

Project Completion Report

Submitted by

Shushilan



Submitted to

Feed the Future Bangladesh Aquaculture Activity

WorldFish



Date of Submission: 19th September 2023

Project Title	Strengthening nutrition-sensitive aquaculture through enhancing nutritional behaviors and private sector engagements	
Agreement Period	Start Date: 20-10-2022	End Date: 31-08-2023
	Extension Date: 20-10-2022	
Duration	11 months	
Total Agreement Amount	US Dollar: 100,246	
Feed the Future Bangladesh Aquaculture Activity Contribution	US Dollar: 100,246	Percentage: 74%
Sub-grantee Contribution	US Dollar: 26,283	Percentage: 26%
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Abbreviation

AD	Assistant Director
AM	Area Manager
BDT	Bangladeshi Taka
BADC	Bangladesh Agricultural Development Cooperation
BAA	Bangladesh Aquaculture Activity
CE	Chief Executive
CSOs	Civil Society Organization
CM	Center Manager
DAE	Department of Agricultural Extension
DAPA	District Agro Producer Association
DLS	Department of Livestock Services
DoF	Department of Fisheries
DYD	Department of Youth Development
FGD	Focus Group Discussion
FGS	Farmers Group Session
KPI	Key Performance Indicators
LA	Local Authority
MTR	Mid-Term Review
MF	Microfinance
M&RO	Monitoring & Reporting Officer
NGO	Non-Governmental Organization
INGO	International Non-Governmental Organization
LNGO	Local Non-Governmental Organization
PC	Project Coordinator
PMT	Project Management Team
PMT	Project Management Team
PSP	Public Service Provider
SAAO	Sub-Assistant Agriculture Officer
SHGs	Smallholder Groups
UFF	Union Field Facilitator
UAPA	Upazila Agro Producer Association
UCoO	Upazila Co-operative Officer
UNO	Upazila Nirbahi Officer
UP	Upazila Parishads
USSo	Upazila Social Services Office
UWAO	Upazila Women Affairs Officer

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**Strengthening nutrition-sensitive aquaculture
through enhancing nutritional behaviors and private
sector engagements**

1.0 Executive Summary

Bangladesh's aquaculture sector has experienced substantial growth, bolstered by its favorable agro-climatic conditions, abundant water resources, a cost-effective labor force, and the active involvement of multinational corporations. This growth has translated into significant economic benefits, contributed to poverty reduction, ensured food security, and generated ample employment opportunities, ranging from seed collectors to exporters. However, amid these successes, there remains a critical challenge: the need to enhance nutrition awareness and capacity development within the sector. Nutrition is a fundamental concern for Bangladeshi farmers, their families, and the broader community. Unfortunately, there exists a limited understanding of balanced diets and the nutritional value of indigenous fish varieties, despite their vital role in Bangladeshi diets. Even healthcare providers often lack awareness of the importance of promoting farmed fish consumption as a means to improve the population's overall health and well-being. To address these challenges, capacity development among healthcare professionals is essential. Their active involvement can significantly impact community nutrition and dietary habits. Moreover, there is a pressing need for better dissemination of nutritional information and the introduction of fish-based ready-to-cook and ready-to-eat products, particularly among students who are the future consumers. Additionally, the engagement of women and youth in the aquaculture sector not only offers them economic opportunities but also plays a vital role in driving further improvements. This project aims to bridge these gaps by promoting nutrition awareness within the community through various initiatives, complemented by project interventions. The establishment of demonstration farms will serve as a practical training ground to enhance fish farming practices and boost fish production among both project beneficiaries and the broader farming community. Furthermore, sanitation awareness campaigns will instill better hygiene practices among community members, contributing to an improved quality of life. This comprehensive approach seeks to promote better nutrition, strengthen the aquaculture sector, and enhance the well-being of aquaculture farmer's communities. By capitalizing on the sector's growth potential and addressing critical challenges, this project aspires to create a positive and lasting impact on both the economy and the lives of its people.

2.0 Introduction

2.1 Background of the Project

Bangladesh's aquaculture sector has experienced substantial growth, driven by favorable agro-climatic conditions, abundant water resources, a cost-effective labor force, and multinational corporate involvement. This growth has contributed to economic development, poverty reduction, improved dietary habits, food security, and increased employment opportunities. Nutrition is a fundamental concern for farmers, their families, and the wider community in Bangladesh. However, there is limited awareness about balanced diets and the nutritional value of indigenous fish varieties, despite their importance in Bangladeshi diets. Even healthcare providers often neglect the promotion of farmed fish consumption. To address these issues, capacity development among healthcare professionals is essential. Their involvement can significantly impact community nutrition. Moreover, there is a need for better dissemination of nutritional information and the introduction of fish-based ready-to-cook and ready-to-eat products, particularly among students. Involving women and youth in the aquaculture sector can drive further improvements. Promoting nutrition awareness in the community, combined with project interventions and the establishment of demonstration farms, offers significant potential for positive change. Additionally, sanitation awareness campaigns can lead to improved hygiene practices, further enhancing the quality of life among community members.

2.2 Proposed Solution

The project anticipates several key outcomes:

- The project aims to provide valuable support to more than 9,250 farmers by improving their access to information on nutrition-sensitive aquaculture production systems. This support will empower them with knowledge and resources to enhance their aquaculture practices.
- Over 5,000 community members will benefit from important nutrition messages delivered through local health centers. These messages are designed to raise awareness about the nutritional benefits of aquaculture products and promote healthier dietary choices within the community.
- The project is committed to ensuring the active involvement and inclusion of women and youth in the aquaculture sector. This inclusivity is not only important for gender equality but also for providing opportunities for the younger generation to engage in sustainable aquaculture practices.
- The project sets a target of at least 20% of the participants adopting improved nutritional and hygiene practices. This includes encouraging better dietary choices and hygiene habits, which can lead to improved overall health and well-being among the community members.

