

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 more than 300 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 85 per cent sanitation coverage by installing sanitary latrines in schools and villages. BRAC's new initiative, the skills development programme, provides holistic skills development training and decent employment



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

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), gender justice and diversity (GJD), agriculture and food security (AFSP), migration programmes and a social enterprise.

General Information

Population	2,381,816
Sub-districts	8
Unions	71
Villages	992
Children (0-15)	1,071,817
Primary schools	626
Literacy rate	39%
Hospitals	17
Banks	22
Bazaars	120
NGOs	91

At a glance

(as of December, 2016)

Microfinance

Branches	31
Village organisations	2,111
Members	143,484
Borrowers	51,720

Progoti

Small enterprise clients	1,711
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Education

Pre-primary schools	240
Primary schools	47
Shishu niketon	50
Adolescent development programme (ADP) centres	167
Community libraries (<i>gonokendros</i>)	34

Health, nutrition and population

Health volunteers (<i>shasthya shebika</i>)	1,120
Health workers (<i>shasthya kormi</i>)	56

Water, sanitation and hygiene

Sanitation coverage	85%
Sanitary latrines installed in schools	83
Loans for sanitary latrines	965,000
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

Human rights and legal aid services

Human rights and legal education (HRLE) <i>shebikas</i>	350
HRLE graduates	44,911
Legal aid clinics	6

Skills development

Number of master craft persons (MCPs)	115
Number of trades	9
Number of graduate learners	165

Migration

Safe migration facilitation centre (SMFC)	3
Community-based organisations (CBO) facilitators	3
Number of unions	19

Gender justice and diversity

MEJNIN (*meyeder jonno nirapad nagorikotta* - safe citizenship for women)

Number of community watch groups (CWG)	18
Number of student watch groups (SWG)	20
Number of SWG members	500

Targeting the ultra poor

Specially targeted ultra poor (STUP) members	506
Assets and training received	506
Health care availed	437
Other targeted ultra poor (OTUP) members	5,250
Soft loans received	11,880,000

Social enterprises

Salt	1
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