnerable ecology, Bangladesh has established a credible record of sustained growth within a stable macroeconomic framework.

Context:

The southwest region of Bangladesh is the most disaster-prone area in Bangladesh and is very vulnerable to the effects of climate change. Cyclones, salinity, tidal surges, flash floods, arsenic and repeated water-logging are common in this part of Bangladesh, shaping the lives and livelihood patterns of the people living in the area. The southwest coastal region has been identified as one of the parts of the world most vulnerable to the effects of a rise in sea level caused by climate change. Agriculture and shrimp farming are the major areas of employment and livelihood in the southwest coastal districts. Around 85% people of in the region are employed in agriculture and landless farmers make up almost 66% of the population. The height of the sea level is increasing and consequently in many places the saline water from the Bay of Bengal is seeping into the land. The land and environmental degradation caused by this create serious problems for agriculture (i.e. severe soil degradation caused by erosion, contamination, compaction, losses of organic matter through improper farming practices, land transformation and deforestation). Water logging means that for long periods large areas of land cannot be used for agriculture. The Jessore region in particular Bagherhat and Satkhira are a rather backward part of the country owing to, its near absolute dependency on agriculture and almost non-existence of other significant sources of employment. Accordingly, rural-urban migration on temporary and voluntary basis frequently occurs in quest of employment due to seasonal unemployment. The growing incidence of temporary out-migration is a standard and voluntary coping strategy of the unemployed poor households.

Existing programmatic interventions/ program focus of DAM in Jessore Region:

- Development of entrepreneurship
- Creating ground for MSE
- Ensuring empowerment through Peoples Organizations (PO)
- Access to health services
- Access to information and Social use of ICT
- Non Formal Primary Education, Preschool & Camp
- DRR and livelihood security
- Shelter Home (Rescue, repatriation, shelter, reintegration and rehabilitation)

- Community managed water supply
- Supply safe water and sanitation
- Vulnerable Group Development
- Regional Training Centre
- Drug treatment and rehabilitation center

Regional socio-economic and environmental diversity and challenges:

Bio-Diversity:

The coastal zone contains distinctive development opportunities that can be instrumental in reducing the vulnerability and poverty of coastal communities and can contribute significantly to the development of Bangladesh as a whole. Some of these are untapped, others have significant expansion potentials. The zone has a diversity of natural resources, including coastal fisheries and shrimp, forest, salt and minerals. In recent years, Bangladesh coastal areas received international attention due to its high potential for exploitation of both onshore and offshore natural gas. The coastal zone also contains several ecosystems that have important conservation values. The world's largest uninterrupted stretch of mangrove ecosystem, the Sunderban, has been declared World heritage site. These ecosystems are not only biodiversity hotspots, but they also provide the ecological foundation for an important common property resource: the fisheries of Bay of Bengal. No systematic work on coastal and marine biodiversity of Bay of Bengal and its Bangladesh coast so far has been found. This paper has been prepared reviewing different literatures on flora and fauna of coastal and marine environment of Bay of Bengal of this region. The Sundarban is the largest single continuous productive mangrove forest of the world, spreading over the southern part of Bangladesh and west Bengal State of India. The Sundarban is a unique ecosystem and has great interest in a number of ways. This is the place where the mainland Bangladesh meets the Bay of Bengal, making the area a globally unique ecological position. Out of the global total true mangrove species numbering 35, Sundarban has 12-13 sp. The Sunderban mangrove forests provide timber; pulp wood, fuel-wood, raw materials for industries. The major commercial timber/wood species of Sunderbans are Sundri. Bangladesh is very rich in fish and shrimp species biodiversity.

Salinity:

A part of the coastal area, the Sundarbans, is a reserve natural mangrove forest covering about 4,500 km². The remaining part of the coastal area is used in agriculture. The cultivable areas in coastal districts are affected with varying degrees of soil salinity. The coastal and offshore area of Bangladesh includes tidal, estuaries and river floodplains in the south along the Bay of Bengal. Agricultural land use in these areas is very poor, which is roughly 50% of the country's average. Salinity causes unfavorable environment and hydrological situation that restrict normal crop production throughout the year. The freshly deposited alluviums from upstream in the coastal areas of Bangladesh become saline as it comes in contact with the sea water and continues to be inundated during high tides and ingress of sea water through creeks. The factors which contribute significantly to the development of saline soils are, tidal flooding during wet season (June-October), direct inundation by saline or brackish water and upward or lateral movement of saline ground water during dry season (November-May). Observations in the recent past indicated that due to increasing degree of salinity of some areas and expansion of salt affected area as a cause of further intrusion of saline water, normal crop production becomes more restricted. In general, soil salinity is believed to be mainly responsible for low land use as well as cropping intensity in the area. Salinity in the country received very little attention in the past. Increased pressure of growing population demand more food. Thus it has become increasingly important to explore the possibilities of increasing the potential of these (saline) lands for increased production of crops. It necessitates an appraisal of the present state of land areas affected by salinity.

The main obstacle to intensification of crop production in the coastal areas is seasonally high content of salts in the root zone of the soil. The salts enter inland through rivers and channels, especially during the later part of the dry (winter) season, when the downstream flow of fresh water becomes very low. During this period, the salinity of the river water increases. The salts enter the soil by flooding with saline river water or by seepage from the rivers, and the salts become concentrated in the surface layers through evaporation. The saline river water may also cause an increase in salinity of the ground water and make it unsuitable for irrigation. The increase in water salinity of these areas has created suitable habitat for shrimp cultivation. Along with other factors, shrimp cultivation played a major role to increase salinity, particularly in the southwestern coastal regions.

