



PRABRIDDI: LOCAL ECONOMIC DEVELOPMENT (LED)

Empowering Heritage, Transforming Lives

🎯 To preserve the local heritage of Jashore Stitch and create sustainable, institutionalized livelihood opportunities for women artisans through formal skills development and market linkage.

🏠 Major Activities

- Activity 1: Conducting Training of Trainers (ToT) on Jashore Stitch Handicrafts Development (5 batches, 125 persons).
- Activity 2: Preparation and development of the Competency Standard (CS) for Hand Stitching and Embroidery.
- Activity 3: Application for and successful inclusion of the Hand Stitching and Embroidery CS in the NSDA portal.
- Activity 4: Preparation, printing, and finalization of the Competency-Based Learning Materials (CBLM) for the course.
- Activity 5: Procurement of all necessary materials as per the Center Approval Document (CAD) for the training center.
- Activity 6: Facilitating the NSDA representative visit for successful center approval.
- Activity 7: Conducting Promotional Campaigns (Social Media, Local Print Media, Miking, Leaflets, Banner & pana).
- Activity 8: Collection and enrollment of participants for main training and Recognition of Prior Learning (RPL) Assessment Level-02.

📄 Overview

The PRABRIDDI: Local Economic Development (LED) project, Empowering Heritage, Transforming Lives, launched on 15 September 2023, aims to revitalize Jashore’s cultural and economic landscape through the preservation and commercialization of the traditional Jashore Stitch craft. Implemented by RRF in collaboration with Swisscontact, the project focuses on institutionalizing skills development by integrating NSDA-certified training for women artisans. It strengthens heritage continuity while creating sustainable, formal livelihood opportunities. During the reporting period, the project successfully completed its development phase, including curriculum design and institutional certification

📌 Specific Objectives

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

📊 Project Achievement Summary

- 125 trainers certified through 5 ToT batches — 100% achievement.
- 1 Competency Standard (Hand Stitching & Embroidery) developed — 100% completion.
- CS successfully uploaded to the NSDA Portal — objective achieved.
- 2 Training/RPL batches completed with 48 participants — 100% achievement.
- 173 female beneficiaries served across ToT, Training, and RPL — 100% target met.
- Training Center approved by NSDA following official inspection — certified and operational.

Capacity Building and Training

01

Training of Trainers (ToT) on
Jashore Stitch Handicrafts
Development
125
Participants

02

Hand Stitching and
Embroidery (Main Training
& RPL Assessment)
48
Participants

Environmental & Social Impact

Environmental Safeguards / Climate Resilience Efforts:

- Sustainable Practices: The project actively promoted the use of eco-friendly threads and dyes in Jashore Stitch.
- Natural Materials: Focus on sustainable materials aligns the craft with global environmental goals and reduces the carbon footprint associated with production.

Social Inclusion and Gender Mainstreaming:

- Women's Empowerment: The project directly benefitted 173 women, giving them access to formal, certified training, leading to financial independence and improved livelihoods.
- Community Building: Workshops fostered collaboration and mutual support among the artisans, strengthening community bonds and social resilience.
- Fostering Identity: Empowered artisans took greater pride in their craftsmanship, contributing to the overall cultural resilience and identity of the Jashore region.

Basic Information



Supported by:
Department of Local
Government and
Swisscontact, Govern-
ment of Bangladesh and
Switzerland



Duration:
September
2023 –
October 2024



Budget:
BDT
3923050



Staff:
06



**No. Of
Beneficiary:**
173
Persons
(All Female)



Area:
Jashore
District



Major Challenges

- Delayed Workshop Scheduling: Uncertainty in the workshop timeline due to administrative delays at the NSDA level.
- Political Unrest: Instability experienced in July and August 2024 significantly disrupted the planned training schedules.
- Assessment Delays: NSDA's internal delay in supplying necessary assessment tools and materials hindered the final assessment processes.

Actions taken to Overcome Challenges

- NSDA Delays: Persistent, proactive follow-ups and coordination with NSDA personnel were undertaken to expedite confirmation of workshop dates and approvals.
- Political Unrest: Training sessions were resumed promptly and flexibly right after the situation stabilized to ensure participants did not miss critical hours, maintaining the integrity of the course.
- Assessment Delays: Proactive and continuous communication with NSDA authorities ensured the timely delivery of assessment resources.

Lessons Learned / Recommendations for Future

- Institutional Coordination: Future projects requiring institutional buy-in (like NSDA certification) must factor in a longer lead time for administrative processes and potential bureaucratic delays in the work plan.
- Flexibility in Scheduling: A buffer should be built into the project timeline for unforeseen external events (e.g., political instability or natural disasters) that can disrupt fixed training and assessment schedules.
- Resource Pre-Planning: Future procurement for assessment materials should be initiated well in advance of the planned assessment dates, leveraging project funds to secure resources independently if necessary, to avoid reliance on external partners for essential tools.