



PROSPERITY Project

Promoting Resilience, Opportunities and
Socio-Economic Empowerment of
Migrants/Climate Displaced Communities
in Bangladesh

GUK

Overview

Gana Unnayan Kendra (GUK) is a locally rooted, non-governmental development organisation established in 1985 in Gaibandha, a northern district of Bangladesh highly vulnerable to poverty and climate-induced disasters. Over the past decades, GUK has evolved into a women- and children-focused organisation, dedicated to empowering marginalised and disadvantaged communities across Bangladesh through a strong people-centered approach.

GUK implements its initiatives in collaboration with the Government of Bangladesh, various national and international partners including UN agencies and the private sector. The organisation has steadily expanded its reach and currently operates diverse development and humanitarian programmes across 18 districts.

GUK prioritises working with communities living in riverine char areas, displaced populations, migrants, and persons with disabilities groups that face compounded vulnerabilities due to geographic isolation, environmental hazards, and social marginalisation.

GUK's interventions are structured around four main sectors:

1. Social Development Programme
2. Financial Inclusion and Economic Empowerment Programme
3. Social Business and Enterprises Programme
4. Humanitarian Response and Disaster Management Programme

The organisation's efforts are driven by a skilled, efficient, and dedicated team. What sets GUK apart is its strong community presence, inclusive and gender-sensitive approach, transparency, and proven capacity for resilience and innovation.

GUK believes that meaningful development begins at the grassroots, is people-driven, and leads to lasting impact. Together with its partners and the communities it serves, GUK continues to build a just, inclusive, and resilient Bangladesh.

Introduction

GUK has already implemented the AWO supported project "Promoting Resilience, Opportunity and Socio-Economic Empowerment of migrants/climate displaced communities (PROSPERITY) in Bangladesh in 06 unions of Gaibandha Sadar and Fulchari Upazila/sub-district of Gaibandha. The project is being implemented in the same locations as the new project interventions will ensure the sustainability of the projects previous phase and the new activities under the interventions of the new proposed project develops more resilience among the community and the social structures. The objective of the project aims at 2025 and by that time, the project ensures more resilient in terms of economic, social, and climatic shocks and stresses among the migrant communities with climate vulnerabilities and their institutions (social structures) of remote areas at Gaibandha. The projects targeted group is the migrant communities with climate vulnerabilities and 1080 existing households or families/4860 individuals from returnee and potential migrants as well as climate-vulnerable communities who are already involved with PROSPERITY project is being directly supported by awareness activities and follow up and 1040 new households or families/4680 individuals from returnee and potential migrants, survivors of human trafficking as well as climate displaced/migrants communities are directly supported by the project. 200000 persons are considered as indirect beneficiaries who are reached by project interventions. The project will be functional through social structures model which will be set-up and strengthened by the project. They can be formally registered or informal.

THEMATIC AREAS	: Safe Migration, Livelihood, Climate Change Adaptation.
PROJECT PERIOD	: Phase 02- 01 January 2023 to 31 December 2025
PROJECT LOCATION	: Gaibandha Sadar Upazila- Boali, Gidari and Kamarzani unions Fulchari upazilla- Udakhali, Gazaria and Fazlupur unions
TOTAL BENEFICIARIES	: Direct beneficiaries: 9540 persons (Female-4870, Male-4670) Indirect beneficiaries: 200000 persons
TOTAL BUDGET	: BDT 34,200,000.00

Rationality

The Gaibandha district, located on the banks of the mighty Brahmaputra, faces recurring natural disasters such as floods, river erosion, and cold waves almost every year. Climate change has significantly increased the frequency and intensity of these hazards, making the region one of the poorest and most food-insecure in Bangladesh. According to the latest Poverty Map by the Bangladesh Bureau of Statistics, the poverty rate in Gaibandha is 46.7% (48% in Fulchari—the highest among its seven Upazilas, and 46.6% in Gaibandha Sadar).

The situation is aggravated by untimely floods, riverbed siltation, unplanned embankments, poor dredging, lack of early warning systems, weak communication networks, and limited economic and educational opportunities for char (river island) dwellers. These factors, compounded by climate change, drive widespread internal and external migration. Migrants face multiple vulnerabilities, including dependence on brokers, lack of skills for decent employment, limited access to safe migration information, inadequate financial services, poor use of remittances, and risks such as trafficking.

Frequent disasters, particularly floods and erosion, also lead to displacement, loss of livelihoods, livestock, and crops, forcing many into urban slums.

This project seeks to strengthen the capacity and solidarity of migrants and internally displaced people by promoting alternative livelihoods, safe migration practices, and socio-economic resilience. It also emphasizes skills development, access to finance, and rights awareness.