Disaster and climate change effects in South-West:

The southwest coastal region specially Khulna, Satkhira and Bagherhat are the most disaster-prone area in Jessore region and are very vulnerable to the effects of climate change. Poverty in the region is as much shaped by the ecological condition as it is determined by socio-economic dynamics. The region is part of an inactive delta of large Himalayan Rivers and is protected from tidal surge by the Sundarban mangrove forest. Cyclones, tidal surges, floods, repeated water-logging and land subsidence are common in this part of Bangladesh, shaping the lives and livelihood patterns of the people living in the area. The southwest coastal region has been identified as one of the parts of the world most vulnerable to the effects of a rise in sea level caused by climate change. It is estimated that the sea level in the region has been rising by 3-4 mm per year for last 30 years. However, the impact of climate change has been compounded by the water management policies successive Governments with support and funding from international agencies.

The incessant heavy down pours of the rainy season causes flooding in the region. This water cannot be drained because of rising sea levels, leaving vast areas water logged. Each year more than 144,521 hectare of land goes under water for 6-8 months. The problem of stagnant water is gradually approaching down river to the south/coast as it follows the declining slopes of the river basin, spreading fast and inundating more areas. It is estimated that each year ten-twelve thousands hectares of land is becoming permanently waterlogged and the

rate is rapidly increasing. Last September, heavy monsoon rains have stranded hundreds of thousands. Seven hundred and thirty eight villages in the region have been affected by the current floods. Over thirty thousand of the poorest and most vulnerable individuals in this region have been left homeless and are facing a severe shortage of food. This is the tenth consecutive year that floods have hit in this region and the local communities believe the duration and depth of the floods is increasing cumulatively.

The floods and water logging often leave tube wells and latrines submerged and the rise in sea level creates more saline (salt water) intrusion, making safe drinking water scarce and access to it difficult. In addition, there are few ground water aquifers in this region due to a natural shortage of heavy sand particles beneath the ground. Because of the excessive extraction of ground water through deep tube well irrigation, aquifers of this area are often contaminated by arsenic and further affected by a decrease of the water level under the ground. Arsenic has now become a major problem in this region. According to the Groundwater arsenic Calamity survey said, almost 79 percent of aquifers of the southwest coastal region are contaminated by arsenic.

Agriculture and shrimp farming are the major areas of employment and livelihood in the Satkhira, Khulna and Bagherhat districts. Around 85% people of in the region are employed in agriculture and landless farmers make up almost 66% of the population. The height of the sea level is increasing and consequently in many places the saline water from the Bay of Bengal is seeping into the land. The land and environmental degradation caused by this create serious problems for agriculture (i.e. severe soil degradation caused by erosion, contamination and compaction, losses of organic matter through improper farming practices, land transformation and deforestation). Water logging means that for long periods large areas of land cannot be used for agricultural production, significantly reducing employment opportunities in the region.

Unemployment Problem:

Unemployment is common everywhere in Bangladesh. No region in the country is completely free from it. So, Jessore region is not exception from it. Rather, this problem is very serious in Jessore region specially Bagherhat and Khulna. Many people are badly suffering from the curse of unemployment. There are many direct or indirect causes of unemployment. Unemployed people fail to maintain themselves and their families. They lose their mental peace and social status. We know that an idle brain is devil's workshop. So they commit many crimes. This is increasing social crimes and hampering social peace. To solve this problem we should bring our population growth under control. New mills and factories should be established in this region.

Migration:

The south-west region especially Bagherhat and Satkhira is a rather backward part of the Jessore owing to, *inter alia*; it's near absolute dependency on agriculture and almost non-existence of other significant sources of employment. Accordingly, rural-urban migration on temporary and voluntary basis frequently occurs in quest of employment due to seasonal unemployment during the lean period from mid- September to mid-November. Furthermore, the region is also vulnerable to a wide variety of climate related shocks, e.g. flash flood and resultant crop damage, salinity, cyclone and tidal wave etc. During seasonal unemployment rural poor's per capita income fall. For the most part, migrants are pre-dominantly young, male household head and with marginal land ownership. The reason behind this selectivity is that individuals respond differently to the prevailing factors associated with origin and destination areas. Reference point out that seasonal migration takes place as an optimal endogenous response to individuals' comparative advantages of costs, returns, and welfare maximization and higher income opportunities which contribute to urban pull. Moreover, negative environmental conditions consistently encourage out-migration. People of these areas take temporary migration during lean periods to maintain their income and consumption levels.

Widespread flooding during this period intensifies this crisis every year. During this flood period, income earners of any vulnerable family try for alternate income generating activities taking temporary migration to urban areas. Moreover, rural demographic changes, low level of human capacities, changes in cropping patterns and intensities have significant impacts on the rural economic activities of the regions. Rural poor optimally choose to migrate for short spells of time. The seasonal migrants, usually getting employed as wage labors at destination areas, can be grouped based on four pre-migration occupations.

Human Trafficking:

In recent years, there has been a significant increase in trafficking of women and children in south-west region. Very little work has been done to understand the local dynamics of the problem meaningfully. This review was undertaken to produce a comprehensive summary of available information concerning trafficking of women and children in Bangladesh. Information on the magnitude of the problem, underlying factors that foster trafficking, modes of trafficking, major trafficking routes, and consequences of trafficking has been compiled. Research reports and publications of various organizations working in the area of trafficking, journals, reports, booklets, newsletters, photographs, and newspaper clippings were reviewed. Existing information was extracted from various sources to enable readers to understand the problems relating to trafficking from various perspectives.

