

ASHIKA STRATEGY 2022-2026



ASHIKA

STRATEGY

2022 TO 2026

WHY ASHIKA EXIST

The Chittagong Hill Tracts are a three-district region in southeast Bangladesh, in an area that is extremely remote and inaccessible due to its high and rocky terrain. Bandarban, Rangamati, and Khagrachari are the three Hill Districts that make up the CHT region, and they are home to 13 ethnic/Indigenous communities. Each of these communities has its own culture, customs, beliefs, and sense of self.

The CHT's Indigenous people suffer numerous economical, health, and educational issues. There is no access to roads, transit, or cellphone networks in some isolated places. Furthermore, the literacy rate is quite low, with the majority of individuals being illiterate.

The community's livelihood is greatly reliant on the seasons. In Bangladesh, there are six seasons in all, three of which present unique challenges to the society. Slash-and-burn agriculture provides a living for the majority of the population, but due to soil and climate change, it is becoming increasingly unprofitable. It is exceedingly chilly throughout the winter season, and many struggle to keep warm due to a lack of suitable gear. The lack of water sources becomes a problem in the summer or throughout the dry season. Finally, during the rainy season, many places become flooded, resulting in muddy roads and landslides. It's also difficult to locate work that pays a living wage during this time of year, and the contaminated water raises the risk of water-borne infections.

WHAT ASHIKA IS?

ASHIKA Development Associates is a Non-Government Organization (NGO) serving three hill districts of Chittagong Hill Tracts (CHT)-Rangamati, Khagrachari & Bandarban, based in Rangamati Hill District-which is treated as the capital of CHT. ASHIKA stands for *Amader Shikkha O Kaj* which refers to all types of formal, non-formal, technical and vocational education. We aim at the reflection of all these learning into communities livelihoods. We assist ultra poor people by providing technical support with the objective of creating new opportunities. It is understood that globalization along with climate change have an impact worldwide, CHT is also not apart from this true, so we believe in economic and environmental friendly system within which the community would survive with improved living standards. Focusing on environmental degradation and disaster risk reduction, we aware people to protect and preserve the healthy atmosphere through capacity building and mitigation strategy. ASHIKA believes in sustainability through climate resilient livelihood generation to achieve a strong socio-economy in CHT

THE CHANGE WE WANT TO DO



Vision

A sustainable socio-economically developed society where the basic needs and rights of the ultra-poor communities are ensured with their maximum participations in development

Mission

To achieve a socio-economic emancipation by creating a stakeholder-based economy involving women and disable part of community, mobilizing civil society with proper utilization of local resources and institutions.

VALUES

To achieve our vision, we aim to be the change we want to see, upholding the following values in both our staff and our members:

-Community focused: In our decision-making and programming, we prioritize the communities we serve.

-Courageous: We have lofty goals that we are willing to pursue by trying new things and taking risks..

-Communication proactively: Maintain an open and trusting environment for collaboration and continuous improvement with our team and stakeholder

-Inclusive: we see the value in diverse perspectives and work to remove the barriers that prevent voices being heard.

ASHIKA THEORY OF CHANGE



ASHIKA OUTCOME AREAS AND STRATEGIC OBJECTIVES

Education and social development

The pillar is to ensure basic education for all communities to improve their skill recognized for entrepreneurial initiatives of different stakeholders to remote poverty from society. ASHIKA will work for Basic education, Multi-lingual Education, skill base education, to recognize the ultra-poor community's entrepreneurial initiatives. The organization will keep communication with A2i programmes of Prime Minister's office, International labor organization, Asian Development Bank, UNDP, NASCIB, BSCIC, Schedule Banks etc. for their wage seeking skill base certification.

