

SJKS

A Brief Profile

ON

SIRI Jabo Kallyan Sangstha



SJKS

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online



Context of Disaster-Prone River Basin

Gaibandha is a disaster-prone district in northern Bangladesh. Floods and riverbank erosion caused by climate change occur almost every year, severely affecting people's daily lives and increasing their vulnerability. Cold wave, Drought, Heavy Rain, Cyclone further exacerbate unemployment.

Around 80% of the population in this region depends on agriculture and agricultural-based jobs, with a significant portion earning their livelihood through daily wage labour in the agricultural sector. However, as agricultural activities last only 7-8 months a year; many people remain unemployed for 4-5 months as a lean-period due to a lack of work. As a result, they are forced to migrate to cities in search of livelihood, making their families more insecure and vulnerable. To survive during this period, many take high-interest loans (*Dadan*), pushing their families into further financial risk. Additionally, failing to find solutions to their economic struggles, some contribute to social deterioration, including Dowry practices, Polygamy, Child Marriage, Divorce, and Domestic Violence—aggravating the lives of women and children.

Unemployment, Drug Addiction, and Road Fatalities: In this era of globalisation, young people and women in this region face persistent unemployment due to a lack of job opportunities. With the rising inflation, their inability to sustain themselves financially due to joblessness or low income often drives youths and teenagers towards drug addiction, severely impacting their social lives. Additionally, they become involved in criminal activities such as theft, robbery, and mugging.

Due to limited alternative employment opportunities beyond agriculture, many young individuals engage in unsafe and illegal transportation jobs to earn money quickly. They are attracted to using Farming Tractors for transportation, driving Easy Bikes, and operating other risky vehicles such as handmade battery vans and "Votvoti" (*a three-wheeled, roofless vehicle powered by a shallow pump engine*)

These vehicles are easy to drive and offer immediate financial benefits, making them particularly attractive. However, despite meeting their short-term financial needs, such work poses considerable long-term health risks. Furthermore, owing to a lack of experience and adequate training, these drivers greatly increase the likelihood of road accidents and fatalities, thereby endangering both themselves and pedestrians.

SIRI's Strategic Contributions

SIRI commenced its journey on **1 January 2022** in Kachuahat village, under Sagghata Upazila of Gaibandha District. Since its establishment as a social development organisation, SIRI has been working tirelessly towards its core goal:

"Eradicating hunger and poverty, and enhancing women's economic empowerment through sustainable entrepreneurship development."

Through various projects, SIRI is dedicated to creating women entrepreneurs and implementing development initiatives that contribute to sustainable employment and economic growth in the region. It provides skill development training and support to small entrepreneurs, enabling women to become economically empowered and bring positive change to society.

Recently, SIRI has undertaken several projects aimed at reducing unemployment by enhancing the earning skills of educated, unemployed youth and women, particularly those who are directly climate victims. These initiatives enable marginalised communities to establish themselves as Smart Entrepreneurs by digitally marketing their handcrafted products. SIRI also organises training programmes on online outsourcing, Basic English Grammar, and Spoken English Course for youth, women, jobseekers, and online entrepreneurs.

In addition to promoting entrepreneurship, SIRI implements various projects to raise awareness about child rights, gender equality, health, and education. It also supports farmers in adopting climate challenges in agriculture by introducing modern farming techniques, technology, integrated farming, and diversified farming practices.

Stop Abuse, Child Marriage and Child Cyber Bullying

The organisation works to raise awareness among children, parents, parent representatives, and various segments of society to prevent Child Abuse, Child Sexual Exploitation, Child Labor, and Child Marriage. It aims to build a social movement to keep children away from risky occupations. The organisation also works to prevent Cyberbullying by providing students with practical education on the proper use of technology and enhancing their digital skills.

Enhancing the Quality of Education through Blended Learning

To improve the quality of education, the organisation implements special projects that integrate ICT-based education methods with traditional learning approaches, making **Blended Learning** more acceptable to students. Additionally, to eliminate students' reluctance toward science education, the organisation contributes through the "**Low-Cost Practical Science Education**" project, helping students overcome their fear of science and encouraging their interest in science studies. This initiative provides children with better educational opportunities and supports them in building a better future.

Ensuring the Rights of Ethnic Minorities

SIRI works to ensure the rights of ethnic minorities, socially marginalised communities, and the Dalit population, particularly women. The organisation promotes equal opportunities for these communities by encouraging their participation in Social Events, Festivals, and other community activities. It also provides essential support to both men and women to improve their living standards and increase income opportunities.

