

PRABRIDDI: LOCAL ECONOMIC DEVELOPMENT (LED)

Empowering Heritage, Transforming Lives



The *PRABRIDDI: Local Economic Development (LED)* project, launched on 15 September 2023, focuses on revitalizing the cultural and economic fabric of Jashore by institutionalizing skills development initiatives for the Jashore Stitch—a traditional hand embroidery craft. Implemented by the Rural Reconstruction Foundation (RRF) in collaboration with Swisscontact, the Government of Bangladesh, and Switzerland, this project aims to preserve local heritage while creating sustainable livelihoods for women artisans.

OBJECTIVES

1. To integrate a structured course on Jashore Stitch and handicrafts business development at RRF’s existing technical training center.
2. To enlist the Jashore Stitch curriculum in the National Skills Development Authority (NSDA) portal, ensuring institutional recognition and certification.

FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	PRABRIDDI: Local Economic Development (LED)
2	Duration	September 2023 to October 2024.
3	Supported By	Department of Local Government and Swiss contact, Government of Bangladesh and Switzerland
4	No. of project participants	Female : 173 Persons
5	No. of staff	06
6	Working Location	Jashore, Bangladesh



PRABRIDDI: 2023-2024

SL	Course Name & Level	Batches	Participant Per Batch	Participant
1	Training of Trainers on Jashore Stitch Handicrafts Development (TOT)	5	25	125
	Total			125

PROGRAM WISE ACTIVITY'S (TOTAL)

SL	Activities planned for the reporting month	Target	Achievement
1.	Conducting TOT Training for Hand Stitching and Embroidery (05 Batch 125 Persons).	05 Batch 125 Persons. TOT Training for Hand Stitching and Embroidery	Successfully Complete
2.	Competency Standard (CS) Prepared & Develop Hand Stitching and Embroidery.	(CS) Prepared & Develop	Successfully Complete
3.	Application for Joining Hand Stitching and Embroidery CS in portal of NSDA.	Inclusion of CS in NSDA Portal	Successfully Include CS in portal of NSDA
4.	Hand Stitching and Embroidery CBLM Prepared & Printing.	CBLM Prepared & Printing.	Successfully CBLM Prepared & Printing.
5.	Purchase of materials as per CAD for center Approval.	Purchase of materials as per CAD	Successfully Purchase materials
6.	Center approval through NSDA representative visit.	NSDA representative visit.	Successfully Center approval
7.	Promotional Campaigns (Social Media, Local Print Media ,Miking, Leaflets , Banner & pana).	Promotional Campaigns	Successfully Complete
8.	Participant Collection For Training & RPL Assessment Level-02	Participant Collection	Successfully Complete
9.	Training & RPL Assessment	2 batch 48 Training & RPL Assessment	Successfully Complete

IMPACT OF THE PROJECT

1. Cultural Impact:

- **Preservation of Heritage:** Hand stitching reflects local traditions, ensuring the continuity of cultural practices.
- **Fostering Identity:** Empowered artisans take pride in their craftsmanship, strengthening cultural resilience.



2. Social Impact:

- **Community Building:** Workshops foster collaboration and mutual support among artisans.
- **Empowerment of Women:** 173 women benefitted directly, achieving financial independence and improved livelihoods.

3. Economic Impact:

- **Job Creation:** The program generated employment opportunities for artisans in rural areas.
- **Market Expansion:** The inclusion of traditional designs in contemporary fashion created demand in premium markets.



4. Environmental Impact:

- **Sustainable Practices:** Hand stitching uses eco-friendly threads and dyes, reducing the carbon footprint.
- **Promotion of Natural Materials:** The focus on sustainable materials aligns with global environmental goals.

CHALLENGES

1. Delayed Workshop Scheduling:

- NSDA delays caused uncertainty in the workshop timeline.
- Mitigation: Persistent follow-ups expedited the confirmation of workshop dates.

2. Political Unrest:

- Instability in July and August 2024 disrupted training schedules.
- Mitigation: Sessions resumed promptly after the situation stabilized.

3. Assessment Delays:

- NSDA's delay in providing tools and materials hindered assessments.
- Mitigation: Proactive communication ensured timely delivery of resources.





KEY ACTIVITIES UNDERTAKEN

1. Curriculum Development:

- Revised the training manual using the Competency-Based Learning Materials (CBLM) approach.
- Finalized and printed the approved manual.

2. Trainer Capacity Building:

- Conducted ToT for 100 trainers across five batches.

3. Promotional Activities:

- Developed content for social media, print media, and local cable TV.
- Engaged local and national media outlets to raise awareness about the program.

4. Training Implementation:

- Conducted two batches of training, empowering participants with NSDA-approved skills.

5. Integration with NSDA:

- Facilitated RRF's application and approval process as an NSDA-certified training provider.

PARTICIPANT REFLECTION

My journey into hand stitching and embroidery has transformed my life in ways I could never have imagined. Thanks to the training I received through RRF's PRABRIDDI program, I've not only developed intricate skills but also gained the confidence to start my own business, *Sonia Boutiques*. This opportunity has empowered me to contribute financially to my family and inspire other women in my community to pursue their dreams.

I aspire to expand my knowledge, complete the assessor training under NSDA, and create a cooperative where women can come together to share their skills and build sustainable livelihoods. My dream is to make Jashore a hub for handcrafted excellence, blending tradition with modern innovation while empowering women to take charge of their futures.



Sonia Sakin, born in 1984, is a resident of the village of Chandipur in Goirnagar, Bagharpara, Jashore.