In 2022-2026 ASHIKA will do

- Provide Vocational and Technical Education to Disadvantaged Communities
- Provide adequate training support for Capacity building on outsourcing to the CHT community
- Arrange multi language educational facility to mitigate the language barrier
- Create children friendly educational environment for the CHT marginalized child
- Increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Food security and livelihood

This Pillar is to work for improving the livelihoods and ensure food security through diversified option by utilizing local resources in CHT and people will be able to combat climate change. ASHIKA will be working with different donors and do livelihood diversification in such way so that it does not affect land fertility and degradation, there will also be research work with research centers and networks so that they raise their voice and demand for climate change adaptation, even to combat disaster risk. Finally ASHIKA will initiate activities that will help People have diversified sustainable livelihood options and households will involve with successful IGAs/enterprise

In 2022-2026 ASHIKA will do

- Capacity building on livelihood options through modern agricultural practice for communities to upgrade their socio-economic status by 2026
- Promotion of an effective and financially feasible sustainable agriculture extension program to improve household food security, vegetable protein, and income through better management, disease control, and adoption of improved varieties;
- Increasing women's direct participation in agricultural activities through encouragement, education, microcredit support, and extension;

ASHIKA OUTCOME AREAS AND STRATEGIC OBJECTIVES

Climate change and Disaster management

Climate change is exacerbating food insecurity in CHT region. Environmental degradation as a result of anthropogenic activity, which is increasing people's susceptibility. As a result, residents of the Chittagong Hill Tracts are dealing with irregular rainfall, heavy rain events that result in landslides, drought, and flash floods. ASHIKA will strengthen the community for enhancing disaster resilience that Community and households, especially the poor, women, children, elderly, disabled and other disadvantaged people at risk are protected from disasters. Finally it will reduced damage and loss from climate change

In 2022-2026 ASHIKA will

- Contribute to the global climate change indicators (awareness raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning)
- Strengthen the Community for Enhancing Disaster Resilience
- Establish appropriate mechanisms to reach assistance to the affected communities
- Ensure child and women protection and materials assistance (food and non-food items)
- Comply with core human standards (CHS) and code of conduct and humanitarian principles

Health and Human Rights

Accessibility to healthcare and other social services is minimal and difficult for the villagers .As a result, it is hard for service sectors to provide services at these locations.

Infant and child mortality and maternal health are among the most crucial figures lagging well behind the already struggling national averages.

Empower indigenous peoples to raise voice, joint and collective actions to promote rights, cultural heritage, social justice and human dignity;

ASHIKA will initiate activities that will Strengthen Primary Health Care Services and people will have access to basic health care services

In 2022-2026 ASHIKA will

- Increase health seeking behavior among the community to reduce maternal mortality ratio
- Increase awareness on Malaria, Tuberculosis, Hepatitis-B, Water born diseases and non- communicable diseases among community
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Promote of referral service for public health services
- Establish ASHIKA health center and health boat
- Sensitized to rights to safe water and adequate sanitation;

ASHIKA OUTCOME AREAS AND STRATEGIC OBJECTIVES

Strengthening capacity of ASHIKA

Since organizational policies, structures and processes influence behavior, motivation and actions of the staff, ASHIKA will endeavor to transform itself into a learning organization. The objective of ASHIKA's organizational development will be (a) to build a pool of sector specialist among staff; (b) develop strategies to attract and retain young, talented and committed staff; (c) put in place policies of the highest International standards and monitor compliance; (d) carry out regular reviews to assess strengths, weaknesses and potential risk and (e) strive for excellence and become known as the premier organization delivering on human rights and governance initiatives for bringing about transformative change in the lives of marginalized communities.

In 2022-2026 ASHIKA will do

- Increase the access of small-scale industrial and other enterprises to financial services, including affordable credit into value chains and markets
- Strengthen advocacy initiative
- Strengthen Knowledge management and research
- Invest in Organizational Development
- Strengthen organizational MEAL and KM unit



ASHIKA APPROACH

ASHIKA'S strategic approach, a set of initiatives and activities that facilitate and drive ASHIKA's programs and work, are critical to meeting the above aims.

COMMUNITY ENGAGEMENT

Community remains our most valuable asset and the foundation on which we will grow and achieve our above-mentioned vision and strategic goals. The key to this is attaining equitable representation and , and promotes sense of belongingness and voice of community. We will proactively provide information to the community and will seek feedback from them.

