

Cox's Bazar is one of the most popular tourist destinations in Bangladesh. It is known for having the world's longest uninterrupted natural sandy beach. BRAC runs some of its core programmes such as microfinance, education (BEP), health, nutrition and population (HNPP), and water, sanitation and hygiene (WASH) in this district. Among them, microfinance is the largest programme, offering two types of loans – *dabi* (microloan) and *progoti* (enterprise loans).

BEP stands as the second largest programme in this district, running about 400 schools, the adolescent development programme (ADP), and *gonokendros* (community libraries). HNPP is another core programme running successfully in this district. It is a combination of preventive, curative, rehabilitative and promotional health services focusing on improving maternal, neonatal and child health (IMNCS), as well as combating communicable diseases and common health problems, forming the key component of essential healthcare. Another core programme is WASH, which mainly deals with water and sanitation services. In this district, WASH has achieved 93 per cent sanitation coverage by installing sanitary latrines in schools and villages. BRAC's new initiative, the skills development programme, provides holistic skills development



Folk song (*pala gaan*) performed by community empowerment programme's popular theatre team for social and behaviour change in the community.

Photo credit: BRAC

training and decent employment opportunities to enable young women and men to realise their potential.

Additionally, in this area, BRAC runs human rights and legal aid services (HRLS), community empowerment (CEP), targeting the ultra poor (TUP), agriculture and food security (AFSP), migration programmes and BRAC Salt.

General Information

Population	2,381,816
Unions	71
Villages	992
Children (0-15)	1,071,817
Primary schools	626
Literacy rate	39.3%
Hospitals	17
Banks	22
Bazaars	120
NGOs	91

At a glance

(as of December, 2015)

Microfinance

Village organisations	1,868
Members	141,745
Borrowers	47,108
Progoti	
Small enterprise clients	1,527

Education

Pre-primary schools	242
Primary schools	145
ADP centres	222
Community libraries	35

Health, nutrition and population

Health volunteers (<i>shasthya shebika</i>)	1,800
Health workers (<i>shasthya kormi</i>)	60

Water, sanitation and hygiene	
Sanitation coverage	93%
Sanitary latrines installed in schools	83
Deep tubewells installed	36
Community empowerment	
Community-based organisation (<i>polli shomaj</i>)	218
Union-based organisation (<i>union shomaj</i>)	17
Popular theatre teams	7
Targeting the ultra poor	
Specially targeted ultra poor (STUP) members	7,582
Assets received	7,582
Other targeted ultra poor (OTUP) members	1,045
Soft loans received	1,015

Human rights and legal aid services	
Human rights and legal education (HRLE) <i>shebikas</i>	302
HRLE graduates	44,013
Legal aid clinics	6
Migration	
Safe migration facilitation centre (SMFC)	3
Community-based organisations (CBO) facilitators	3
Volunteers	38
Skills development	
Number of master craft persons (MCPs)	65
Number of trades	6
Number of graduate students	130
Social enterprises	
Salt	1