

## How the Private Sector Engagement Empowers SHOUHARDO III Communities

USAID's SHOUHARDO III, a Resilience Food Security Activity (RFSa), is currently implementing a two-year extension phase with a focus on sustainability. Private Sector engagement is an essential component in achieving SHOUHARDO III's target for long-term positive changes in participants' lives. In this regard, this RFSa initiated innovative approaches in the *Chars* (riverine islands) and *Haors* (wetlands) of Northern Bangladesh. During this phase, the program aims to build on its successes with the focus on two overarching principles:

- 1** testing, identifying, and promoting service provision models by the public, private, and community-based organizations and service providers; and
- 2** mobilizing communities to engage with these service providers to ensure sustained benefit after the program closes

### Reach



Engaged **50+** private companies/institutions/that deliver essential services



Reached **48,956+** participants



Facilitated service delivery in **947** villages,  
**115** unions,  
**8** districts

## Private Sector Engagement in On-Farm Activities

To facilitate improving agriculture and livelihood activities for SHOUHARDO III's Poor and Extreme Poor (PEP) participants, the program engaged 30+ companies. They provided training for Local Service Providers (LSPs) such as

- ☐ Vaccinators with adequate technical support
- ☐ Purchased maize, fish and other produce directly from program participants
- ☐ Promoted environment-friendly pest management
- ☐ Introduced the agriculture 'Fosholi' app for crop protection, weather forecast, and selling quality seeds
- ☐ Banana Haylage (cattle feed) piloting
- ☐ Online cattle marketing



**5,060+**  
participants use  
'Fosholi' App



**3,698**  
Micro Seed Dealers/Micro Seed Retailers  
received training from seed companies



**5,850**  
metric tons (MT) of maize sold in  
2021 (income BDT 117 million/USD  
1.37 million)



**154**  
Local Service Provider (vaccinators)  
received training

## Private Sector Engagement in Non-Farm Activities

SHOUHARDO III ensures that participants have different sources of income. The program collaborates with *Rup Kotha* Group for embroidery work mobilizing women and girls. In addition, on handicrafts production, the program collaborates with *Karupannaya* (Handicraft), Rangpur Craft, *Nitta Karu Panno*, Ayesha Abed Foundation-Handicraft (Baniachang, Habiganj). These organizations/companies also link women and girls with various markets for increased income.



**49** girls and women from remote *char* Rajarhat upazila under Kurigram district were linked with *Rupkotha* producer group for embroidery work. They earned BDT 1,20,000.00 (USD 1440.75).



**175+** girls and women directly involved in tailoring and embroidery work with other private organizations.

# Private Sector Engagement in Health and Nutrition Activities



**19,212**  
households received messages  
from Radio Sarabela



**17,555+**  
people received telemedicine  
services from Shara platform

In the remote *Chars* and deep *Haors* where SHOUHARDO III works, it is hard for the communities residing in these areas to access basic health services. The program engages with Social Marketing Company (SMC) to provide health and nutrition services through its Blue Star Provider program. The program also engaged with Radio Sarabela, a local community radio channel in Gaibandha district, to provide public service announcements to the participants located in nearby districts.

With COVID-19 hampering delivery of health services especially in far-flung areas, SHOUHARDO III is engaging with free telemedicine service – *Ankur-Shara* platform – so that PEP participants access dental and medical services through a 24/7 free hotline number. SHOUHARDO III is also mobilizing Private Community Skilled Birth Attendants (PCSBAs) to operate in the chars and haors and deliver maternal and child health-related services. The PCSBA training ran from March to August 2021 and they are expected to deliver services in their respective areas.

## Private Sector Engagement in Youth Development



**12,190**  
youth participants received  
employability skills training and  
linked with employers for income generation

To facilitate youth employment, SHOUHARDO III successfully arranged youth job fairs with Bdjobs, an online employment agency. After two successful Job Fairs conducted in-person before COVID-19 started, SHOUHARDO III also organized an online job fair. These job fairs allowed SHOUHARDO III youth participants to meet the recruiters where they were connected with renowned companies like WALTON, PRAN RLF group (Garments, electrical, Welding and Plumbing), STANDARD GROUP (Garments, Electrical, Welding and Plumbing), SQUARE Fashion Ltd. (Sewing Machine Operator), Ventura (Welding, Electrician), Galaxy Apparel Ltd. (Garments, Electrician), Keya Enterprise (Dist. Super Market)-Construction (Mason), Haque Electric & Engineering Works (Electrician/House wearing), M/S Tahura Engineering Works (Welding & Electrician), ANEXTECH (Computer), Partex Foundry Ltd. (Wood Carpenter).



For ensuring digital inclusion among participants, the program worked with Edison Group to provide Symphony smartphones at a minimal cost to program participants. In this activity, SHOUHARDO III facilitated training on digital access for the PEP participants.



The program identified potential private sectors and introduced them with program participants who are living in remote *char* and deep *haor* areas. Linkage between the private sectors and program developed Local Service Providers (LSPs) were established to enable the access to reach remote communities, minimizing their operational cost. Private sector representatives communicated with LSPs on a regular basis to serve the communities as well as promote their business. With this partnership, the collaborative initiatives were more efficient.

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To express your solidarity to stop violence against women, join  
“It ends with me” campaign:  
<https://www.facebook.com/ItEndsWithMe20>

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