On behalf of the organization, we will work proactively to engage community in inventing, advocating, and raising funding. We will empower and integrate people from different backgrounds, groups that feel ignored can gain greater control over their lives and their community. When people from different areas of the community work together, they often find that they have much in common.

MOBILIZING RESOURCES

The provision of adequate and long-term funding is critical to the success of ASHIKA's initiatives. ASHIKA now has a minimum operating cost as an autonomous organization, necessitating reliable and long-term core funding as a top priority. We'll keep raising money to support ASHIKA's expanding portfolio of funds, programs, and projects. To develop and diversify our donor base, we will continue to engage with long-time donors while also attracting new and non-traditional funders.

COMMUNICATIONS, ADVOCACY & LEARNING

We will continue to increase our communications and learning activities to grow our influence and evidence our impact. We will improve our channels and tools to promote the ASHIKA's work. We will strengthen our external relations and advocacy, foster partners' engagement in and promotion of ASHIKA's work, and support and grow communications capacity at the regional level.

We will invest in the ASHIKA's ability to measure and understand its impact and share good practice. We will develop robust and relevant metrics to capture our progress, understand our program relevance and effectiveness, build on good practice and learn from our mistakes as we develop.

Management Approaches

ASHIKA's Governing Board is made up of ten credible and prominent members of civil society and NGOs. The Board is mandated to provide oversight responsibilities over aspects such as policies, internal governance, and approval of partners and audit related activities. Under the dynamic leadership of ASHIKA's Executive Director and ably supported by directors and units.

ASHIKA APPROACH

PROGRAMMATIC ISSUES

- Social, political, economic and legal empowerment of ethnic (indigenous) and mainstream women, including reducing violence and discriminations against women, girls and children. The situation of women and girl living in the Rohingya camps will also be considered in future.
- Promote and protecting rights of all minorities, including ethnic, religious sexual, and linguistic.
- Promote descent and safe work culture and environment for workers both male and female (migrant, formal and non-formal sector)
- Strengthen public institutions; including transparent and accountable quality public services for all specially the marginalised.
- Building community resilience to a sustainable economy to combat climate-induced risks and vulnerabilities.
- Support people's movements, network and coalitions and advocate for disaster risk reduction, climate change adaptation, law reform and policies that will protect and promote rights of marginalized groups

CROSS THEMATIC ISSUES

- Gender inclusion and diversity
- Accountability
- Protection
- Advocacy, lobbying and networking
- Climate change Disaster risk reduction
- Organizational Sustainability

STAKEHOLDERS IN DEVELOPMENT

- Marginalized community
- Community based organization
- Youth organization
- Local leader
- Media
- Like minded organization, network
- Donors and intermediaries
- Bangladesh government

OPERATIONAL APPROACH

ASHIKA will use a rights-based approach to programming within the organization and will be driven by the need to deliver high quality professional products for its beneficiaries. The institutional operational culture will endeavor to enhance the human rights principles of equality and non-discrimination and will be transparent and accountable to those that ASHIKA serves. The organization also will undertake its programmatic mandate in a manner that will emphasize the inclusion of minorities and excluded population groups. ASHIKA will provide guidance and engage all stakeholder on implementation; as a last resort. To implement this five-year strategy, ASHIKA will draft annual operational plans that will identify the activities of a given year based on the budgets available. The operational plans will comprise activities that will be aligned to our strategic objectives. Reporting on the delivery of this plan will be done on an annual basis.



মানুষের জন্য
manusher jonno
promoting human rights and good governance



Grameen Telecom Trust
Building Social Business



WORK WITH US



Strategic plan development partner:

ORGANIZATION DEVELOPMENT AND MENTORING SERVICES(ODMS)

CONTACT US AT @ASHIKADEVELOPMENTASSOCIATES@GMAIL.COM

WWW.ASHIKACHT.ORG

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