

PROSHIKA Programmes

1. Organization Building Among the Poor

PROSHIKA has pioneered the concepts and methods of organization- building among the poor that are living in the rural and urban areas and encouraged them to organize themselves into groups, popularly known as *samitis*. The primary groups form group federations at village, union and thana levels already reaching to 10,255 broader organizational networks. These form the basis of the participatory development and spur on acquisition and strengthening of human, socio-economic and cultural resource bases of the poor.

2. Employment and Income Generating (EIG) Activities

For successful poverty reduction one of the prime needs is to assist the poor to generate more income and create employment opportunities. This is done through providing financial service of credit and savings, management, skill development training, hands on extension service and marketing support. So far, 14 billion taka has been provided as credit and technical assistance creating 2.7 million employment/self- employment opportunities and more than doubled their income in areas such as - Livestock, Fisheries, Sericulture, Apiculture and Irrigation and Tilling Technology Service.

3. Financial Services Programmes

Financial services to poor community is one of the main component of multi-sectoral development. There is no alternative except bringing change in life of the poor. Financial security is most essential for making development sustainable. Thus, PROSHIKA emphasizes on the financial development of the organized group members. This program is helpful in creating opportunity of self-employment. One of the prominent aspects of this program is to create job opportunity for unemployed youth of the community. This program includes following components-

- Microcredit activity
- Developing small entrepreneur
- PROSHIKA savings scheme
- Economic-socio security program
- PROSHIKA double benefit savings schemes and
- PROSHIKA special savings scheme.

4. Social Development and Environmental Protection

PROSHIKA is well-known for socio-cultural development. Along with economic development of the poor people of the country, PROSHIKA has given emphasis on view of social development as well. PROSHIKA believes in overall development of the society in general with an emphasis on the poor community in particular. Therefore, PROSHIKA implements different social development in line with the SDG.

Brief descriptions of the social development program are as follows-

4.1 Human development training

Human Development Training helps develop analytical skills, positive attitudes, management and operational skills of both PROSHIKA workers and organized group members. A total of 465,127 training courses on human development have been offered so far. These were attended by 8,065,320 participants each receiving on average two courses.

4.2 Women development and empowerment program

Women are the half of total population of the country. Women are suffering from patriarchal values, torture, violence, deprivation from constitutional and human rights. To enhance skills and capacity, gain self-sufficiency, economic development PROSHIKA included woman in to the development activity.

4.3 Poor women and juvenile development project

This project is being implemented in collaboration with Doublemooring Thana of Chattragram City Corporation. People living in slums, especially, the poor women and girls suffer from health related issues. PROSHIKA helps these poor women from illegal divorce, presentation of dowry and household voidance against women through providing legal aid in collaboration with district women rescue cell and police administration.

4.4 Development of physically challenged people

PROSHIKA has program that help the disabled people of Bangladesh, through different campaigns. PROSHIKA has also celebrated many official days related to the disabled community. PROSHIKA has also treats many people who are afflicted by diseases such as Clubfoot, cleft lip, eye surgery regarding the cornea and many more that were referred by camps and hospitals. By establishing many forums and networking/connecting patients with specials hospitals/doctors; PROSHIKA has reduced the cost of operations for the disabled by a large margin. PROSHIKA has worked extensively for the rehabilitation of the physically disabled by trying to not only find work for them but gathering and providing helpful materials. We have also have provided physio therapy treatment, providing skills training and micro credit opportunities for employment generation activity for them. Besides, we worked extensively to help disabled children find the right treatment and have organized special campaign to counsel the families during their troubled times. PROSHIKA has also set up quotas and given special privilege for disabled people to find work in different sectors. PROSHIKA, has worked quite a lot to tackle the negativity that this community of people face in their day to day lives. We have help campaign and programs to raise awareness of the issues and help change the ideology and stigma that is held by the general populace regarding the disabled community.

4.5 Anti-narcotics campaign

Drugs have penetrated and been an alarming issue in only the international borders but Bangladesh too. For this reason the youth of Bangladesh has fallen prey to a variety of drugs. Drug addiction has been becoming a rising threat to our not only out youth but the economy as well. Due to this, the youth who could sustain the livelihood of a family is becoming addicted top various substance and distancing themselves from responsibilities. The most dangerous effects of it are the mental, social, and physical toll that the youth of Bangladesh are facing. To help the youth affect by drugs, many families are facing a lot of financial troubles and also has to face social stigma.

To tackle this serious issue, PROSHIKA has implemented many anti-drug campaign and programs. Not only that, PROSHIKA has also worked with the government to bring an end to issues relating drug usage.