Jessore region is one of the most vulnerable regions for trafficking because of its large population, large-scale rural-urban migration, the large population living in conditions of chronic poverty, and recurrent natural disasters. Women and children are sold, traded, and exchanged for sexual slavery and prostitution, and bonded labour across borders, such as from Bangladesh to India, Pakistan, and the Middle East; from Nepal to India; from Burma to Thailand; from Vietnam to Kampuchea; and from the Philippines to Japan. The causes and consequences of trafficking in Bangladesh cannot be understood in isolation from its historical, cultural, geographical and socioeconomic perspectives, and the present condition of women. Research carried out by the Bangladesh National Women Lawyers Association (BNWLA) has shown that these enclaves have been used as recruitment and collection sites by traffickers. Bangladesh is one of the most densely populated

countries in the world. The present population of the country is about 129 million. Despite the achievements of some poverty-alleviation programmes through micro-credit and other development initiatives, the vast majority of the population in Bangladesh still lives in poverty. Recurrent natural disasters make the situation more critical for the entire population. During distress situation, lack of shelter for girls is a great problem. All these factors make people vulnerable and an easy target of traffickers. Legal provisions to protect women and children from exploitation are also not enforced due to organizational inefficiency and inadequate capacity of the law-enforcing agencies. As a result, some social practices, which are detrimental to a woman's status in society, still continue for many decades after their legal abolition. A case in point is the practice of dowry which continues despite national legislation in 1980. The inability to fulfill dowry commitments affects a young bride's treatment by the relatives of her husband and increases her vulnerability of being abandoned and trafficked for immoral purposes or bonded labour.

Drug addiction:

Jessore region especially Jessore and Satkhira are route of drug smuggling area. Drug addiction is not a recent problem in southwest region in Bangladesh. But it has been rising. In recent years drug Addiction has significantly increased. This agent of human devastation has spread its tentacles worldwide and also in our country. These are generally youths and young men between 15-30 years of age and come from all strata of the society. But there are adolescents below 15 years of age and men and women over 30.

Hospital surveys show that average age of drug addicts is 22. The addicts are students, professionals, businessmen, laborers, ricksha pullers and from other professions. Students are most affected and drugs have caused deterioration in standards of education and students have also given up going to schools and colleges. These addicts are turning to various criminal activities, in order to procure drugs. While, as an Islamic country, Bangladesh proscribes the consumption of alcohol, there is significant abuse of this substance. Porous borders with India and Myanmar permit trafficking in drugs and other contraband. Bangladesh is a transit country for drugs produced in the Golden Triangle and, to a much lesser degree, the Golden Crescent.

Communication, political and religious and occupational condition

River, road, railway and air are the mode of communication system of Jessore region. Near about 70% of total road is earth road. Due to this, communication from one place to another place and goods transportation is time consuming and expensive. As a medium of modern communication system cell phone, telephone, fax, email and Internet is available but this is insufficient to necessity. The communication by river is now shrinking because of reducing the navigable mileage.

People of all the religions perform their respective religious customs independently. The political condition of Jessore region is comparatively static. A congenial atmosphere and harmony is prevailing among the political parties. The economic condition of Jessore is not so good. Livelihood options and employment opportunity is very insignificant. Poor people receive a scanty assistance from the different govt. departments/institutions, which is very insufficient for maintaining their livelihood. Some of the government safety-net programs (old age allowances, widow allowances, disabled allowances, hundred day's employment opportunity creation scheme, national services etc.) are available in the location in a limited scale. Most of the cultivated lands are mono crop. People are not widely familiar with the new variety of crops.

Early marriage is alarmingly high in the region that leads to complicacy of pregnancy and discontinuation of education. Early marriage, dowry, domestic violence, social isolation, lack of awareness on rights and lack of autonomy in decision making are some of the major socio-cultural adversities that the adolescent girls are facing. Domestic violence, dowry related violence, violence in the school, community and work places and acid burn are also very common. In addition to that trafficking of adolescent girls takes place very often. Highest suicide rate is present in this region among the country. In Jhenaidaha district many people committed suicide.

Strategy to follow:

This strategy document is intended to promote of development process and ensure their rights and dignity and socio-economic development of the society. DAM will contribute to improve the living condition of disadvantaged people and upholding their rights and entitlement. This paper will also help to identify the destitute people who have limited participation in social and economic development activities and activities to improve their present situation. It will also help underprivileged people to claim their rights, which they are entitled.

The strategy paper can be translated into program through effective planning, collective sharing of information and resources by all stakeholders. DAM has expertise and a base of lessons learned as well as a network from policy makers to the grass roots. This is a comparative advantage DAM enjoys at the moment. DAM has opportunity work with other likeminded NGO as well as public service providing agency.

The strategic plan needs to be implemented, which is a process that requires careful planning. The key to implementing objectives identified in the strategic plan is to assign goals and responsibilities with budgets and deadlines to responsible employees or Regional Focal Person (RFP), for example. Monitoring the progress of implementation and reviewing it against the strategic plan will be an ongoing process. The fit between implementation and strategy may not be perfect from the outset and you may find it necessary to tweak your plans as you progress. Monitoring implementation is the key. Using key performance indicators (KPIs) and setting targets and deadlines is a good way of controlling the process of introducing strategic change. Regional strategic plan is another important tool in the implementation process. The strategic document is typically a short-term and more concrete document than the strategic plan and it tends to focus more closely on operational considerations.

Regional resource potentialities and community situation:

Although, Jessore region is a disaster prone area yet this area belongs to resources potentialities in many ways. Here is plain land, forest and river. Poor people in these areas often depends on landlords, shrimp farm owner and money lenders 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 the existence of sea port (Mongla), world largest mangrove forest Sundarban, air port, a part of Bay of Bengal, different tourist spots (Koromjol, Dublarchar, Hiron point, sixty dome mosque, Sagordari etc). There is also a great opportunity to expand the handicraft and fish culture. So it is needed to ensure community participation, capacity building of the community and institution as well as advocacy and need base services for implementing program intervention to address regional priorities

DAM proposed intervention priorities:

- Salinity and agriculture diversification/alternative livelihood
- Climate change and disaster preparedness
- Arsenic contamination and safe water
- Employment for livelihood opportunities
- Anti trafficking and safe migration
- Scaling up of Peoples Organization
- Water logging
- Vocational/livelihood training

How the existing programs are addressing the needs and challenges relating to geographical vulnerability and human sufferings?

