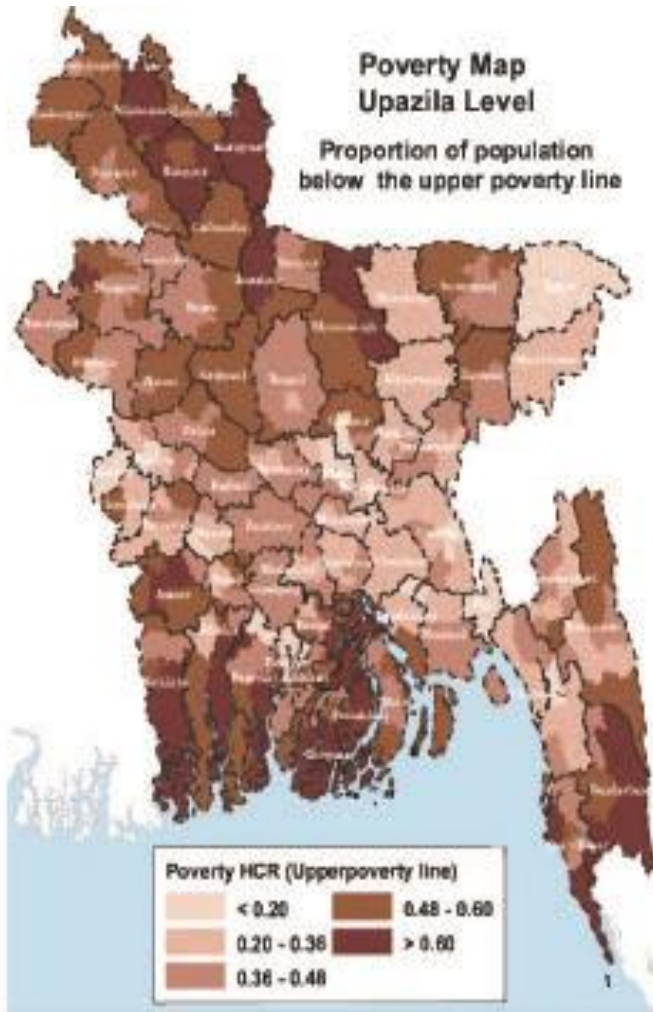


BRAC Targeting the Ultra Poor Programme

Anna Minj

Director-Targeting the Ultra Poor Programme.
Community Empowerment Programme and
Integrated Development Programme, BRAC

WHY TUP PROGRAM IN BANGLADESH



- A country of 158 million people .17% of them live below the poverty line (BBS 2010)
- They suffer from chronic hunger & malnutrition, have inadequate shelter, highly prone to many diseases ,deprived of education and are particularly vulnerable to natural disasters
- The safety net programs of GoB mainly serve as protective approach rather than promotional or transformational approach
- Even though Bangladesh is the birthplace of MF and many other development initiatives, but ultra poor are largely bypassed from these interventions.

INTRODUCTION & OBJECTIVE OF CFPR -TUP

INTRODUCTION:

- BRAC's TUP initiated in 2002 , specifically designed to meet the needs of ultra poor HHs who are too poor to access the benefit from other traditional development interventions such as MF
- It emerged from three decades of BRAC's learning from its rural poverty alleviation program
- TUP is two the years cycle program

OBJECTIVE:

- To assist the ultra poor population graduate from extreme poverty by bringing positive economic, social and aspiration changes in their lives
- To support them to get access to the mainstream development programme

To identify members in the most need



COMPONENT: 01

Targeting

- Community participates In PRA for social mapping and wealth ranking exercise
- Door to door survey with 100% verification
- HHs selected with less then 10 decimals of land, no productive assets ,depend on irregular day labor or begging and with no active male members

Asset transfer helps them create an 'economic asset base' and stipend act as "breathing space" while they acquire new skills



COMPONENT: 02

Asset Transfer/Stipend

- Client receives a package of assets
- Stipend in cash & kind
- Savings

Enabling them to maintain a self-driven upwardly mobile trajectory from extreme poverty



COMPONENT :03

Trainings

- 3 to 5 days class room enterprise development training
- 24 month long hands on training by weekly home visits
- Confidence building training before their graduation for lasting effect



A healthcare worker, a woman wearing a green sari, is using a stethoscope to listen to the arm of a patient, a woman wearing a red sari. They are in a simple, possibly outdoor or semi-outdoor, setting with a corrugated metal wall in the background.

Stop or reduce the erosion of income for spending on healthcare

COMPONENT:
04

Tailor -made Healthcare

Client receives healthcare support with access to community health workers, physicians and medications

Supporting the sustainable development for the extreme poor through social integration

COMPONENT: 05

Community Mobilization & Social Integration

Social awareness increases their social standing and build relationship to integrate better with their community.

Here, a village poverty reduction committee a platform is formed to support them socially, provide security for their assets ,protect them from maltreatment & injustices.

KEY SUCCESS FACTORS

- Providing skills along with assets/ consumption to improve their livelihood is critical for their longer term sustainability
- Coaching and hand holding to boost up their confidence is must. As they are not only lagging behind economically but they are also socially excluded and confidence level remains low. Through coaching we unpack their social problem .
- The program not only focus on targeting and asset transfer rather works with them through holistic approach to address their different needs i.e. –health care, social inclusion

SCALE UP & WAY FORWARD

1.SCALE UP in BRAC:

- Additional over half a million households will be covered by 2020 in addition to 1.6 million HHs, as still 21 m populations yet to cover in Bangladesh
- Expansion in African countries where BRAC International is operational
(Uganda, Tanzania, Sierra Leone, Liberia)

2.ADVOCACY of Graduation model at national and international level to influence GOB and other players to eliminate extreme poverty by 2030 as per SDG

3.HELPING OTHERS to implement Graduation approach:

- Technical assistance and consulting to governments and implementing organizations where requested
- Creating implementation guides, resources and training materials for new implementers
- Facilitate immersion visits to facilitate learning and experience sharing about Graduation approaches/model

[The graduation approach- ending ultra poverty.mp4](#)