To achieve these results, the project will undertake a series of activities:

- The project will actively disseminate valuable information to farmers through workshops, training sessions, and educational materials. These efforts will cover best practices in aquaculture, nutrition, and hygiene, ensuring that farmers have access to up-to-date knowledge.
- Nutrition messages will be effectively communicated through local health centers, ensuring that a wide audience within the community receives critical information about the benefits of aquaculture products and nutrition.
- Specialized outreach programs, mentoring sessions, and training will be organized to actively involve women and youth in the aquaculture sector. These initiatives aim to empower them to participate meaningfully in the industry.
- The project will introduce innovative business solutions to address systematic constraints in the aquaculture market. These solutions may include streamlining supply chains, strengthening market linkages, and promoting sustainable production practices.
- Economic Growth, through these activities, the project expects to stimulate economic growth in the Khulna, Satkhira, Barishal, Barguna and Patuakhali districts. This will occur through increased production, sales, and overall productivity within the aquaculture sector.
- By addressing systemic constraints and implementing business solutions, the project foresees an increase in profit margins for aquaculture market actors. This economic boost is expected to improve the financial well-being of individuals and communities involved in the sector.

2.3 Objectives of the Partnership

Strengthening nutrition-sensitive aquaculture through enhancing nutritional behaviors and private sector engagements objectives are:

Overall objectives:

Promoting nutrition-sensitive quality food production, diverse food, nutritional and hygiene practices in the aquaculture community

Specific Objectives:

- Increased fish and vegetable production, productivity, income, and profits
- Better nutritional behaviors, including improved dietary diversity score and hygiene practice
- Reach 6,000 new farmers and 3,250 previous project farmers with aquaculture services.
- Improved hand washing practices in the aquaculture communities.
- An established market actor with embedded message delivery of essential hygiene information
- Established actor of fish nutrition message delivery.
- Fish nutrition messages are visible at health facilities
- Popularize fish-based RTC/RTE products

2.4 Geographic Coverage

Shushilan will work with 3,250 old beneficiaries of previous project in Khulna and Satkhira. In addition, new 6,000 farmer will come under this project in Barishal, Barguna, Patuakhali and in the following unions.

SL	District	Upazila	Union
1	Khulna	Dumuria	Rudaghara, Gutudia, Rangpur, Raghunathpur, Magura Ghuna
2	Satkhira	Shyamnagar	Shyamnagar Sadar, Ishwaripur, Kashimari, Atulia, Munshigong
3	Barishal	Barishal Sadar	Char Baria, Char Kowa, Tungibaria, Chanda Mohan, Chandpura
4	Barguna	Amtali Sadar	Gulisa khali, Atharagashia, Kukua, Amtali Sadar, Chowra
5	Patuakhali	Patuakhali Sadar	Madarbunia, Kalikapur, Jainkati, Marich Bunia, Auliapur

2.5 Project KPI and Budget Summary

❖ Overall Key Performance Indicator (KPI) of this project has shared below:

Activity	Means	Unit	Targets	When	MOV
Facilitating school-based nutrition events with RTE/RTC fish-based products sampling and nutrition message dissemination	# of training	Number	20	Mar'23- Jun'23	Attendance sheet
	# of participants	Number	1000		
Hygiene promotion campaign engaging private sector	# of event	Number	50	Mar'23- May'23	Attendance sheet
	# of participants	Number	2500		
Coordination meeting with community clinic staff 50 persons/ event; 2 times)	# of event	Number	2	Nov'22- Mar'23	Attendance sheet
	# of participants	Number	50		
Capacity building sessions for the new farmer (2 sessions/ group)	# of training	Number	480	Nov'22- Jul'23	Attendance sheet
	# of participants	Number	6000		

Capacity building sessions for the old farmer (1 session/ group)	# of training	Number	130	Feb'23-Jul'23	Attendance sheet
	# of participants	Number	3250		
Establish demo-pond dykes	# of Demo	Number	20	Jan'23-May'23	Demo pond list
Linking farmers with credit program	# of loan recipients	Number	800	Nov'22-June'23	Loan database
	# of loan amount	BDT	15000000		
Installation of bill board in-front of Community Clinic	# of loan bill board	Number	79	Mar'23-May'23	Picture, Community Clinic database

Supporting women entrepreneurs to develop and popularize nutrient-rich fish-based products as a sustainable income-generating opportunity	# of Support	Number	10	Jan'23-APR'23	Attendance sheet, Master role
	# of participants	Number	10		
Project coordination: Quarterly Meeting	# of event	Number	4	Dec'22-Aug'23	Attendance sheet
Day observation (national nutrition week, national fish week)	# of event	Number	2	May'23-July'23	Attendance sheet
Capacity building training on nutrition sensitive aquaculture to the loan recipient	# of training	Number	118	May'23-July'23	Attendance sheet
	# of participants	Number	1895		
Refresher on nutrition sensitive aquaculture training for volunteer	# of training	Number	2	APR'23	Attendance sheet
	# of participants	Number	50		
	# of training	Number	2	May 23	

Entrepreneurship development and business management planning training for women in aquaculture sector	# of participants	Number	10		Attendance sheet
Mass information on nutrition message dissemination through pot songs	# of event	Number	5	May'23- Jun'23	Attendance sheet
	# of participants	Number	750		
ToT on Capacity building training on nutrition sensitive aquaculture to 10 Centre Managers	# of training	Number	1	Apr'23	Attendance sheet
	# of participants	Number	10		
Stocking larger sized fingerling with nutrition sensitive Aquaculture for sustainable fish production/ Larger carp production demonstration (Carp Fattening)	# of Event	Number	1	May'23- Jun'23	Master roll, Attendance sheet
	# of participants	Number	10		
Training on Larger carp production demonstration (Carp Fattening)	# of Event	Number	1	May'23	Attendance sheet
	# of participants	Number	10		
Aquaculture, fish nutrition and gender information dissemination event at community in nutrition week 2023	# of Event	Number	80	May'23	Attendance sheet
	# of participants	Number	3200		