The activities and achievements of this project will contribute to various indicators of the following Sustainable Development Goals (SDGs): SDG1- No Poverty; SDG 2- Zero Hunger; SDG 5- Gender Equality; SDG 8- Decent Work and Economic Growth; SDG 13-Climate Action.



Geographical Location

Beneficiary Selection Criteria and Process

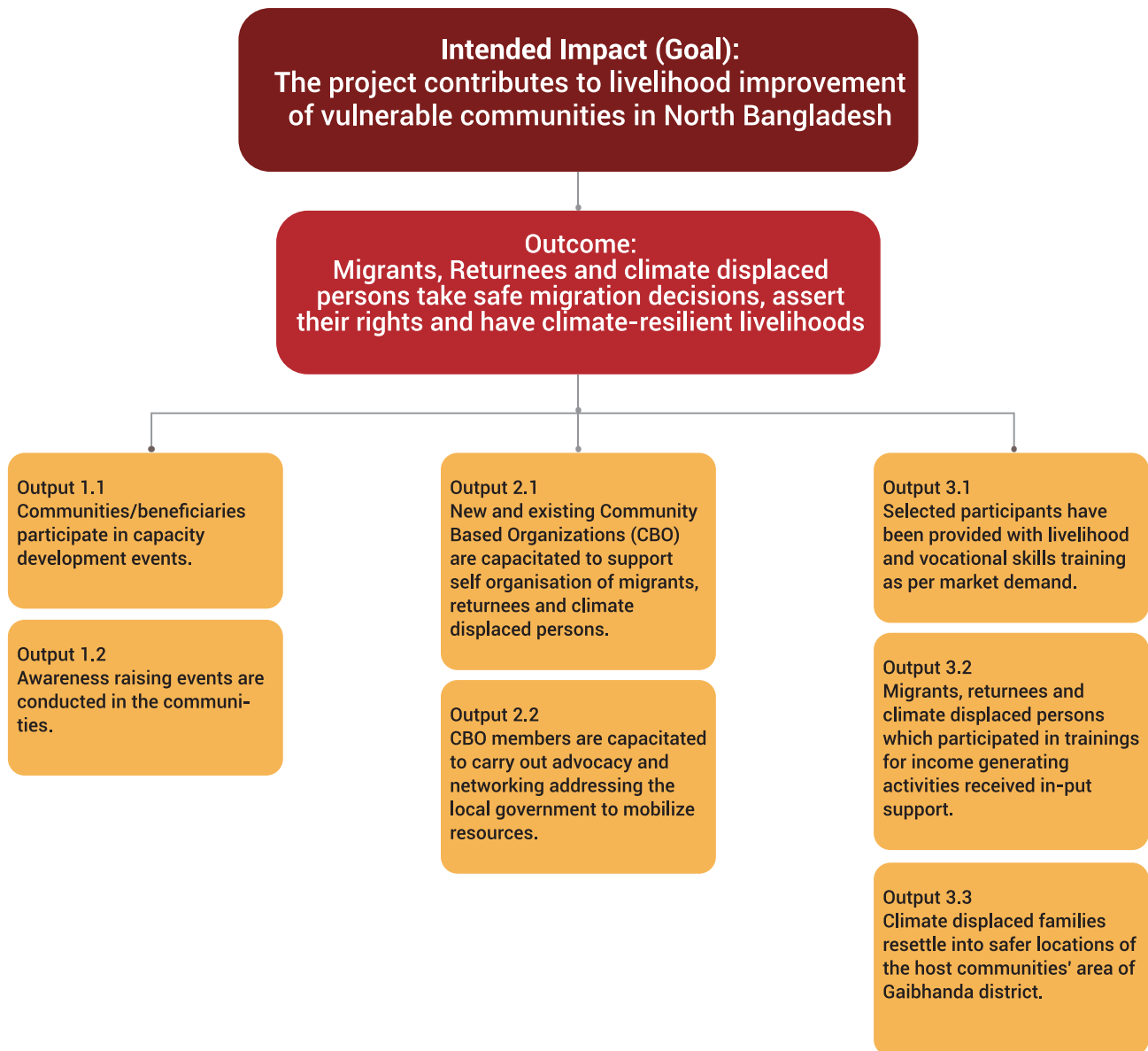
BENEFICIARY SELECTION CRITERIA

- Most vulnerable Climate displaced poor & extreme households owning no land or sheltered on embankment or other place;
- Households have no own agricultural land property and/or have only homestead;
- Families rely on daily earnings;
- Poor families from which someone went abroad as workers (as migrants) but returned home with empty hand failing to adjust there or due to unsafe migration and families having potential migrants;
- Women headed families, families having elderly people, disabled, children involved with earning will be given priority;
- Female and Male aged between 18-45 years ;
- Climate displaced, Returnee Migrants and Potential Migrants.