To address the above stated needs and challenges, DAM has been undertaking different measures through its different intervention from many years. MFP is reducing the poverty, ensuring food security and empowering women through creating and expanding alternative livelihood options, promoting agricultural diversification, increased family income and strengthened women participation in decision making process. ACCESS (H&E) project has increased access to services through providing various information and ensuring the rights and entitlement of the rural poor. Community people and other stakeholders are being sensitized about Right to Information (RTI) through this project. It also facilitates the leadership development process of the rural poor. SUJOL, Pipe water supply and Sidko plant are providing safe water to the community people. CMWS project is helping community and institutions for improved sanitation. It also installed different water options like tube-well and PSF. IFLS helping the community and institutions (UDMC, UzDMC) for increased income, promotion of saline tolerant agriculture through organic fertilizer, support for alternative livelihood options, advocacy for access to services(especially for disable people), creation and advocacy for safe water and solar lighting options, advocacy for stopped the unplanned shrimp cultivation, disaster preparedness and Climate change adaptation. VGD project has organized the VGD recipient and providing them different training including income generation, gender, life skill and collecting savings. Shelter home providing victim support. RTC is providing different training while AMIC is providing drug treatment and rehabilitation support.

UNIQUE-II project has started recently for providing non formal primary education to drop out and out of school children through multi-grade teaching approach and mainstreamed them in the formal school. This project will also organize camp for slow learners and pre-school for school preparedness.

DAM's strength

DAM has a number of community based organization in this region. A total of 565 Ganokendra and 21 CRC are functioning here. Besides, there are also 1178 micro credit group working here. In addition to that a number of Community Action Group (CAG) and Community Volunteer (CV) are in also place there. 200 CLC and 20 LRC will also be established shortly.

DAM has 215 full time committed staff at present in this region. They are self motivated, dedicated, dutiful and capacitate staff. They are performing their duties nicely.

DAM has good relationship with local govt, Administration, different line agencies, other stakeholders and has strong presence in the region.

What are future potential interventions to address the challenges?

- Safe Water
- Food security and agricultural diversification
- Salinity and water logging
- Sundarban Bio-diversity

Strategic Benchmark: Strategic bench mark has been set in line with the DAM's perspective plan and Sectoral strategy papers

Education	Livelihood	Health	HR & SJ
<p>-By 2015, at least 50% of the disadvantaged groups of people including children in the target areas who are deprived of education would have increased access to education courses of their choice for improved life and livelihood</p> <p>-Increased both public and private sector human and financial resources and enhanced institutional capacity</p> <p>-Key organizational units of educational management in DAM are equipped with professional capacity decentralized management and adequate quality assurance measures.</p>	<p>-Ensure that by 2015 at least 50% of the target groups within intervention areas will have access to inputs and services to achieve improved quality of life</p> <p>-Increased both public and private sector, human and financial resources and enhanced institutional capacity</p> <p>-Key organizational units of livelihood management in DAM are equipped with professional capacity, decentralized planning and adequate quality assurance measure.</p>	<p>-By 2015, 50% disadvantaged people in the target areas would have reduced health risk through increase access to quality Services as per entitlement</p> <p>-Increased public and private sector human and financial Resources and enhanced institutional capacity</p> <p>-Key organizational units of health management in DAM are equipped with professional capacity, decentralized planning and adequate quality assurance measures</p>	<p>-By 2015, At least 50% of the disadvantaged groups of people in the target areas would have increased access to the services for which they are entitled .</p> <p>-Increased institutional capacity and accountability of both public and private sector is visible in protecting rights of the deprived communities.</p> <p>-Key organizational units of DAM are equipped with professional capacity decentralized planning and adequate quality assurance measures.</p>

The proposed strategic plan period

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

Target Group:

Primary Target Group:

- Women, men, adolescent, youth and children, with priority from landless, extreme
- Poor, vulnerable and marginalized family
- Commercial sex worker (Banishanta and other areas)
- Ganokendra /MDC/CLC members
- Community people

Secondary Target Group:

- Community leaders, teachers, opinion leaders and religious leaders
- Local Government Institutions and elected bodies
- Employers
- Law enforcing agencies and members of judiciary
- Journalists of local media
- CBOs/Civil Society Organizations
- Service providers/duty bearers/public agents
- Local, national institutions/organizations working on gender equality
- Youth Club/Forum, NGOs, Networks etc.

Tertiary Target Group:

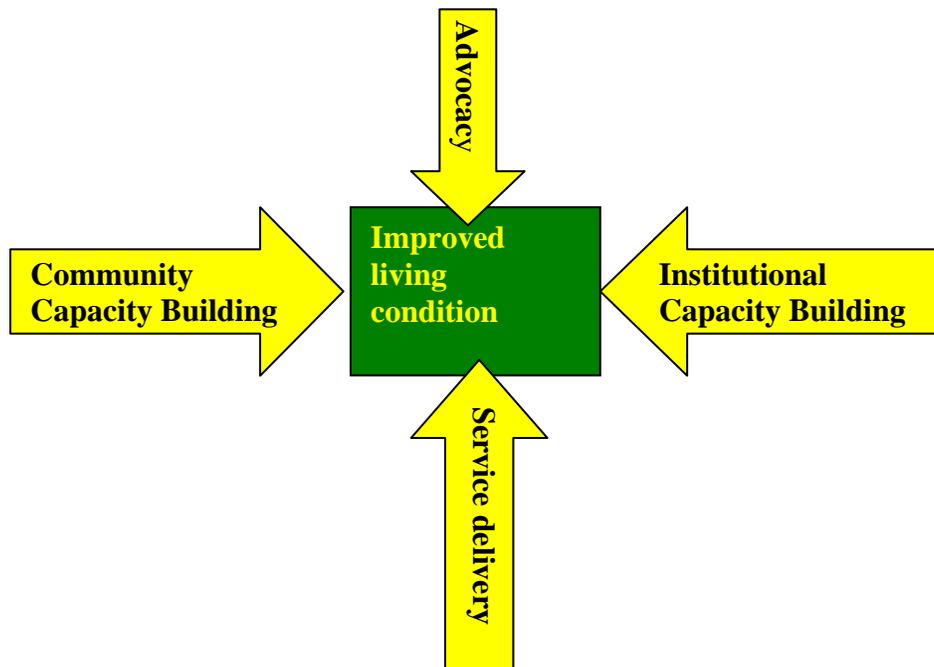
- Policy level duty bearers
- Executives of national and international service providers
- Political Parties
- Media and Journalist Forum
- International Organizations
- UN Agencies
- Donor Organizations