PROSHIKA, through this campaign bring together people from various sectors of society, such as teacher, student, community people and civil society as well as people's representative to speak about the issues and take actions accordingly.

4.6 People's Cultural Program

This is a unique program, and aims at using our cultural resources as a means of empowerment. PROSHIKA has realized from its inception that the actual experience of the poor expressed through songs, ballads and dramas which are devised, improvised, performed and witnessed by the poor themselves can create an unprecedented level of awareness. These performances not only entertain but when followed by discussions and other supports, can more than stir up peoples' critical consciousness about social and economic reality leading to a moral build-up, unity and action. Since inception, PROSHIKA has organized a total of 951 cultural troupes comprised of 14,265 members at the village and slum level. Of them 4,755 are women. These troupes have so far staged 114,000 cultural events.

4.7 Social forestry program

This is one of the important program that PROSHIKA has introduced from its inception. To improve the environment and increase income of the poor community, PROSHIKA introduce nursery project, homestead gardening, and block plantation along with road side forestry and community forest protection activity. The aim of all these activities are the protection of the environment and increasing poor people's income.

4.8 Climate change and resilience program

This is a worldwide problem which Bangladesh also suffers from. To cope up with the climate change affects to the people PROSHIKA is implementing this program. Through this program, PROSHIKA has developed some effective strategies.

4.9 Disaster Management, Relief & Rehabilitation Program

PROSHIKA has been providing disaster relief during natural calamities such as floods, cyclones, cold spells, tidal bores, and have been rehabilitating the victims of communal riots, since 1984. Pre-emptive programming has complemented these responsive interventions which included the construction of 10 two-storied cyclone shelters in the coastal areas together with coastal afforestation over a stretch of 135 km.

PROSHIKA's Achievement in a Nutshell

PROSHIKA's poverty eradication efforts brought more than 3 lakh poor families out of poverty so far. The plan is to make 1.5 million families poverty-free by the end of PROSHIKA's current five-year plan (1999-2004). A quick look at other program achievements show more than 10 lakh people, adults and young, became literate through PROSHIKA's efforts, and 77.02 million trees been planted by PROSHIKA group members to preserve our environment. Through the EIG program 205,715 loans have been disbursed as to let the poor earn a good living and stand tall on their feet.

PROSHIKA Income Generating Activities

a. PROSHIKA Integrated Agriculture Farms

Rangpur Farm :

PROSHIKA has two large productive agriculture farms. One is located at Taluk Tamfat in the district of Rangpur and the other one is at Satkania Upazila of Chattragram.

In the farms at Rangpur the total land is measured at 38.50 acre. Among these, 24.50 acre is agriculture land, two ponds for fish culture measured at 2.50 acre and 9 poultry shed comprised of 8.00 acre of land. The agriculture land is issued for potato, rice and maize production. The ponds are used for fish production and the 9 sheds of poultry are being used to rear cock (layer and broiler). Besides, there several types of herbs including medicinal plant and fruits trees. Every year a good amount of money are earned from this integrated farms.

There is a carp hatchery at Jagir, Mithapukur, in Rangpur. This has covered about 7.98 acre land. In total, there are 11 ponds where mixed type of carp is produced in 5 ponds, while fingerling and dhanipona are cultivated in the other 6 ponds. Apart from these, there is still one pond not in use and remains as is. The banks of these ponds are being used for producing mango, berry, coconut and other local fruits. For better production of fish, all 11 ponds are re-excavated and filled with necessary nutrients.

Satkania Farm :

The Satkania integrated farm is situated on 20 acres of land. There are six large sheds where 40 thousand chicken can be reared. There are also many different kinds of trees present throughout the land. Presently, this farm has started rearing layer and broiler chick. For last two years this farm has earned about a million in BDT. A total of 17 persons is currently in this farm.

Both the farms are being managed by a committee. It helps the farms' local management. It is expected that in the very near future both the farm will become profitable enterprise, thus, they will contribute to increase the income of PROSHIKA and become sustainable as well.

b. Honey production and marketing

PROSHIKA has undertaken this programme from its inception with the aim of income generation of the rural poor. This programme creates employment of PROSHIKA organized group member. To enhance the skills, PROSHIKA organizes training for those who implement this programme. Honey production and marketing programme mostly operate in those areas where mustard and lychees are grown ample. Presently, many group members manage their livelihood though honey production in a certain period of the year. Under this programme a total of 60 honey box with 150 honey frames have been placed in the field of Mizapur area at Tangail district. This programme is being centrally managed by 3 skilled staff and one field level supervisor. PROSHIKA, in 2018-2019 financial year total 10 lac taka earned from selling of 2.6 ton honey.



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