

NUTRITION

Awareness Blooming

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Quarterly Newsletter



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BIENGs Project

BIENGs is a Multisector Nutrition Project aiming at improving maternal and child nutrition of 153,825 nutritionally vulnerable families (1,701,100 people) in Jamalpur and Sherpur districts, and strengthen health and nutrition service delivery systems through a pro-poor governance model.

The project is co-funded by the European Union and is being implemented by a consortium of national and international development entities—Unnayan Sangha (US), International Food Policy Research Institute (IFPRI-HarvestPlus, USA), Institute of Development Studies (IDS, University of Sussex, UK), and World Vision (Bangladesh, Australia and the UK).

Spotlight on Key Events

Hands-on Training on Nursery Establishments for Women Entrepreneurs



A total of 306 women entrepreneurs received hands-on training on nursery establishment organized by BIENGs project in six sub-districts of Jamalpur and Sherpur districts of Bangladesh.

The participants were selected from the 600 producer groups who learned how to set-up mini nurseries in their homestead areas. A local nursery technician demonstrated how to prepare soil, and fill bags – which can be

made from poly bag, handmade bags with shredded gunny sacks of rice or wheat or trashed packages to save money on bags. Participants also learned basic cutting and planting timber and fruits.

The participants started applying learned planting procedures of quality seedlings such as tomato, brinjal and chili for the early winter season in order to maximize their investment.

Collection Points Established Where Farmers Will Make Better Price

BIENGs Project is establishing 60 Collection Points which will be business centre points for farmers in six sub-districts of Jamalpur and Sherpur districts.

All 713 members, 245 male and 468 female members, of the collection point management committees received training on how to run a business successfully and profitably in order to maintain the collection sites operational throughout the year.

Farmers will bring their produced crops from their gardens and sell them to the buyers with good price instead of selling in the open space or scattered. Group selling will give advantage of attracting institutional buyers and understanding of broader aspects of market dimensions.

Initially the project is supporting the Collection Point members with training and materials for establishing the marketing centre.

Good News!

Families Hope Brightens When Goats Give Births

Recently 39 goat kids have been born and 1,051 goats are pregnant from the 8,578 goatlings distributed by BIENGs project as of 31 August'21.

When goats give birth to new small goats in the families, the kids not only open window of the economic opportunities, but also strengthens them economically to strengthen economic base, afford nutritious food and be resilient soon.



“The kids are signs of good luck to us. It’s like we got a moon at our home. We will earn money and get milk too for our children.”

Hole Begum, a project participant, said while taking care of the newly born kids from the goats she received from BIENGs project.

World Breastfeeding Week: Celebrated Emphasizing The Necessity Of Improving The Exclusive Breastfeeding

BIENGs project observed “World Breastfeeding week” jointly with the Health and Family Planning Department and relevant stakeholders from August 01-07, 2021 with the aim of promoting breastfeeding awareness among the mothers and pregnant women following the COVID-19 protocol. Theme of the week was “Protect Breastfeeding: A shared Responsibility” (মাতৃদুগ্ধ দান সুরক্ষায়, সকলের সম্মিলিত দায়).

The project did one-to-one counselling, and some cases group counselling (maximum 4 participants) maintain the social distancing and in Community Clinic

through community nutrition promoter (CNPs) and Community Health Care Service Provider (CHCPs).

Total 4,662 lactating mothers received messages about importance of breast milk during the World Breastfeeding Week 2021 by the CHCPs and CNPs.

Through Citizen Voice & Action (CVA) advocacy, the project established breastfeeding corners in 224 Community Clinics where lactating mothers can now safely and comfortably feed their children while they come and need to wait to avail health services.

ROM Mission

Project Participants joins Results-Oriented Monitoring (ROM) remotely due to Covid-19 pandemic



BIENGS project participants from six sub-districts of Jamalpur and Sherpur districts participated in the results-oriented monitoring (ROM), an external monitoring system reinforcing the practice of result-based management in the EU external action operations, as part of the European Commission's commitment to aid effectiveness and accountability.

Due to the COVID-19 pandemic movement constraints ROM was conducted online on 29 July-3 August.