HOW TO REACH THE TARGET PEOPLE:

Community based implementation approach will be continued. All activities of the project will be planned and executed in the community level. The platform of the community people (Ganokendra) will be the central points in the communities for planning, execution, monitoring and evaluation of the project. For addressing the needs of the specific target group, separate activities will be taken. To reach to the target group with the services, group approach will be continued. For this, target group wise separate action group will be reformed and strengthened. Extreme poor will be given priority in the reformed action groups. The DAM staff will regularly sit with the group members to explore their needs and requirements and priority will be fixed. Through open discussion and active participation of the extreme poor, the services will be made available to them. Their action

groups and ensuring their active participation in the group works will make the services of the project available to the extreme poor. Deserving destitute, particularly women will be tried to bring within the service provision. The people with physically challenged, socially excluded, adolescent and environmentally refugee and maintain livelihood through fishing will also be the part of the project and a separate and appropriate approach will be continued in an inclusive way for consolidated the achievements. DAM four stroke strategy will be followed.

DAM Core Strategy



Community Capacity Building:

a. *Creating Demand:*

Effective demand creation will be an integral part of DAM's implementation strategy. In the context of service provision, DAM will give importance to create demand by the community themselves rather generated by the outsider for the communities which will contribute to decentralized system at local level to make decision-making and management of resources meaningfully and accountable to the ordinary people who depend upon government services.

b. *Community Participation*

The core implementation process of DAM will through a highly participatory process which creates an opportunity for all men and women to raise voice in decision-making, either directly or through legitimate intermediate institutions that represent their interests. Such broad participation will built on freedom of association and speech, as well as capacities to participate constructively. Enabling environment will be created for all, especially poor community to access to knowledge, information and decision-making processes of the local level sector actors or service providers.

c. *Institutionalizing capacity building*

CBOs/Ganokendra/Community Resource Centers and other issue based action group/task force will be activated or formed where necessary within the community. Interested and potential people will be identified to develop capacity to act as catalyst under the CBOs. All community mobilization related activities would be implemented through community-based organizations popularly known as Ganokendra.

d. *Collective claim and bargaining with LGs & service providers*

DAM will facilitate both the LGs and CBOs for networking and collaborating, so that they undertake joint initiatives with the poor communities to extrapolate optimum level of local resources. LGs will engage for effective utilization of resources, in a consultative process with the existing service providers, CBOs and poor communities so that they collectively can judge, considering the socio-economic context and decide on the individual families that should be targeted for getting respective facilities. Creating and strengthening internal governance system as well facilitate the governance system of the service providers is an essential try out so that the collective bargaining power can be increased.

Institutional Capacity Building

a. *Strengthening Institutional Governance (Accountability & transparency- RTI, citizen charter)*

Capacity building would be the core strategy of DAM for developing knowledge and skill of local government institutions through training, workshop, exposure visit and on-the-job support to explore internal potentials of the LGs and build their confidence level to lead implementation. Strengthening the transparent and accountable system within the local government institutions and other institutions working as duty bearer to provide services are core elements of the strengthening institutional capacity building efforts. These initiatives will enable the skilled persons to be more focused on LG structures, activities and role, good governance, people's participation and disseminate their attained knowledge among institutions and the community people.

b. *Human Resource Development of the duty bearers*

The strategy for integration of various human resources could help to contribute for greater implication in the community. Local level Teacher, religious leader, youth, children group, artists, cultural organizations and field staffs of local NGOs are regarded as good human resource for community mobilization and awareness creation.

c. Develop Partnership & Collaboration

Partnership and collaboration among the stakeholders i.e. GO, NGO, Private sectors, among LGIs, private and public service providers etc. and community will be an important strategy of Jessore region to develop social partnership, work together for creating united movement directed to common goal, recognize comparative advantages and contribution of each stakeholder and to integrate efforts and resources owned by each stakeholders. In fact, the role of Jessore region would be to act as Facilitator to strengthen coordination and collaboration among GO-NGO, private sector and community people through sharing and consultation for ensuring the coordinated services and resource mobilization.

d. Joint Planning

Joint planning would be an important strategy Jessore region for institutional capacity building and partnership development as well as collaboration among GO-NGO, civil society leaders, Youth, Children, private sector and community people at Union, Upazilla and District level. The main objective of this planning is to formulate strategies for achieving the desired objectives, to solve the problem, or to improve the present status in the Union/Upazilla by the participation of mentioned stakeholders.

Advocacy:

Advocacy would be a pleading technique of Jessore region and support services that is used by non-governmental organizations (NGOs), activists and even policy makers themselves, to influence policies. It is also about creation or reform of policies, but also about effective implementation and enforcement of policies. Advocacy is a means to an end, another way to address the problems that we aim to solve through other programming strategies. It is a combination effect of multi stakeholder's participation for persuasion towards the target considering the present context/problem.