❖ Budget Summary

Cost Extension Budget (October 20, 2022 to August 31, 2023)										
					Investment Ratio					
#	Summary Budget	LOE/#	UNIT COST (Excluding)	No of units	% of WorldFish	% of Grantee	Total	FtF BAA	Grantee	Remarks
A	Staffs Salary				82%	18%	2,892,095	2,368,091	524,004	
B	Staffs Benefits				84%	16%	183,650	153,950	29,700	
C	Equipment, Supplies and Operation Cost				51%	49%	209,500	107,149	102,351	
D	Travel				53%	47%	450,000	240,000	210,000	
E	Activity Cost				72%	28%	5,622,700	4,035,200	1,587,500	
F	Direct Cost				74%	26%	9,357,945	6,904,390	2,453,555	
G	Others Cost			-	0%	0%	-	-	-	
H	Direct Cost (BDT)				74%	26%	9,357,945	6,904,390	2,453,555	
I	Direct Cost (USD)		Ex Rate	93.35	74%	26%	100,246	73,963	26,283	

3.0 Project Performance

3.1 Outreach Summary

Sl	Items	Time period			Remarks
		Men	Women	Total	
1	Facilitating school-based nutrition events with RTE/RTC fish-based products sampling and nutrition message dissemination	320	684	1004	
2	Hygiene promotion campaign engaging private sector	176	2324	2500	
3	Coordination meeting with community clinic staff 50 persons/ event; 2 times)	78	56	134	
4	Capacity building sessions for the new farmer (Module-1)	68	5,926	5,994	
5	Capacity building sessions for the new farmer (Module-2)	54	5,715	5,769	
6	Capacity building sessions for the old farmer (1 session/ group)	-	3,127	3,127	
7	Establish demo-pond dykes		20	20	
	Linking farmers with credit program	18	955	973	
8	supporting women entrepreneurs to develop		10	10	

	and popularize nutrient-rich fish-based products as a sustainable income-generating opportunity				
9	Day observation (national nutrition week)	38	212	250	
10	Day observation (national fish week)	59	186	245	
11	Capacity building training on nutrition sensitive aquaculture to the loan recipient	38	1380	1,418	
12	Mass information on nutrition message dissemination through pot songs	245	536	781	
13	Stocking larger sized fingerling with nutrition sensitive Aquaculture for sustainable fish production/ Larger carp production demonstration (Carp Fattening)		10	10	
14	Training on Larger carp production demonstration (Carp Fattening)		10	10	
15	Aquaculture, fish nutrition and gender information dissemination event at community in nutrition week 2023	982	2613	3595	
16	Household visits no.			10,695	

3.2 Key Performance Indicators

Sl. No.	Activities	Target	Achievement	Achievement in %	Remarks
1	Job circular and recruitment	1	1	100	
2	Project orientation	2	2	100	
4	Facilitating school-based nutrition events with RTE/RTC fish-based products sampling and nutrition message dissemination	20	20	100	
5	Capacity building sessions on Nutrition Sensitive Aquaculture for the new farmer	480	480	100	
6	Follow-up support on Nutrition Sensitive Aquaculture with old farmers	130	130	100	
7	Establish demo-pond dykes with the support of IPs in ZOI (10 Farmers 2 times support)	20	20	100	
11	Installation of bill board in-front of Community Clinic	79	79	100	
12	Coordination meeting with community clinic staff (100)	100	100	100	
13	Volunteer remuneration	225	225	100	
14	Supporting women entrepreneurs to develop and popularize nutrient-rich fish-based products as a sustainable income-generating opportunity	10	10	100	
15	Project coordination: Quarterly Meeting	4	4	100	

16	Day observation (national nutrition week, national fish week)	2	2	100	
17	Monthly Payment for center manager (microfinance)	53	53	100	
18	Monthly Payment for Field Facilitator (microfinance)	105	105	100	
19	Hygiene promotion campaign engaging private sector	50	50	100	
20	Market Linkage with local service	1	1	100	
21	Final report	1	1	100	
22	Capacity building training on nutrition sensitive aquaculture to the loan recipient	118	83	70	
23	Refresher on nutrition sensitive aquaculture training for volunteer	2	2	100	
24	Entrepreneurship development and business management planning training for women in aquaculture sector	2	2	100	
25	Mass information on nutrition message dissemination through pot songs	5	5	100	
26	ToT on Capacity building training on nutrition sensitive aquaculture to 10 Centre Managers	2	2	100	
27	Stocking larger sized fingerling with nutrition sensitive Aquaculture for sustainable fish production/ Larger carp production demonstration (Carp Fattening)	10	10	100	

28	Training on Larger carp production demonstration (Carp Fattening)	1	1	100	
29	Aquaculture, fish nutrition and gender information dissemination event at community in nutrition week 2023	1	1	100	

3.3 Activity Performance

1. Job circular and recruitment

Shushilan undertook a structured recruitment process, starting with the formulation of job descriptions, followed by approval from WorldFish and the publication of job advertisements in BDjobs online. Compliant with Shushilan's policies, a recruitment committee was established to oversee the hiring process as outlined in the organization's human resource manual. The job advertisements, which included comprehensive details on job responsibilities, education qualifications, and salaries, were prominently featured on BDjobs online and the Shushilan website. The timeline for these activities varied depending on specific circumstances, with participant numbers fluctuating at each stage. Immediate results included the number of applicants, candidate interest, confirmation of the committee's formation, and initial feedback on the effectiveness of the advertisements in reaching the desired audience.

2. Project orientation

Shushilan organized a Project orientation for newly onboarded staff before launching the project, aiming to equip them with a comprehensive understanding of project activities, planning, and operational procedures. This



involved logistical preparations, presentation development, and discussions covering project activities, planning, budgeting, as well as compliance with Shushilan, WorldFish, and USAID policies. External experts from WorldFish were invited to contribute, and some logistics were provided to enhance staff

visibility. The training played a pivotal role in ensuring staff readiness and alignment with project goals and organizational policies, setting a strong foundation for effective project implementation.

3. Facilitating school-based nutrition events with RTE/RTC fish-based products sampling and nutrition message dissemination

Throughout the project's duration, Shushilan organized school-based nutrition events at 20 selected schools in respective districts, including Barishal, Patuakhali, Barguna, Khulna, and Satkhira. These events aimed to disseminate nutritional messages and promote fish-based RTE/RTC products to students. The activities involved interactive



open discussion, nutritional information dissemination for the students, and fish-based product sampling. The first set of events successfully took place in March, followed by the remaining sessions in July, primarily in Dumuria Upazila and Shyamnagar Upazila and after that the other district were covered. In total, 1004 participants from 20 schools took part, with a representation of male (320) and female (684) students. Immediate results included heightened nutritional awareness, the popularization of healthier snack options, gender-inclusive participation, and the potential for improved nutrition, long-term behavior change, community impact, and support for local aquaculture.