Non-Communicable Diseases Pose a Humanitarian Threat

Non-Communicable Diseases (NCDs) account for approximately 70% of deaths in Bangladesh each year, according to the current national scenario. The need for long-term treatment places a significant burden on hospitals and the healthcare sector. The high cost of NCD treatment creates a substantial financial strain, especially for the poor and lower-middle-class populations. Prolonged illness reduces productivity, negatively impacting both individual and national economic output.

Changes in lifestyle, increased consumption of fast food, and a technology-dependent way of life have led to a rising prevalence of diabetes, obesity, and mental health issues among young

people. Unhealthy dietary habits, adulterated food, mental stress, lack of physical activity, and substance abuse are among the leading causes of these diseases.

SIRI is implementing several innovative projects focused on health and nutrition, promoting the consumption of nutritious food, adequate physical activity, regular health check-ups, avoidance of tobacco and alcohol, stress management, regular meditation, and maintaining healthy family relationships. To prevent NCDs, SIRI plays a crucial role in raising awareness, particularly among vulnerable communities living in remote areas such as river islands (chars) and embankment regions, ensuring better health protection for at-risk populations.

Research Programme

SIRI is conducting a research initiative on the impact of the digitalization of the Social Safety Net Programme and the improvement of the land mutation process at both individual and institutional levels. This research initiative is being carried out with the support of a Professor, **The University of Edinburgh, Old College, South Bridge, Edinburgh EH8 9YL, Scotland, United Kingdom.**

ORGANISATIONAL GOAL

Enhancing Women's Economic Empowerment, Eradicating Hunger and Poverty, and Building an Educated, Skilled Society through Sustainable Entrepreneurship Development.

STRATEGIC OBJECTIVES

Strategic objectives to achieve the goal in its working area by 2026, as well as to contribute to the achievement of the SDGs.

1. **Training and Support for Women and Youth:** Assisting in developing entrepreneurial skills by enhancing proficiency in handicrafts, digital marketing, and online outsourcing.
2. **Ensuring Women's Economic Empowerment (WEE):** Engaging women in income-generating activities and creating a gender-sensitive environment to eliminate gender-based violence, domestic abuse, and violence.
3. **Addressing the Impact of Climate Change:** Ensuring productive agriculture, sustainable livelihoods, and food security by adapting to climate change in flood-prone and lowland areas.
4. **Promoting ICT-based and Engaging Education:** Ensuring ICT-based and engaging education through skilled teachers, education experts, and relevant authorities, and supporting the implementation of blended learning methods for school and college students.
5. **Ensuring Child Protection and Preventing Violence:** Raising awareness and providing support to children and their guardians to prevent child abuse, child marriage, and child labor. Ensuring a safe environment for children by eradicating child abuse, sexual exploitation, and harassment.
6. **Preventing Non-Communicable Diseases and Promoting Health Awareness and Safe Food:** Reducing the mortality and morbidity rates from non-communicable diseases, raising awareness about health and nutrition, and reducing disease risks through public

awareness campaigns. Providing opportunities for exercise and gymnastics for all and keeping youth away from substance abuse.

7. **Disaster Forecasting and Risk Reduction:** Reducing the risk of death, asset loss, and vulnerability of at-risk populations by promoting disaster forecasts through all levels of disaster management committees, authorities, and online information.
8. **Providing Advanced ICT Services and Training:** Offering handicraft training, assisting in the fair purchase and sale of products, and conducting basic and spoken English courses for students, job seekers, and professionals.
9. **Conducting Research Activities:** Identifying the root causes of any crisis through various research studies and ensuring sustainable development in society by creating and implementing innovative projects.
10. **Ensuring Transparency and Accountability in Social Safety Net Programs:** Coordinating with local administration, local government institutions, and government and non-government organizations through civic education and advocacy to ensure the selection of appropriate beneficiaries.