Issue based Action Research:

Jessore region will undertake different action research on different issues related to the rights. DAM perspective plan and convergence and synergic elements which identified in DAC 2012 can be considered in longitudinal and cross sectional studies. The research results plan to present through advocacy campaign and lobbying among the concern authority of Jessore region for remedial actions and further improve planning.

Policy Lobbying

Policy lobbying is one of the strategic approaches for obtaining the result of advocacy. Under this endeavor, Jessore region will have the opportunity to be involved in regional levels. Multi dimensional initiatives can be undertaken to reach the targets. It is very important to maintain regular lobbying and advocacy relation with policy makers, government officials, politicians, development organizations, journalist and other concerned organizations. For building strength and forceful campaign along with service holders, Jessore region should make a liaison with multi stake servicing agencies to ensure the lobbying channel.

Management, Coordination and Quality Assurance:

For smooth functioning the Jessore regional activities management should be decentralized in great extend. Besides central purchased committee, a strong local purchase committee needs to be formed. Coordination will be strengthened among the different project, staff, unit and divisions. Quality assurance will one of the important agenda of Jessore region. Different divisions/unit responsibly will be as follows.

Supervision and monitoring

Participatory supervision and monitoring will be continuing for pro-active participation of women and children, and regional team in ensuring proper implementation of the regional strategy. Result-oriented participatory supervision and monitoring plan would be developed to monitor inputs, process and outputs. The monitoring process will take and identify failure and successes of activities with the active involvement of people interested or affected by that activity. This would be the way of maintaining participation throughout the strategy cycle of involving local project stakeholders in identifying and tackling indicators of success and of maintaining accountability to the regional stakeholders.

The monitoring system will be developed through direct involvement of beneficiaries to monitor the interventions, determining indicators, selecting data collecting method, processing and analyzing data to take action after monitoring findings. In the process, the CFP will be linked to the lowest implementation units and the grassroots level through a two-way information communication system. The UP bodies, CBOs, Facilitators, all regional staffs as well as HQ staffs all have their defined roles in the participatory monitoring system.

The system will help to strengthen the capacity by providing stakeholders with basic tools to introduce corrective action, help to value their own experiences and knowledge and the process empower them to use their resources efficiently and transform their environment as they aspire. This would also provide the opportunity to explore the risks, the cost and the benefits. Ownership of the regional document, final recommendation and action plan will lie with the community and make them much more likely to introduce necessary change. Information and findings will be produced and validated by participants, who would be accountable to each other and this helps assure that information is accurate and reliable.

Name of Division/Unit Specific roles

- TMD Assessment of training and materials need
- Design and develop need based training course and materials
- Development of module and materials
- Field testing and feedback collection
- Organize and facilitate training/workshops
- Follow-up and evaluation of services and resources
- Review and update of training courses and materials

Research

- Design research and studies
- Conduct baseline/needs assessment/feasibility study
- Stakeholder/customer analysis
- Action research
- Participatory assessment and evaluation
- Process documentation
- Dissemination/sharing of research/study findings

Finance and Accounts

- Provide financial support
- Maintain bank transaction
- Maintain accounts and book keeping
- Prepare financial report of projects and share with concerns
- Timely completion internal and external audit and necessary actions
- Prepare financial report for donor and NGOAB

HRD

- Recruitment of staff as per policy
- Induction of staff
- Assess staff capacity
- Appraise staff performance
- Plan staff development

Monitoring and MIS

- Assit in Participatory Monitoring
- Maintain and update database

RMU

- Develop new projects
- Maintain and update profiles
- Maintain liaison with donors Institutions
- provide technical support
- Feed-in with updated relevant information

Support in HRD

- **Support in recruitment, procurement and transportation**

Knowledge Management: KM is a new term that is receiving wider coverage and often performing research, documentation and dissemination. To strengthen and institutionalize KM in the organization, commitment to horizontal and vertical flow of information across the region, is considered as the cornerstone. Dissemination of knowledge is an important aspect of KM. Dissemination allows people to know what the organization has in stockpile that can be accessed and used. Region organizes a number of seminars, dialogue, workshops including updating website and reporting in electronic and print media. All these are geared towards introducing an effective and strong knowledge management based in DAM.

Way Forward:

This strategic document has been developed through a long participatory process. It was initiated before DAC2012. Firstly the regional team prepared it and presented it in DAC 2012. After initial finalization of this strategic document, it is discussed in regional coordination meeting and will make available in the website of Dhaka Ahsania Mission. This is a living document and will be monitored and reviewed in every year by a core committee and suggest for necessary adjustment. All new sector programs and Initiatives will be reviewed according to this strategy document. A comprehensive plan will be developed for the implementation of this strategy document. The short-term strategic actions will be implemented by 2012-13. The mid-term strategic actions will be implemented by 2015. The next review of this document will be in DAC 2015 and long-term strategic actions will be implemented.

Dhaka Ahsania Mission Programme Division Jessore Regional theme: Safe Water

Context: Jessore region is situated in the south-west part of Bangladesh which consist of 9 districts i.e Jessore, Jhenaidaha, Satkhia, Khulna, Bagerhat, Chuadanga, Meherpur, Magura and Narail of Bangladesh. The region has certain geographical disparity. These areas are the combination of plain land, coastal and forest area. Some part of the region frequently faced natural disaster and some part faced very rare. Major part of Sundarban (the world largest mangrove forest) is situated here. Poverty in the region is as much shaped by the ecological condition as it is determined by socio-economic dynamics. It is estimated that the sea level in the region has been rising by 3-4 mm per year for last 30 years. However, the impact of climate change has been compounded by the water management policies successive Governments with support and funding from international agencies.

Scarcity of safe water is the major problem of the region. Water of some parts of the region is arsenic contamination and some parts water is high saline. Water also contaminated due to water logging. On the other hands ground water is not available in the expected layer. People of this region have been facing the acute problem of safe water. Salinity, water logging, arsenic, hardness and drought are the main problems. So safe water has been selected the theme of region.