4. Capacity building sessions on Nutrition Sensitive Aquaculture for the new farmer

The purpose of these activities was to support aquaculture farmers group members by enhancing their access to information on nutrition-sensitive aquaculture production systems. This initiative involved conducting 480 farmer's group sessions in Barishal, Patuakhali, and Barguna, aiming to educate farmers on aspects such as quality product production, financial literacy, nutrition-sensitive aquaculture.



Executed through 480 capacity-building sessions in Nov'22-Jul'23, these events attracted 5,994 participants, including 68 males and 5,926 females, categorized by their association with farmers' groups. Immediate outcomes included increased awareness among farmers about Shushilan, WorldFish, and the



project, along with knowledge on nutrition, small fish's nutritional value, vitamins and minerals, care for various demographic groups, and hygiene practices like handwashing, contributing to improved farming practices and community health. They also gained knowledge about Pre-stocking, stocking, Post-stocking management of fish, Nutrition-sensitive pond polyculture (pond dyke cropping, Mola-Carp polyculture), and Gender and Shushilan's loan scheme.

5. Follow-up support on Nutrition Sensitive Aquaculture with old farmers



Through Courtyard sessions, women's group members will receive support in improving their access to information on nutrition-sensitive aquaculture production systems. Over the course of the project, 130 follow-up sessions with previous project farmers will be conducted in Khulna and Satkhira at the community level. These sessions aim to orient old region farmers on various

aspects, including quality product production encompassing fish, fish products, and vegetables, financial literacy with an emphasis on effective loan utilization, nutrition-sensitive aquaculture practices, and essential knowledge on COVID-19 protection and proper hand washing techniques. Executed through capacity-building sessions in Feb'23-Jul'23, these events attracted 3,127 female participants.



6. Establish demo-pond dykes with the support of IPs in ZOI (10 Farmers 2 times support)

During the duration of the project, 10 chosen women farmers in the districts of Barishal, Patuakhali, Barguna, Khulna, and Satkhira has received 2 time support in the form of small carp, Mola carp, and different vegetable seeds through the establishment of demo pond dykes. The farmers will therefore be informed and aware of Nutrition sensitive aquaculture , Benefits of dykes cropping, Benefits of Mola fish, How easily farmers can meet their nutritional intakes daily basis by having small fishes, Mola fish doesn't make any harm to other cultivated fish etc. Moreover, by viewing the demonstration ponds, the



farmer's community will develop a more nutrient-sensitive sense, and they may learn more from the assisted farmers. A list of potential farmers from each project area has been created by Shushilan. The potential farmers were then put through a selection process that took into account things like the farmers' family members' involvement in fish farming, their understanding of dyke crops, their knowledge of fish farming, their knowledge of pond preparation, the size and visibility of

their ponds, and their knowledge of fish farming. The chosen farmer was confirmed with the schedule following the conclusion of the selection procedure. On February 22 and May 22, a total of 20 demo pond supports were achieved against 10 targets.

7. Installation of bill board in-front of Community Clinic

During the project's duration, Shushilan and WorldFish partnered to install a total of 80 strategically placed billboards in front of Community Clinics across diverse project areas, with a primary objective of imparting vital nutritional insights to the farmer community, with a specific emphasis on children's well-being. The



meticulous execution of this initiative included crucial coordination meetings with selected Community Clinics to guarantee the precise placement of these informative billboards. This visual communication method served as a powerful tool for delivering essential nutritional messages consistently across regions, including Satkhira (17 billboards), Dumuria (9 billboards), Barguna (21 billboards), Patuakhali (16

billboards), and Barishal (17 billboards), thereby enhancing community awareness and promoting healthier practices.

8. Coordination meeting with community clinic staff

As part of the "Strengthening nutrition-sensitive aquaculture through enhancing nutritional behaviors and private sector engagements" project, a series of coordination meetings with community clinic staff were conducted in Khulna, Satkhira, Barguna, Barishal, and Patuakhali during the time of November 2022 to March 2023. These meetings, attended by a total of 134 CC representative across the project areas ,



participants including UH&FPO, CHCP, HI, EPI, FWV, WorldFish Rep., and Shushilan Rep., played a crucial role in raising awareness among farmer communities about incorporating better nutritional practices into their daily meals. The meetings covered a range of topics, including the project's objectives and expected results, the significance of health workers in delivering nutrition messages, and the nutritional value of small fish, as well as methods to preserve their nutritional quality.

9. Supporting women entrepreneurs to develop and popularize nutrient-rich fish-based products as a sustainable income-generating opportunity

During the project's duration, 10 selected women farmers in the Barishal, Patuakhali, Barguna, Khulna, and Satkhira districts will receive crucial support to develop and popularize nutrient-rich fish-based products, creating sustainable income opportunities.



These farmers will be provided with essential items to enhance their existing businesses, enabling them to promote fish-based snacks such as pakora, fish Chop, Singara, Meat Chop, Vorta, and more. This initiative not only introduces customers to innovative fish-based snacks but also accelerates the promotion of fish-based products, ultimately paving the way for sustainable income generation for these entrepreneurs. Furthermore, by showcasing the endeavors of these women entrepreneurs, the entire farming community stands to gain a heightened awareness of nutrition and potentially learn from these supported farmers, encouraging more individuals to step forward as entrepreneurs. The selection process for women entrepreneurs involved evaluating criteria such as their willingness for RTE/RTC fish food, baseline status including monthly income, daily customer reach, business territory, previous training

received, and their specific support needs, with the confirmed entrepreneurs scheduled for support following the selection procedure.