PROGRAMMES

1. Human Resource

- 1.1 *Smart Human Resource and Sustainable Entrepreneurship;*
- 1.2 *Education through Blended Learning with ICTs;*

2. Livelihoods

- 2.1 *Sustainable Livelihoods in Changing Climate;*
- 2.2 *Social and Natural Disaster Preparedness and Management;*

3. Gender and Good Governance

- 3.1 *Gender Sensitive Environment for Women's Economic Empowerment;*
- 3.2 *Building a Child Safe and Secured Environment by Ensuring Child Rights;*
- 3.3 *Promoting Human Rights and Good Governance;*

4. Health & Safety

- 4.1 *Improving Health, Nutrition;*
- 4.2 *Eliminating Drug Addiction;*
- 4.3 *Reducing Road Fatalities;*

5. Idea Generation

- 5.1 *Research and Innovation;*
- 5.2 *Social Enterprise.*

CROSS CUTTING ISSUES

Women and Gender, Disability, Child Protection and Safe Climate Victims are considered cross cutting issues in designing any development project.

GEOGRAPHICAL COVERAGE

The organisation is currently implementing some projects at 10 Unions in Saghata Upazila of Gaibandha district both in Char and plain land.

DEVELOPMENT PARTICIPANTS' PRIORITIES and GROUP COUNTS

SIRI considers the social and socioeconomic status of participants from various perspectives while designing each project for sustainable development. The categories of participants are described below.

- Low-income or Unemployed Female and Male;
- Enthusiastic entrepreneurial young women and men;
- Vulnerable Children and Adolescents;
- Ethnic Communities;
- Smallholder Farmers;
- Climate Victims;
- Dropped out Students;
- Poor, Extreme poor, Disadvantaged People.

SL.	Category	Female	Male	Total
01.	Participants	854	752	1606
02.	Group Leaders	71 <i>(with senior leaders)</i>	76 <i>(with senior leaders)</i>	147
03.	Groups	64	68	132

LEGAL STATUS

SL.	Registration	Authority	Applicable
01.	Youth Development	Department of Youth Development	YUO/GAI-163/Saghata-11/25
02.	Social Development	Department of Social Welfare	Applied

STAFFING

SL.	Category	Female	Male	Total
01.	Senior Management Team	03	01	04
02.	Mid and Front Level	03	02	05
03.	Volunteer	37	05	42

GOVERNANCE

SL.	Council	Female	Male	Total
01.	Genera Council	11	10	21
02.	Executive Council	04	03	07

POLICIES WE FOLLOW

- Human Resource Policy;
- Financial Policy;
- Gender Policy;
- Child Safeguarding Policy;

ORGANISATIONAL PHYSICAL FACILITIES

Building Room (Rented)

- Room- 05
- Hall room- 01
- Accommodation- 01
- Kitchen- 01
- Roof- 1 (1300² feet)
- Washroom- 02
- Garage- 01
- Courtyard- 1 (2700² feet)
- Handicrafts Product Showroom- 01

Devices

- Laptop Computer- 03
- DSLR Camera- 01
- Printer- 01
- Scanner- 01
- Speaker Box- 01

Equipment, Furniture and Vehicles

- Iron safe - 02
- Table- 04
- Desk- 01
- Chair (Iron)- 05
- Electric Fan- 04
- Hydraulic Chair- 01
- Plastic Chair- 10
- White Board- 02
- Bed- 02
- Motor Bike- 01
- Sewing Machine- 02
- Gas-burner and Cylinder- 01
- Plastic Rack- 02
- Electric Light (big)- 09

Wings of SIRI

The working location of SIRI is known as a "hard-to-reach" area in terms of development. Support and training facilities in Digital Marketing, Online Outsourcing, Basic English Grammar, Spoken English Courses, and Handicraft Production are not available. SIRI ensures the provision of organising training and services through its two wings on social enterprise:

1. SIRI Online

2. EngCrazy.

CONTACTS AND OFFICE ADDRESS

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Snaps on Programmes



KII on Entrepreneurship Training for UDC
Gaibandha Sadar, Bangladesh



Workshop on Organisational Capacity Assessment



Creating Video Contents on Child Sexual Harassment



Research Survey at Gangachara in Rangpur



School Visit in Digholkandi Char



Online Video Content for
Science Experiments Project



Field visit and FGD



Capacity Building Training for Local Government Staff and Field Visits.
Boralbari, Gangachra, Rangpur, Bangladesh

Entrepreneurship Development

চাকরির পিছনে ছুটবোনা আর, উদ্যোক্তা হয়ে জীবন গড়বো এবার!

No more job chase, no more fear, This time I'll rise as an entrepreneur!



Online Outsourcing Entrepreneurs



Handicraft
Entrepreneurs