Safe water: Water is central to the way of life in Bangladesh and the single –most important resource for the well-being of its people. Water is essential for human survival, socio-economic development of the country and preservation of its natural environment. **Safe water means** water that will not harm you if you come in contact with it. The most common use of this term applies to drinking water, but it could also apply to water for swimming or other uses. To be safe, the water must have sufficiently low concentrations of harmful contaminants to avoid sickening people who use it. The list of harmful contaminants includes disease-causing microbes such as bacteria, viruses, and protozoans; cancer-causing chemicals such as many pesticides, organic solvents, petroleum products, chlorinated byproducts of the disinfection process, and some metals and metalloids; nitrates and nutrients, endocrine-disrupting compounds, strong acids, strong bases, radionuclides, and any other acutely toxic substance. Potable water free from harmful microorganisms and substances, even if it may have color, odor, or taste problem due to dissolve minerals.

Safe water supply means withdrawal or abstraction of either ground or surface water as well as harvesting of rain-water; its subsequent treatment, storage, transmission and distribution for domestic use.

About 80% of the world's population are live in the area where the fresh water supply is not secure,--According to new global analysis (September'2010).

Relevancy with National context and current status:

People of this region have been facing the acute problem of safe water. Salinity, water logging, arsenic, hardness and drought are the main problems. The region is part of an inactive delta of large Himalayan Rivers and is protected from tidal surge by the Sundarban mangrove forest. Cyclones, tidal surges, floods, repeated water-logging and land subsidence are common in this part of Bangladesh, shaping the lives and livelihood patterns of the people living in the area. The southwest coastal region has been identified as one of the parts of the world most vulnerable to the effects of a rise in sea level caused by climate change. It is estimated that the sea level in the region has been rising by 3-4 mm per year for last 30 years. However, the impact of climate change has been compounded by the water management policies successive Governments with support and funding from international agencies.

The incessant heavy down pours of the rainy season causes flooding in the region. This water cannot be drained because of rising sea levels, leaving vast areas water logged. Each year more than 144,521 hectare of land goes under water for 6-8 months. The problem of stagnant water is gradually approaching down river to the south/coast as it follows the declining slopes of the river basin, spreading fast and inundating more areas. It is estimated that each year ten-twelve thousands hectares of land is becoming permanently waterlogged and the rate is rapidly increasing.

The floods and water logging often leave tube wells and latrines submerged and the rise in sea level creates more saline (salt water) intrusion, making safe drinking water scarce and access to it difficult. In addition, there are few ground water aquifers in this region due to a natural shortage of heavy sand particles beneath the ground. Because of the excessive extraction of ground water through deep tube well irrigation, aquifers of this area are often contaminated by arsenic and further affected by a decrease of the water level under the ground. Arsenic has now become a major problem in this region. According to the Groundwater arsenic Calamity survey said, almost 79 percent of aquifers of the southwest coastal region are contaminated by arsenic.

Unplanned shrimp farming are one of the major areas of employment and livelihood in the Satkhira, Khulna and Bagherhat districts. The height of the sea level is increasing and consequently in many places the saline water from the Bay of Bengal is seeping into the land. The land and environmental degradation caused by this create serious problems for agriculture (i.e. severe soil degradation caused by erosion, contamination and compaction,

losses of organic matter through improper farming practices, land transformation and deforestation). Water logging means that for long periods large areas of land cannot be used for agricultural production, significantly reducing employment opportunities in the region.

During concept analysis and find out relevancy with regional context following reference documents was consulted.

- Regional strategy paper
- DAM Sectoral strategy papers
- National watSan policy
- National Water policy
- Sectoral strategy
- Sixth Five year plan(2011-2015)
- MDG documents
- National ICT Policy

Implications or how following issues affected the safe water:

Access and entitlement: Access to safe drinking water means that the source is less than 1 kilometer away from its place of use and that it is possible to reliably obtain at least 20 litres per member of a household per day. It also the proportion of people using improved drinking water sources: household connection; public standpipe; borehole; protected dug well; protected spring; rainwater. Every one has to right to access and entitle to safe water. But due to paucity of safe water in Jessore Region people do not have easy access in safe water and can not enjoy their entitlement.

Education: Education hampered by the water logging, heavy rainfall and flood. Prolonged water logging can obstruct the students to go to school. Road and some times school are inundated. Class may be stop for water logging and floods. In 2011 classes of many schools were remain closed for 3 months for water logging.

Child Protection: Child protection from health hazards become under threat. Many water borne diseases may come out. Child mortality rate may increase due to scarcity of safe water. In that case MDG goal could not be achieved.

Water and sanitation: Existing water and sanitation facilities are very insufficient to provide safe water. Limited or no safe water option, inadequate sanitation amenities and lack of proper water & sanitation technologies are the causes behind this. So ensuring safe water is hampered in great extends due to limited or no water & sanitation facilities.

Micro Finance: To invest the micro finance to the income generating activities (poultry, cow and goat rearing, small enterprise, fish culture, homestead gardening) for uplift the family betterment. The micro finance to be addressed for providing safe water. Micro finance gives support to women for positioning and dignity in the families. Safe water can also make the people healthy and help the people to engage in more income generating activities for earning more.

DRR: Some parts of the Jessore are also disaster prone area. DRR issues could be incorporated for ensuring safe water. DRR activities could reduce the adverse affect of climate change that can contribute to defend the sea level rise, eventually increased salinity and water logging. So ensuring safe water is significantly depends on effective DRR plan, strategies and activities.

Food security: Saline water hindered the crop cultivation and food production in great extend. Due to high salinity food could not grow in expected level. Insufficient saline tolerant variety are also the causes of derisory food production. Water logging also created negative impact on food production. A large quantity of land becomes uncultivable. So food security hampered drastically due to not have safe water sufficiently.