10. Project coordination: Quarterly Meeting

Throughout the project duration, Shushilan conducted four quarterly meetings at their head office, with participation from WorldFish representatives and all project staff. These meetings served the purpose of fostering collaboration, communication, and effective project management. Methodologically, they involved structured discussions, presentations, and information sharing to assess project progress, address significant issues, and devise mitigation strategies. Held at approximately three-month intervals, these meetings facilitated better project coordination, understanding of progress and challenges, and the development of actionable plans. They also promoted knowledge sharing and capacity building among participants, contributing to the overall success of the project.



11. Day observation (national nutrition week, national fish week)

Sushilan demonstrated active and enthusiastic involvement in the integration of National Nutrition Week and Fish Week across various Upazila levels, particularly in Khulna (Dumuria), Satkhira (Shymnagar), Barishal, Patuakhali, and Barguna. These observance days, consistently held on the 8th and 7th of June, as well as the 24th and 30th of July, served as platforms to bring together government representatives, including Upazila Nirbahi Officers (UNOs), Upazila Fisheries officers, Union Chairmen, and local community members. Sushilan's significant contributions were instrumental in the success



of these initiatives, as they provided support by arranging snacks, banners, and T-shirts, creating a vibrant and unified atmosphere. During the inauguration days, Sushilan actively participated in rallies, discussion meetings, and various activities, showcasing their strong commitment and dedication to the cause. By engaging closely with the community and collaborating with government officials, Sushilan aimed to emphasize the

importance of aquaculture and raise awareness about its significance. Through their participation in Fish Week integration, they sought to positively impact local fish farming practices and promote nutrition awareness, consistently engaging with 250 and 245 participants. Likewise, through participation in Nutrition Week integration, Shushilan aimed to contribute to the well-being and nutritional status of the local population, highlighting the benefits of sustainable fish farming while fostering unity and cooperation among all stakeholders involved.

12. Hygiene promotion campaign engaging private sector

Throughout the length of the project, the Hygiene promotion campaign engaging the private sector will be



held in 50 popular areas related to aquaculture communities in the districts of Barishal, Patuakhali, Barguna, Khulna, and Satkhira, with private sector engagement. Shushilan has so far been successful in holding 30 events in 30 popular areas across the project zones. The following is this event's primary goal is to improve hand washing practices in the aquaculture communities. Shushilan cumulatively conducted 50 sessions on consistently 30 events on March 2023, 20 events in May 2023 respectively at

Khulna (Dumuria Upazila) , Shatkhira (Shyamnagar Upazila) , Barishal, Barguna and Patuakhali , and covered a total of 2500 participants from 50 popular areas of aquaculture communities,. Each district hosts

the hygiene promotion campaigns with Akij toiletries, and representatives from Akij have visited each campaign to promote the company's hygiene products and guarantee that each participant will receive their product. The events were broken up into six segments: the first segment featured a presentation from a Shushilan representative on the project; the second segment featured a discussion on nutrition-sensitive aquaculture; the third segment featured a discussion on the significance of hygiene; the fourth segment featured the steps of hand washing; fifth segment featured hand washing demonstration and the final segment featured Akij representative talk over the hygiene products.



13. Market Linkage with local service

Shushilan proactively create a linkage with aquaculture farmers and local service providers. By the month of January 2023. The primary objective of the activity was to promote the use of high-quality seeds and enhance the resilience of farmers' families, friends, and communities, enabling them to meet their nutritional needs more effectively. Isphahani Agro Limited, the local service provider, conducted the entire activity, with the active participation of local farmers through their representatives. The meeting addressed several key



agendas, including methods to identify good seeds, the importance of seed quality, the effective benefits of controlling crop viruses, the use of organic pesticides, and techniques for eliminating viruses in crops. This comprehensive discussion aimed to empower farmers with the knowledge and tools necessary to improve crop production and nutritional intake within their communities.

14. Capacity building training on nutrition-sensitive aquaculture to the loan recipient

Shushila proactively conducted 83 Capacity building training for the existing and new, loan recipient members having the primary goal of improving access to information on nutrition-sensitive aquaculture production systems and captured 1418 aquaculture farmers. Through these sessions, the farmers will be oriented on quality product production (Fish, fish products, vegetables, etc.), financial literacy, including effective utilization of the loan, nutrition-sensitive aquaculture, protection from COVID-19, and essential knowledge on hand washing, pre-stocking, stocking, and Post-stocking management of fish, nutrition-sensitive pond polyculture (pond dyke cropping, Mola-Carp polyculture) and Gender.



15. Refresher on nutrition sensitive aquaculture training for volunteer

During the duration of the project, the respective volunteers in the districts of Barishal, Patuakhali, Barguna, Khulna, and Satkhira will receive Refresher on nutrition-sensitive aquaculture training. The volunteers will be facilitated by essential Knowledge of their existing modules. The volunteers will therefore be able to develop and generate more capacity in the context of facilitation of farmer sessions. As a result, the volunteers and the farmer's community will be benefited of basic Nutrition, Nutrition value of small fish, Essential Vitamins and Minerals, Care of adolescent, pregnant, and lactating women, Infant and Young child feeding, Hand Washing, Other essential nutrition actions, Pre-stocking,



stocking, and Post-stocking management of fish, Nutrition-sensitive pond polyculture (pond dyke cropping, Mola-Carp polyculture), and Gender. The positive impact of this initiative will extend not only to the individual volunteer but also to their entire farming communities. During the project period 2 refresher, training was planned which was covered by the month of May 2023. The training was given in two places for Satkhira and Khulna part the training was held at Satkhira (Conference Room of BARI, Binerpota Satkhira,



15th of May 2023) and for Barishal, Barguna, and Patuakhali the training was held at Barishal (SAINT-Bangladesh Hall Room, Barishal, 17th of May 2023). Cumulatively 35 participants were captured. Among them, UC-5, UV-24, Shushilan staff-2, and WorldFish representative 2 were significantly present

16. Entrepreneurship development and business management planning training for women in aquaculture sector

During the project's duration, ten selected women farmers in the districts of Barishal, Patuakhali, Barguna, Khulna, and Satkhira underwent comprehensive entrepreneurship development and business management planning training within the aquaculture sector. This initiative aimed to equip these farmers with essential knowledge and skills to diversify their entrepreneurial ideas and enhance their business management capabilities. The positive impact of this training extended not only to the individual farmers but also to their



entire farming communities, fostering entrepreneurship development, improved business management



practices, and effective planning strategies. The training process was thoughtfully structured into three parts: fostering connection and collaboration among participants, imparting expert insights and practical skills, and encouraging open discussion and reflection. Sessions were conducted at separate venues in Satkhira and Barishal to ensure accessibility and convenience for participants from different districts. These sessions covered critical topics such as nutrition-sensitive aquaculture, ultimately creating

an environment conducive to growth, empowerment, and prosperity for these remarkable women farmers and their communities.

