



Launch of National Social Security Strategy (NSSS) Action Plan and Inauguration of Social Security Programme Review Conference

**Organized by
Social Security Policy Support (SSPS) Programme
Cabinet Division and General Economics Division**



*Empowered lives.
Resilient nations.*

Basic Information on Nobo Jatra

Nobo Jatra-New Beginning' is a five year **USAID Food for Peace Title II Development Food Security Activity** working in **South West Bangladesh**

Approved Budget: \$64,000,000

4

Upazilas

5
Years



856,116 Beneficiaries

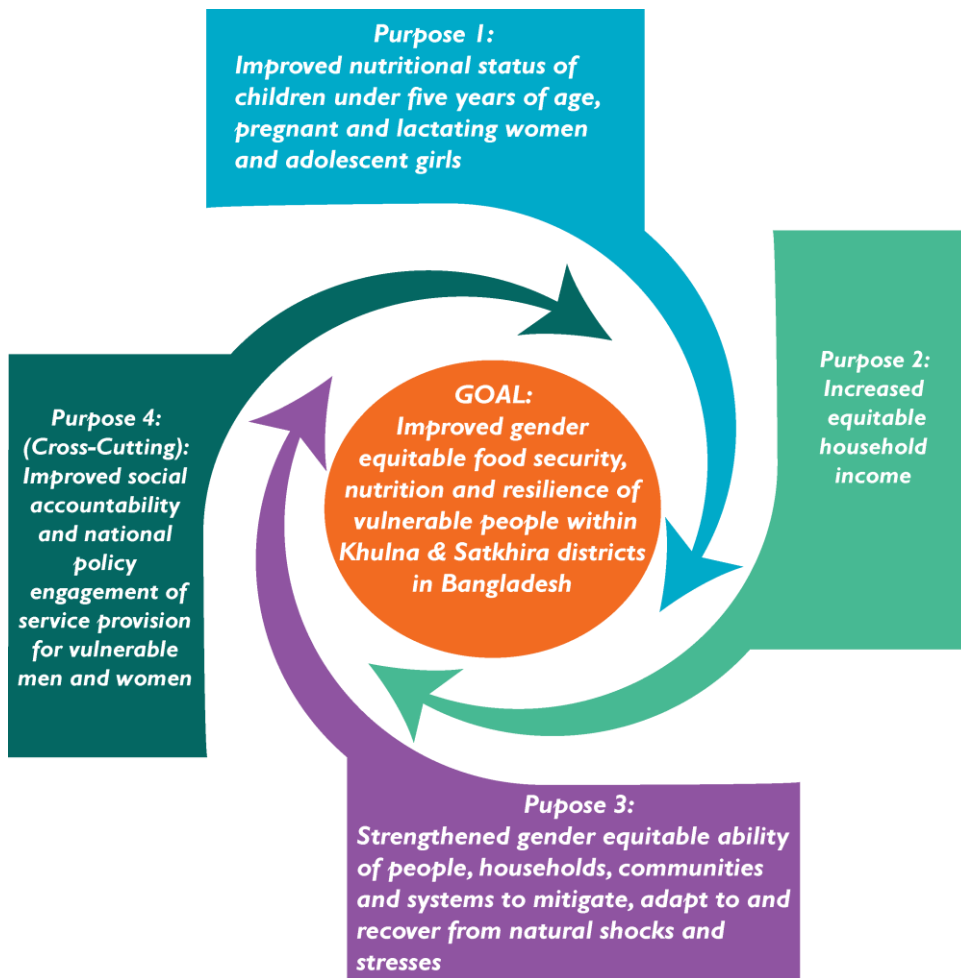
40

Unions



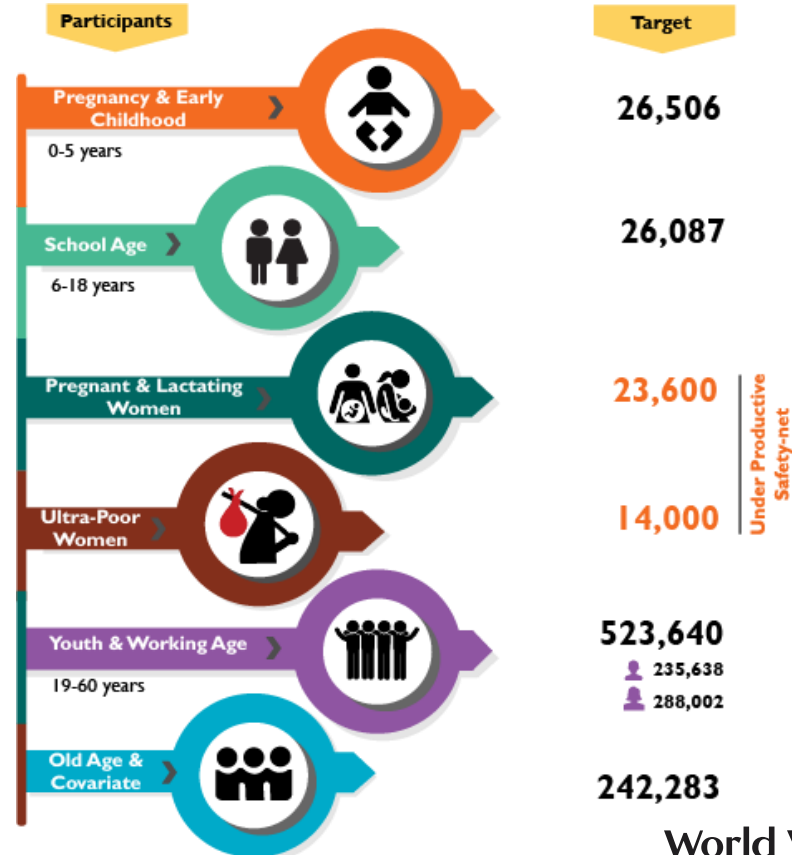
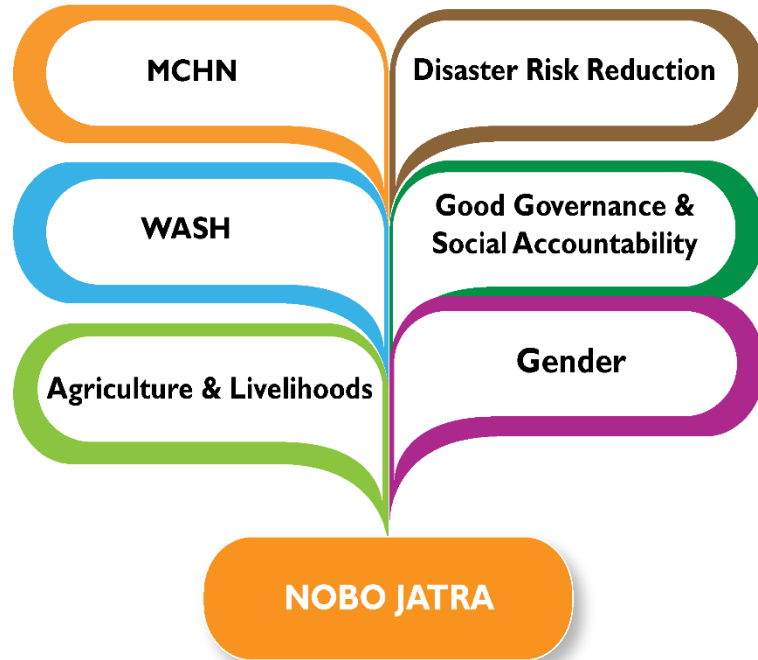
200,495 Household





Basic Information on Nobo Jatra

Key Components & Target Participants



Focused Thematic area

Social allowance

Food security and disaster response

Labor and **livelihood interventions**

Human development and **social empowerment**

Social insurance

MCHN Conditional Cash Transfers

Nutrition Safety Net: Conditional Cash Transfers



23,600 Pregnant Women



4 Upazilas



2,200 BDT/\$27.5
USD per month



15 months



Social & Behavioral
Change
Communication



wearable Bangle for pregnant
and lactating women



Mobile Alliance for Maternal
Action

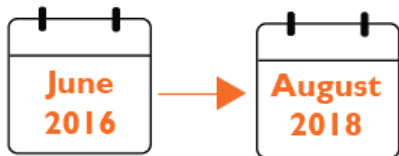


MCHN Conditional Cash Transfers

Progress till date



17,572
**Pregnant
&
lactating
women**



1,000
**COEL Bangle
distributed**



395,384 voice call &
23,294 SMS delivered to
13,375 PLW &
8,313 gatekeepers



\$4,058,151
**Total amount
distributed**



**Social & Behavioral
Change