Poverty: It is also the poverty stricken area. Many people do not have alternative livelihood options. They are maintaining their livelihood through selling their labour, fishing, cutting wood and collecting honey from Sundarban. They used to depart for deep sea for fishing but they can not catch a good number of fish due to decrease the number of fish drastically. So their income is very Spartan. They can not spend money for managing safe water for them due to their scanty income.

Prevention of human trafficking and safe shelter: Jessore region is one of the most vulnerable regions for trafficking because of its large population, large-scale rural-urban migration, the large population living in conditions of chronic poverty, and recurrent natural disasters. Women and children are sold, traded, and exchanged for sexual slavery and prostitution, and bonded labour across borders, such as from Bangladesh to India, Pakistan, and the Middle East; from Nepal to India; from Burma to Thailand; from Vietnam to Kampuchea; and from the Philippines to Japan. Recurrent natural disasters make the situation more critical for the entire population. During distress situation, lack of shelter for girls is a great problem. All these factors make people vulnerable and an easy target of traffickers. Legal provisions to protect women and children from exploitation are also not enforced due to organizational inefficiency and inadequate capacity of the law-enforcing agencies. As a result, some social practices, which are detrimental to a woman's status in society, still continue for many decades after their legal abolition.

Nutrition Improvement: Rice, vegetable, fruit can not grow and sweet water fish can not culture due severe salinity and water logging. Arsenic contamination also affects the food quality and wiping out the nutrition elements. On the other hand using of unsafe water leads all people towards water borne diseases irrespective of all ages. Improvement of nutrition status greatly obstructed due to lack of salinity.

People Organization: DAM has a number of community based organization in this region. A total of 565 Ganokendra and 21 CRC are functioning here. Besides, there are also 1178 micro credit group working here. In addition to that a number of Community Action Group (CAG) and Community Volunteer (CV) are also in place there. 200 CLC and 20 LRC will also be established shortly. Creation of social movement for safe water can easily be organized.

Right to Information: Right to Information has created a positive opportunity for availing safe water. Now they are getting more information on water rights, water policy, safe water options and initiatives taken on it etc. They also became aware on rights and entitlement in this sector. To become sensitized they are coming forward and raised their voice to avail the safe water.

Social business for safe water: Social business for safe water has created a great opportunity for identifying the new technology and different safe water options. People can avail the safe water if more no of water options and technology identified. Promotion of social business for safe water can reduce the sufferings related to water.

Role of Women: Since women play a crucial role in water management and hygiene education at the household level, recognition of women's role will contribute to the overall development of the sector.

Way out-Strategies to incorporate:

Space should be created in national policy, sixth five year plan for safe water of south-west coastal region separately not with the Disaster and CC. To address the issue properly a strong collaboration would be formed with existing alliance and networks or broader alliance would be formed. Advocacy work will be undertaken in grassroots and national level. Advocacy should be undertaken for soft work and also for some structural adjustment. Peoples Organizations (Ganokendra) will play active role in implement the grassroots level activities. Action research would be conducted.

Way Forward (2013-2015):

A. Central level: (Policy advocacy: Review the existing water policy and incorporate the water crisis of south-west zone properly)

1. Formation of active society and review the water policy;
2. Organize seminar/workshop
3. Organize round table conference

B. Regional Level:

1. Organize water mela;
2. Sharing opinion with local actors
3. Demonstrate appropriate water technology

C. Local level:

Identify effective water technology source and demonstrate appropriate water technology

1. Capacity Building (Organize training/ orientation for local govt. representative, local initiatives, volunteers, Ganokendra MC and staff training etc)
2. Undertake right based campaign and create social movement (Formation of human chain, rally, memorandum submit and signature campaign etc)
3. Develop small entrepreneur for social business
4. Formation of water related e-group
5. Undertake awareness raising activities (School orientation, courtyard meetings, tea-stall sessions, video show, art competition, cultural programmes, on air water related programmes through community radio etc)
6. Good practices documented and publishing
7. Publishing good practices
8. Develop, collect and distribute booklet, poster, sticker, wall magazine etc.
9. Publish water related special bulletin/ Alap etc.

**Dhaka Ahasania Mission
Program Division
Jessore Region
Theme Implementation Plan (March- December'2013)**

Intervention Level	Event	Location	Time Line (March to December '13)										Support Required	Responsibilities	Remarks	
			Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec				
Micro	Identify effective water technology	Satkhira. Jessore, Khulna, Bagerhat												WatSan	PE	
	Formation of rally and human chain for safe water													All projects	RFP and CFP	
	Undertakken the signature campaign	Satkhira and Bagerhat												All Projects	RFP and CFP	
	Formation of water related e-	Jessore and												ACCESS	CRC Facilitators	

	group at CRC level	Satkhira											(H&E), MYCIN, MFP, UNIQUE-II	and IT Specialist	
	Organize Vedio show, art competition, court yard meetings and tea stall sessions	Jessore regions											All projects	UF, DF., RF	
	Published water related bulletin /ALAP	Jessore Region											All Project	UF,DF, RF, CF	
	Organize workshop /seminar on safe water	Kaligoj											MYCIN, UNIQUE, CMWS, MFP	UF,DF, RF, CF	
Macro	Formation of active society/ group for water policy review for identify the gaps related to water crisis issue of south – west coastal zone	Dhaka											WatSan	RFP & CFP	

Implementation plan notes:

Monitoring: Monitoring will be undertaken in quarterly both in qualitative and quantitative aspects through applying the participatory approaches.

Reporting: Area level activities report will be prepared quarterly by Upazilla Focal persons and district level implementation plan will be prepared by District Focal Person. All the report will send to Regional Focal Person. Regional Focal Person (RFP) will send the reports to Central Focal Person (CFP). Central Focal Person will give the reports to DP and shared will other concern persons and regions as appropriate.