17. Mass information on nutrition message dissemination through pot songs

Shushilan actively participated in five captivating pot song events across Barishal, Patuakhali, Khulna, Satkhira, and Barguna, in collaboration with WorldFish and their cultural team between 16th to 21st of June 2023. These events leveraged the power of music and song to disseminate crucial information on nutrition. Through the melodious tunes of pot songs, five mass information sessions were orchestrated, reaching far and wide to engage communities. The vibrant cultural team of



Shushilan played a pivotal role in this initiative, effectively conveying essential nutrition messages to a diverse audience of 781 individuals, including 245 males and 536 females, underscoring the campaign's

inclusivity. These impactful sessions incorporated picture dramas, making nutrition-related topics memorable and comprehensible. Key areas covered encompassed the significance of a balanced diet in Basic Nutrition, the nutritional value of small fish, and the importance of essential vitamins and minerals for overall well-being. Furthermore, the event tailored its content to cater to the specific needs of different groups, with a focus on adolescents, pregnant and lactating women, and infant and young child feeding, aiming to enhance the nutritional status of vulnerable populations. Recognizing the paramount importance of good hygiene practices, the project also dedicated attention to this aspect. Simple yet effective practices like hand washing were emphasized as vital steps in preventing disease transmission. Through these multifaceted efforts, the project not only harmonized the power of music with essential nutrition education but also promoted hygiene practices, contributing to the overall health and well-being of the communities it reached.

18. ToT on Capacity building training on nutrition sensitive aquaculture to 10 Centre Managers

Shushilan conducted a two-day Training of Trainers (ToT) on nutrition-sensitive aquaculture from 21st to 22nd May 2023 at Tiger Point, Munshiganj. Through the ToT on nutrition-sensitive aquaculture to the center manager, the managers will gain skills to deliver capacity-building training on nutrition-sensitive aquaculture to loan recipients in different project areas. As a matter of fact, aquaculture loan recipients will gain the capacity for nutrition-sensitive aquaculture. The managers were oriented on Basic



Nutrition, Nutrition value of small fish, Essential Vitamins and Minerals, Care of adolescent, pregnant, and lactating women, Infant and Young child feeding, Hand Washing, Other essential nutrition actions, Pre-stocking, stocking, and Post-stocking management of fish, Nutrition-sensitive pond polyculture (pond dyke cropping, Mola-Carp polyculture) and Gender. The ToT covered various topics, including project overview, trainer responsibilities, module and concept note introduction, aquaculture practices, dike cropping, hand washing, gender considerations, WorldFish MEL protocols, and action plan development.

19. Stocking larger sized fingerling with nutrition sensitive Aquaculture for sustainable fish production/ Larger carp production demonstration (Carp Fattening)



In partnership with Shushilan and technical collaboration with WorldFish, the "Feed the Future Bangladesh Aquaculture Activity" embarked on an empowering journey to support 10 women aquaculture farmers in Bangladesh. The project aimed to enhance nutrition-sensitive aquaculture practices and larger carp production demonstrations for sustainable fish production and

livelihood development. The rigorous pond and vendor selection processes ensured transparent and efficient implementation. Participating farmers received larger-sized fingerlings of four carp species, along with comprehensive training on nutrition-sensitive aquaculture and carp fattening techniques. Feed supply support and pond record-keeping facilitated responsible fish farming. Executed in two phases, the intervention successfully empowered women farmers, improved livelihoods, inspired sustainable practices, and contributed to local economic development. This collaborative effort exemplifies the potential of public-private partnerships in advancing sustainable aquaculture in Bangladesh.



20. Training on Larger carp production demonstration (Carp Fattening)

In this program, selected women farmers are receiving comprehensive training to bolster their knowledge and skills in sustainable fish farming, with the aim of empowering them for success. Farmers from Khulna (Dumuria) and Satkhira (Shyamnagar) have already undergone training and will continue to receive support, including the provision of large-sized carp and essential resources. The training program encompasses crucial areas such as understanding the current status and potential of carp fattening, effective fish culture management techniques, and the development of action plans for successful implementation. By focusing on these aspects, the program seeks to enable participating farmers to excel in their fish farming endeavors. Notably, an important training session on





Larger Carp Production Demonstration was conducted on May 30th, 2023, attended by ten dedicated farmers from Khulna and Satkhira, graced by the presence of esteemed individuals. The training covered various aspects, including the current situation and potential of carp fattening, fish culture management, and action plan formulation, fostering an environment for farmers to enhance their knowledge and skills in larger carp production. These collaborative efforts are expected to

further advance sustainable fish production practices in the region.

21. Aquaculture, fish nutrition and gender information dissemination event at community nutrition week 2023

Shushilan organized an information dissemination event during Nutrition Week 2023, held at community clinics, with a focus on aquaculture, fish nutrition, and gender-related topics. The event was divided into three parts, starting with an informative session by a responsible UV covering essential aspects of these topics. The second part encouraged active participation and open discussions among attendees, fostering a collaborative learning environment. In the final part, the Community Health Care Provider (CHCP) discussed the significance of proper



nutrition for health and well-being. Each two-hour event provided ample time for information sharing and discussions, supported by Information, Education, and Communication (IEC) materials and resources. Shushilan successfully conducted 80 sessions across project areas, engaging 3,685 participants from various community clinics in Khulna, Satkhira, Barishal, Patuakhali, and Barguna districts. This initiative aimed to create awareness and empower the community with knowledge on nutrition-sensitive aquaculture, fish nutrition, and gender-related aspects, promoting sustainable and nutritious practices within the community.

within the community.