Communication**



Ultra Poor Graduation Program

ULTRA-POOR GRADUATION GOAL:

To create pathways out of poverty for
14000 extreme poor families.



2 Cohorts of 7000 people



100% Female



24 month cycle



World Vision



Ultra Poor Graduation Program

13,922 participants
in 9 month
entrepreneurial
literacy sessions

10,186 extreme poor
women received Cash
grant of BDT 15,000
for launching business

616 Saving Groups

BDT 10,476,592
(USD 126,224)
Total value of shares



World Vision



Contribution Towards Achieving NSSS Goals

Enhance inclusiveness

Reducing poverty and vulnerability

Contributes in human
development

Increasing economic growth
of the country

Successes:



96%

purchased food



91%

**sought
medical care**



18%

saved



71%

**attended
GMP sessions
regularly**



83%

**sought ANC
service more than
twice**



80%

**sought
PNC services**

Post Distribution Monitoring Results

Lessons Learned/Challenges

Challenges

Intense SBCC has to take place parallel to the cash transfers to affect health and nutrition outcomes

High levels of poverty and needs of local communities are beyond the scope of Nobo Jatra's design – the project is reaching 14,000 extreme poor participants.

Responses

Multiple pathways of SBCC – traditional and innovative – are used to promote positive nutrition and health seeking behaviours.

Nobo Jatra leverages multiple interventions (i.e. capacity building, market and private sector linkages, entrepreneurship development) to build long term resilience, economic growth



World Vision 

**Thank
You**