BENEFICIARY SELECTION PROCESS

Project beneficiaries will be selected through community consultation and individual household surveys following the above-mentioned criterion. The final list of beneficiaries will be endorsed by the respective local govt. authorities (union parishad).

Result Chain



Activities

RESULT AREA-1

- Courtyard meeting/Session on coping with adverse impact of climate change, unsafe migration and human trafficking;
- Billboard installation with awareness message on safe migration, anti-human trafficking, and climate change issues;
- Module development on human trafficking;
- Development and distribution of IEC materials (micro-level) for making people aware on safe migration, anti-human trafficking, and climate displacement;
- Awareness campaign through street drama/folk song for making people aware;
- Broadcasting awareness message/public announcement on safe migration and displacement through online TV /social media/ local newspaper/ Local Cable Network;
- Day observation through Public Campaign;
- Awareness campaign on SM and AHT at community level;
- Social leadership training to the members of social structures;
- Training for potential migrants on essential information of SM and AHT;
- Develop partnership with NGOs and Govt. Institutions to provide shelter/treatment support towards the survivors of trafficking.

RESULT AREA-2

- Formation 52 additional and strengthening 54 existing of social Structures and advocacy forum involving family members of targeted households;
- Formation of Advocacy forum at Upazila level;
- 2 days residential training on advocacy and networking for Advocacy Forum members
- Quarterly meeting with Advocacy Forum members;
- Identify potential youth and women to become the Leader from the CBOs;
- Organize round table discussion with service providers (Govt. & NGOs) at District level;
- Meeting with UP representatives with CBO leaders on migration related challenges, opportunities etc;
- Dialogue with media personnel (electronic and print) to orient them for influencing government officials and local government on safe migration;
- TV talk show on safe migration and climate displacement;
- Dialogue with policy makers and high officials of government at national level on safe migration, anti-human trafficking, and climate displacement;
- Linkage for training support to potential migrants at Technical Training Centre (TTC) for safe migration process by Advocacy Forum members;
- Press conference at district level in participation of returnee/potential migrants, survivors of HT;
- Arrange public hearing event on safe migration and trafficking including returnee, deceived and tortured individuals suffered.

RESULT AREA-3

- Organize need-based skills development training on selected trade & job placement as well as self-employment
- Entrepreneurship/small business management training for Participants or any suitable person of their family will receive this training
- 2 days skills training on livestock rearing
- 2 days skills training on climate adaptive/agriculture homestead gardening
- Orientation on vermin compost
- Establish Food Bank by Social Structures
- Established community seed banks by Social Structures
- Orientation and fodder demonstration through hydroponic system

- Linkage selected youth with government department of Youth Development for skills training
- Provide start up support to trained participants for enterprises/small business and income generation activities.
- Regular follow up and provide technical assistance to the beneficiaries who got start-up support
- Visit job providers' organization/ institutions/ company for job placement
- Provide support for job placement for trained participants
- Establish model village with demonstration of Moringa cultivation in the climate vulnerable areas
- Establish cluster villages
- Facilitate to open bank account of CBOs/members and savings deposit from Food Bank/individual saving

RESULT AREA-4

- Organizational policy development and update (Conflict of interest & data protection policy and update M&E & CFRM policies)
- Arrange capacity building training/learning on safe migration and human trafficking for staff members
- Gather and develop information and story on the survivors to develop a publication

Expected Achievements

- **60% of migration-affiliated populations** become more resilient, with knowledge on safe migration and access to government services.
- **Service providers' capacity** enhanced to deliver broader and better-quality support.
- **Migrants and returnees empowered** through TTC skills training, IGA support, and sustainable CBO models.
- **Advocacy and stakeholder engagement** strengthened to ensure long-term sustainability.
- **Institutional policies improved**, including new Conflict of Interest & Data Protection policies, and updated M&E & CFRM frameworks.

Assumed Challenges

- Natural calamities (Flood, River Erosion, Heat wave and Cold wave): Flood/ River Erosion in the working areas are highly predictable due to geographical location and climate change impact.
- Political unrest at the Local/National Level
- Pandemic situation

Sustainability

The project will take measures to ensure sustainability beyond the project life cycle. Through the interventions among the key stakeholders and CBOs, beneficiaries, the organization will further advocate with the government and civil society organizations in order for continuing the service provisions. The organization will have a well-trained and devoted workforce in the community that can be adopted in other programmes of the organization.

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