4.0 Lessons Learnt

4.1 Key Lessons Learnt

- Involving the local community, including women farmers, in the project's planning and implementation is crucial. Their active participation not only ensures the project's success but also fosters a sense of ownership and sustainability.
- Customizing training programs to meet the specific needs of women farmers and considering factors such as pond size, location, and existing knowledge can significantly enhance the effectiveness of capacity-building efforts.
- Collaborations with organizations like WorldFish and private sector entities can bring valuable expertise, resources, and support to enhance project outcomes. It's essential to establish transparent and productive partnerships.
- Addressing multiple aspects, including nutrition, aquaculture, and gender, in one project can have a more significant impact on the overall well-being of the community. This approach ensures a comprehensive response to the complex challenges faced by women farmers.
- Leveraging community events and clinics for information dissemination can effectively reach and educate a broad audience. Providing Information, Education, and Communication (IEC) materials reinforces key messages and allows participants to continue learning independently.
- Regular monitoring and evaluation of project activities are critical to assess progress, identify challenges, and make necessary adjustments. This iterative process helps maintain project relevance and effectiveness.
- Equipping women farmers with knowledge and skills empowers them not only in fish farming but also in making informed decisions about their livelihoods and nutrition, ultimately contributing to community development.
- Encouraging responsible practices, like farmers managing their feed supply beyond the project duration, promotes long-term sustainability and self-reliance within the community.
- Involving community health care providers in nutrition-focused discussions enhances the credibility and relevance of the project, emphasizing the connection between aquaculture and improved health.
- Recognizing the uniqueness of each community and adapting project strategies accordingly is vital for success. Local context, culture, and needs should inform project planning and implementation.

4.2 Challenges

- The suppliers were unable to deliver the required fish by the stipulated deadline due to the availability of larger carps
- Displacement and migration have led to an incomplete list of loan recipients for aquaculture training
- Private sector engagement has been delayed, particularly in conducting hygiene promotion activities, due to communication and scheduling issues.
- Fluctuations in fish prices can impact the economic viability of aquaculture activities. Women farmers may need support in managing price volatility.
- Connecting women farmers to viable markets for their fish products can be challenging, as it often involves addressing issues related to transportation, market access, and market linkages.

4.3 Key Innovation of the Project

The key innovation of this project lies in its holistic approach to promoting sustainable and nutrition-sensitive aquaculture among women farmers in Bangladesh. Some of the notable innovations include:

- The project provides women farmers with comprehensive training, covering various aspects of aquaculture, fish nutrition, and gender-related topics. This training goes beyond the traditional focus on technical aspects and incorporates gender-sensitive approaches, empowering women with a well-rounded skill set.
- Recognizing the pivotal role of women in aquaculture, the project actively promotes gender inclusivity and women's empowerment. It challenges traditional gender norms and encourages women to actively participate in decision-making processes related to fish farming and nutrition.
- The collaboration with organizations like WorldFish and private sector entities brings valuable expertise, resources, and support to enhance project outcomes. This public-private partnership model can serve as a blueprint for future development initiatives.
- The project leverages community clinics and events to disseminate information effectively. These events create awareness and provide opportunities for open discussions, fostering a collaborative learning environment.
- By integrating nutrition education and discussions into the project, it addresses not only fish farming but also the broader context of community health and well-being. This approach emphasizes the connection between aquaculture and improved nutrition.

- Involving community health care providers in nutrition-focused discussions enhances the credibility and relevance of the project, highlighting the interconnectedness of health and aquaculture.
- The project promotes sustainability by encouraging responsible practices, such as farmers managing their feed supply beyond the project duration. This approach aims to create self-reliance within the community and ensure the long-term impact of the project.
- Efforts to connect women farmers to viable markets for their fish products contribute to economic empowerment. Facilitating market access and linkages is an innovative way to ensure the sustainability of aquaculture practices.

4.4 Impact and Sustainability of the Intervention/ Business Model

The intervention/business model aimed at supporting women aquaculture farmers in Bangladesh has left a substantial impact by empowering women, enhancing livelihoods, inspiring the community, and boosting economic development. Women farmers have gained valuable knowledge and skills, leading to increased confidence and independence. The project's holistic approach has not only improved fish production but also ignited a ripple effect of sustainable farming practices within the community, fostering overall development. Sustainability is ensured through capacity building, market linkages, active community engagement, responsible practices, public-private partnerships, knowledge transfer, and environmental responsibility. These facets collectively guarantee that the project's positive outcomes endure well into the future, promoting the self-reliance and prosperity of women in aquaculture.

4.5 Recommendations / Future Directions

- Provide ongoing training and support to women farmers to further enhance their skills in sustainable fish farming and nutrition-sensitive practices. Regular refresher courses and advanced training can help them stay updated with the latest techniques.
- Explore opportunities for diversifying the fish product range and accessing new markets. Encourage women farmers to explore value-added fish products that can yield higher profits and contribute to food security.
- Consider expanding the project's reach to include more women farmers in other regions. Scaling up the successful model can have a broader impact on women's empowerment and community development.
- Promote the use of technology, such as mobile apps or digital platforms, to facilitate access to market information, weather forecasts, and best aquaculture practices. This can improve efficiency and decision-making.

- Strengthen the integration of nutrition and health components by collaborating with local healthcare providers to offer regular health check-ups, nutritional counseling, and family planning services to women farmers and their families.
- Explore opportunities for financial inclusion by connecting women farmers with microfinance institutions or savings groups. Access to credit can enable them to invest in their aquaculture businesses.