Project participants, project field staff, specialists, managers, leaders, and government and partners officers/staff were interviewed online.

Program Outreach (June-August 2021)

9,978 PLW, caregivers e.g. mother in laws and father/husbands reached through timed and targeted counselling (TTC) on maternal and child health care and IYCF practices

15,334 mothers participated in IYCF group sessions conducted by CNPs

7,737 mothers participated in Cooking & Child Feeding Demonstration to improve complementary feeding practices

4,662 lactating mothers received messages during observing World Breast Feeding week

672 meeting organized with CG

800 children benefited through 179 PDH sessions

240 CVA Courtyard meeting organized where 4178 people participated

9,584 adolescent girls participated life-skills sessions on healthy lifestyle and improved nutrition behavior

2,880 sessions with Producer Groups on the entitlement of agricultural extension services (Agriculture, Poultry-Livestock-Apiculture and Fisheries)

3,074 learning sessions organized with the 960 Producer Groups

306 extreme poor women were supported to establish seed/seedling/agri-input-tools business as local sales agents to evolve as agro-entrepreneur

1,080 sessions on MenCare Approach were conducted with 960 PG Groups

3,693 women were supported with gardening inputs for extremely high nutrition content vegetables—e.g. OFSP and Moringa Oleofera

5 District and Upazila Nutrition Coordination Committee (UNCC) Meeting organized regularly

13,792 PLW received message from Govt staffs & CNP at CC

16,678 Adolescents received message from Govt staffs & CNP at CC

Social Media

World Vision Bangladesh
June 7 · 🌐

Goats – an adored household member of rural Bangladesh!

With the generous support of the European Union and DFAT, World Vision and Unnayan Sangha, partner to BIENGs Project, have started delivering 13,200 she-goats (a pair for each family) to 6,600 extreme poor families in Jamalpur and Sherpur districts. This has been a part of the project's efforts to help the families graduate from the nutritional vulnerabilities.

Goats, being considered as household productive assets in the country and having the ability of rapid reproduction, it is expected that the families will be able to strengthen their economic base, afford nutritious food and be resilient soon. In harmony with distribution, the project also provided training on goat rearing and, linked the families with the poultry and livestock services under the public and private sector.




👍 You, Ripon Emmanuel Roy, Kownan Mursalin and 250 others · 16 Comments 8 Shares

World Vision Bangladesh
July 11 · 🌐

"It's very important that girls know about these issues. I can even freely discuss the need to stay clean, eat nutritious food, and the changes that happen during adolescence with family members and friends," says Hira, 16, a member of Jalkata Golap Adolescent Girls Club. These clubs are operated under the BIENGs project funded by the European Union and implemented by World Vision.

A total of 672 Adolescent Clubs have been established at the village level in Bangladesh, wit... [See More](#)



WVI.ORG

Girls' health, nutrition and hygiene: Hira's story in Bangladesh

👍❤️ 118 · 7 Comments 5 Shares

World Vision Bangladesh
August 7 · 🌐

"No other food was given to my youngest child, but I fed him only breastmilk till 6 months. Now, he is 7 months. Alongside breastfeeding, I am feeding my child additional homemade nutritious food (khichuri) I learned [to prepare] from the programme. My child is healthy. He has no diseases," Rina states.

Rina Begum, 32, a mother of three children, is now more confident about raising her children properly. Participating in the community programmes offered by World Vision's B... [See More](#)



👍❤️ 161 · 6 Comments 6 Shares

World Vision Bangladesh
August 29 at 11:19 AM · 🌐

Growing Happiness in the Families

"When my wife smartly manages sales of vegetables and other important family matters, I feel proud. It reduces my stress too. I can concentrate on other works better," says Abu, husband of Muslima.

Abu and Muslima are one of the 5,000 couples from the Jamalpur and Sherpur districts of Bangladesh who participate in the MenCare program of World Vision's BIENGs project funded by the European Union. In the MenCare sessions they learn and practice importance of men and women's equal participation for decision making on family matters, income generating works and ensuring nutrition & health for all family members.