5.0 Project Budget and Financial Management

Cost Extension Budget (October 20, 2022 to August 31, 2023)										
#	Summary Budget	LO E/#	UNIT COST (Excluding	No of units	Investment Ratio		Total	FtF BAA	Grantee	Remarks
					% of WorldFish	% of Grantee				
A	Staffs Salary				82%	18%	2,892,095	2,368,091	524,004	
B	Staffs Benefits				84%	16%	183,650	153,950	29,700	
C	Equipment, Supplies and Operation Cost				51%	49%	209,500	107,149	102,351	
D	Travel				53%	47%	450,000	240,000	210,000	
E	Activity Cost				72%	28%	5,622,700	4,035,200	1,587,500	
F	Direct Cost				74%	26%	9,357,945	6,904,390	2,453,555	
G	Others Cost			-	0%	0%	-	-	-	
H	Direct Cost (BDT)				74%	26%	9,357,945	6,904,390	2,453,555	
I	Direct Cost (USD)		Ex Rate	93.35	74%	26%	100,246	73,963	26,283	

6.0 Annexure

6.1 Annex 1: Impact of the intervention on core business

Shushilan, a national non-governmental development organization founded in 1991, operates across Bangladesh with a mission to create a conducive environment for economic and socio-cultural progress. Their goal is to combat poverty and vulnerability, catalyzing positive change in the lives of the most disadvantaged individuals, enabling them to access economic opportunities, and empowering women to actively participate in both family and community development. Shushilan is dedicated to providing support in various areas, including socio-economic development for the underprivileged, sustainable environmental resource management, education, ICT, healthcare and nutrition, human rights, good governance, gender equality, and sustainable development, benefiting approximately 10 million people. Given the challenges posed by the COVID-19 pandemic, Cyclone Amphan, and other crises, Shushilan has implemented a range of measures to maximize their outreach and support for the community. Through their initiatives, often in collaboration with the Government of Bangladesh, they are actively contributing to the achievement of many of the United Nations' 17 Sustainable Development Goals (SDGs). In light of their projects, it's clear that Shushilan's core mission aligns effectively with their activities, which include raising awareness among rural fish farmers on life-related issues through group sessions and facilitating financial access for aquaculture farmers, ultimately improving their quality of life.

6.2 Annex 2: Case Story-1

Economic empowerment of women through entrepreneurship development: small support can lead to great results

The Southwestern region of Bangladesh is one of the most vulnerable seriously affected by salinity, repeated cyclones, drought, tidal wave, thunder strikes, and many more natural calamities. On top of these, lack of access to finance is another vital constraint for the low-income population of the region.

To address the problems in the region, Feed the Future Bangladesh Aquaculture Activity in partnership with Shushilan, a local NGO supported developing women entrepreneurs, through introduction of the of nutrient-rich fish-based food product business. Under the intervention, 10 women received essential items, namely blender, gas stove, display box, fry pan and water drum to introduce fish-based snack products business along with their small-scale tea, betel leaf and other light-snacks businesses. Initiative has been taken to provide relevant capacity building support for entrepreneurship and fish-based value-added product business development.

With the support of the intervention, 10 women have already been able to start selling fish-based snack products along with tea and other snack products at their small facilities/points, and earn some extra income. Out of 10 women participants of this intervention, the name of Jhorna Begum can be mentioned here as an example for her admirable success. She lives with her husband, two sons and one daughter in Char Kowa union of Barishal Sadar Upazila under Barishal District. Her rikshaw puller husband could not afford the expense of the family. Then, Jhorna started selling tea betel leaf and other light snacks to earn some extra money to run her family, which was not enough to maintain her family. To get rid of the distressful situation, Jhorna participated in the Aquaculture Activity intervention and has been able to start the producing and selling fish-based snack products successfully. In a short period of time, she became popular from bringing new products of new tastes maintaining quality, and hygiene. She has been able to increase her daily average income from USD 20, equivalent to BDT 200 USD 35, equivalent to BDT 350. Jhorna believes introducing nutrient-rich fish-based snacks will ensure a sustainable income to maintain her family and she hopes that her fish-based snack items will be more profitable in the future.

QUOTES FROM BENEFICIARIES

'I am confident to make myself a financially self-sufficient entrepreneur with a sustainable income by introducing nutrient-rich fish-based snacks in the community' Jhorna Begum, a female entrepreneur.

6.3 Annex 3: Case Story-2

Empowering Lives: Khadiza Khatun's Journey from Adversity to Success

In the Southwestern region of Bangladesh, where natural calamities wreak havoc on vulnerable communities, on top of these, lack of access to finance is another vital constraint for the low-income population of the region. Khadiza Khatun emerges as a shining example of resilience and determination. This is the story of a woman who defied the odds, transforming her life and the lives of her family members through the power of aquaculture and microcredit.

Living with her husband and two sons in the Shyamnagar union of Shyamnagar Sadar Upazila, Satkhira District, Khadiza faced the harsh reality of financial constraints. Her husband's income as a day laborer was insufficient to meet the family's needs, compelling her to seek alternative sources of income.

With a small shrimp stock and a 33-decimal pond, Khadiza took her first step into the world of shrimp farming. Despite her efforts, the returns were meager, barely enough to sustain her family. Determined to break free from this distressful situation, Khadiza applied for microcredit through the Feed the Future Bangladesh Aquaculture Activity in partnership with Shushilan, a local NGO. Khadiza's tenacity paid off when she received a loan of BDT 10,000 (USD 92). Empowered by this financial support, she embarked on her journey to enhance shrimp production and successfully market her yield. In a remarkably short span of three months, she achieved a profit of BDT 50,000, breathing new life into her household. This success allowed her to invest in a brand-new sewing machine and expand her livestock family by adding a bunch of chickens, ducks, and two goats.

Buoyed by her initial success, Khadiza continued her entrepreneurial journey, availing herself of microcredit three more times. With each subsequent loan of BDT 20,000 (USD 148), BDT 15,000 (USD 138), and BDT 15,000(USD 138), her profits grew consistently. In addition to shrimp farming, she explored diverse avenues to generate income, utilizing her resources wisely. After receiving her fourth loan and achieving a remarkable profit of BDT 60,000, Khadiza was able to include two cows in her growing livestock family. Today, she has transformed her life by establishing versatile sources of income and enjoying the fruits of her labor.

QUOTES FROM BENEFICIARIES

"With microcredit and unwavering determination, I turned a small shrimp stock into a thriving business. Thanks to organizations like Feed the Future and Shushilan, I've transformed my life and inspired others to overcome challenges. Remember, with finance and resilience, dreams become reality." - Khadiza Khatun