"When my husband helps me doing household chores and encourages to do income generating works with him, I am happier than anything!" says Muslima.




👍 You, Rajib Gomes, Kownan Mursalin and 146 others · 1 Comment 2 Shares

Publications

Ludo as health & nutrition education tool for adolescents

Developed and printed 1,450 copies of Ludo as health, nutrition, WASH & protection education tool for adolescent girls to increase knowledge and practice at personal, family and community level.



Nutrition Sensitive Module

Developed Nutrition Sensitive Module to help the frontline staff under project and relevant government department staffs'/master trainers to facilitate the nutrition sensitive interventions among the targeted beneficiaries of the project to improve their practices and behavior that contribute to improve nutritional status among them.

MenCare Module

Developed MenCare Module to enable BIENGs project staffs and Community Development Facilitators to gain knowledge about Gender and Power, Household Decision Making. This module will be a support to the trainers to facilitate trainings on MenCare program in BIENGs Project and other programs.



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Nutrition Storybook

BIENGs published impact stories of the project. The first issue of the story book focused on the drivers of nutrition in Jamalpur and Sherpur working areas. Printed 1,500 copies have been distributed to the government offices, partners and supporters.

The storybook contains 13 stories, the stories show how change in the communities happening by the initiatives of the project.

Impact Story

Helping couples to build power balanced families



“When my wife smartly manages sales of vegetables and other important family matters, I am proud. It reduces my stress too. I can concentrate on other works better.” says Abu, husband of Muslima from Sreebordi sub-district of Bangladesh.

Abu and Muslima are one of the 6,855 couples who participate in the MenCare program of BIENGS project being implemented in the rural sub-districts of Bangladesh.

In the MenCare sessions they learn and practice importance of men and women’s equal participation for decision making on family matters, income generating works and ensuring nutrition & health for all family members.

According to the ‘The Women’s Empowerment in Agriculture Index: Results from the 2011-2012 Bangladesh Integrated

Household Survey’ report by IFRI, women’s participation in labor force in Bangladesh is still low, and their ability to make decisions on health and finances, and personal mobility is very limited, only 6% of women in rural Bangladesh feel empowered compared to 53% of men. The survey also says that only 13% of women reported having agency in household decision-making. These constraints on human agency result in poor health, women’s limited agency, and impacts families’ abilities to cope with shocks and stresses. At the same time, women’s contributions to food production are constrained by harmful gender norms that are at the root of poor access to and control over productive resources and inequitable access to knowledge, information, and services necessary to increase production and livelihood diversity.

To change the mindset and behavior, the project organizes sets of the programs for the couples formed from the 960 Producer Groups (24,000 members) supported by the project in the remote corners of Jamalpur and Sherpur districts.

At the beginning of the program Abu used to get confused and some of the concepts seemed strange to him. He even thought-giving authority to women might weaken family affairs.

“Sharing decision power with women at family was a big question to me. Usually, we - men take decisions at home. And, giving decision power to women about family matters might cause family stability and security. Overall, this was a risky concept.” Abu said.

It's not only among men of the group, but also women were almost stuck in the same mind frame. Muslima was in doubt about the result of taking part in the vital decisions of family and financial matters.

But, on one point the couple stood together. They were given individual task to draw down family dream. Abu's dream was different, Muslima's dream was different when they presented the dreams. Community Development Facilitator helped them to find out the reasons why couple's dreams were unmatched even they are one family.

Later they sat together and planned how they want to build their family in next few years and so on, how they will fulfill their dream, and what their producer group and neighbour will



be a support to them.

“But still, when debate builds up on power issue during sessions in the group, men say out ‘do you do all works all alone for the family?’, women call out ‘do you do all works in the farms?’. The debate concludes when couples reach to the balanced situation.” Muslima shares her experience.

She believes, change is happening in her family and among group members. Couples are building happier and more economically successful families after participating in the MenCare program.

“I can now participate equally in decision making about family members health, nutrition and agri-business issues. Together we make good decisions for our family.” Muslima says. “When my husband helps me doing household chores and encourages to do income generating works with him, I am happier than anything!”



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