

Introduction

In Bangladesh, **24.6%** of the population are multidimensionally poor (MPI, 2024), reflecting that people remain underserved with basic services, especially amongst socially marginalised and geographically isolated communities.



BRAC's Integrated Development Programme (IDP) works in five geographical regions - Haor, Char, Barind, Coast, and Chittagong Hill Tracts (CHT), where communities face intersecting challenges: limited access to healthcare, education, WASH services, employment, social protection and disconnect from public services and markets, exacerbated by climate risks and social exclusion.

Recognising that single interventions are inadequate, IDP adopts a holistic approach to reduce multi-dimensional poverty, inequality, marginalisation and adverse climate impacts.

As an integral part of BRAC Poverty Alleviation Cluster, IDP aims at building resilience of the communities constrained by geographical, social, and climate-induced barriers by deepening the delivery of essential services, promoting livelihood opportunities, and enhancing their risk management capacities. Through an integrated, women-centric model anchored in Village Development Organisations (VDOs), IDP connects the low-income and marginalised communities with critical services via four channels: direct interventions, synergies with various BRAC programmes, linkages with government schemes/services, and partnerships with the private sector and NGOs. Our operations are centered around community participation, contextual solutions, and adaptive learning.

Human Resource



527
Staffs



386
Shastho Kormi
(SK)



244
Community-based
Teachers

Programme Highlights (Jan-June 2025)



6,622 women enrolled as members of **228** new Village Development Organisations (VDOs)



76,959 people from communities have access to health services, including telemedicine



2,979 students enrolled in 124 pre-primary schools



1,702 people from communities have adopted safely managed sanitation practices



5,605 UPG participants enrolled in cohort 2025



10,677 people from communities benefit from social safety nets schemes



4,308 farmers are secured through crop and livestock insurance coverage in collaboration with BRAC Microfinance



31,914 households are practicing climate resilient homestead gardening



603 child marriages prevented by VDO members



1,494 VAWG survivors accessed counseling support including alternative dispute resolution



596 skills learners graduated and are ready to join informal job market

Highlights of Programme Activities 2025

Pathway to Poverty Eradication with resilience: **Poverty Alleviation Cluster's Theory of Change (ToC)**



In January 2025, BRAC's Poverty Alleviation Cluster, including IDP (Integrated Development Programme), ICCCP (Integrated Climate Change programme) and the Ultra-Poor Graduation (UPG) Programme completed the development of a new Theory of Change for 2026-2030. Structured around three pillars Survive, Grow, and Sustain - the ToC will guide strategic planning and subsequent implementation for deeper impact for poverty alleviation interventions.

Restructuring for Greater Impact: **Formation of the New Organogram of Poverty Alleviation Cluster (IDP and UPGP)**



New management structure for IDP and UPGP, combined as the organogram of the Poverty Alleviation Cluster was introduced, which brought updated roles and clearer responsibilities aligning all teams under one shared vision. One key element of this new arrangement entails a number of key positions (such as research, quality control, MIS, business development and communications) being merged for a more coherent and efficient management structure - where programmes work as one winning team- united under the broader umbrella of BRAC's Poverty Alleviation Cluster.

Building Cohesion: **Team-Building Workshop**

A team-building workshop in Barishal BRAC learning centre brought together staff from IDP and UPGP under the poverty alleviation cluster, and WASH programme. The sessions focused on strengthening collaboration, aligning organisational goals, cross-programme goals, and fostering collective ownership for 2026-2030 priorities.

There were team building activities led by learning and leadership development (LLD) unit. Followed by this, sessions on multidimensional poverty, marginalisation and inequality, Integrated Water Resources Management (IWRM), Menstrual Hygiene Management (MHM), in the context of adverse climatic conditions were held. There were technical sessions on the above mentioned agenda which were facilitated by WASH, UPGP and IDP teams.



Collaboration for Research and Learning Scope: **Poverty Alleviation Cluster' and BIGD**



As the Poverty Alleviation Cluster, Integrated Development Programme (IDP) and Ultra-Poor Graduation Programme (UPGP) have initiated a partnership with BRAC Institute of Governance and Development (BIGD) to strengthen research, promote evidence-based decision-making, learning and evaluation for greater impact. As part of this collaboration, a joint workshop was held to explore the scope of partnership. The discussions focused on co-developing research initiatives, knowledge-sharing mechanisms, and key priorities for collaborative inquiry. The workshop also marked the beginning of designing the Learning and Innovation Lab (LILa). It will be shared platform to pilot ideas, generate learning, and spark innovation across programmes.

Orientation on **Locally Led Adaptation (LLA) at the Head Office**



With climate resilience as one of its core focuses, IDP has been planning to incorporate Locally Led Adaptation (LLA) principles into work. The approach aims to shift decision-making power to communities via Village Development Organisations (VDOs). In February 2025, head office team was oriented on LLA, with field-level sessions in haor and coastal regions to follow. These orientations lay the foundation for climate-adaptive community engagement.

Defining Our Identity: **Brand Positioning of IDP**



Recognising the need to articulate IDP's distinct identity across varied geographic and social contexts, a brand positioning initiative was undertaken in February 2025 in collaboration with BRAC Communications department. Building on insights from the "Communicating IDP" workshop in 2024, BRAC communication department and IDP communication collaboratively planned, designed, and facilitated the workshop to strategies the communication plan. The initiative brings voices from ground where field staff played a vital role in identifying context-specific narratives, challenges, and strengths, contributing to communication methods that effectively reflect the unique characteristics of each geography where IDP works.

Piloting Telemedicine Service **Extension in Haor community**



To enhance access to quality healthcare in hard-to-reach haor communities, IDP and BRAC Microfinance have jointly begun to pilot the extension of telemedicine and outpatient (OPD) services. This new initiative is being tested across 12 branches in five haor upazilas (Ajmiriganj, Mithamain, Shalla, Austagram and Dharmapasha). Through this setup the community people and Village Development Organisation (VDO) members including UPG. participants, and Village Organisation (VO) members can avail essential medical consultations and services at an affordable cost, bringing consistent healthcare closer to communities that need it most.

Incorporating **Health and WASH into ICCP**



Following the finalisation of the Integrated Climate Change Programme (ICCP) design, a series of detailing workshops were held with WASH and BRAC health programme in April 2025. These sessions aimed to co-develop specific activities, operational guidelines, and accountability frameworks to ensure readiness for rollout in climate-vulnerable communities.

Orientation on **Climate Change and ICCP**



As Integrated Climate Change Programme (ICCP) prepares for its field-level implementation, a three-day orientation training was conducted in June 2025 at the CCDB Climate Centre in Gazipur. This orientation was the beginning to align the team (programme organiser at field and management), and inspire collaboration and readiness for impactful work in climate vulnerable communities. The sessions also explored ICCP’s vision, key concepts, operational strategies and collective role in building climate resilience on the ground. Participants also gained hands-on exposure to practical prototypes of adaptation and mitigation technologies at the CCDB Climate Park, connecting theoretical understanding with applications.

Advancing Roles: **Leadership Development for IDP Staff at field**

IDP kickstarted its leadership journey with 68 district managers and emerging team members from operations, technical, and MEAL teams across five regions. With support from BRAC’s learning and leadership development (LLD) team, the foundation course focused on strengthening managerial and strategic thinking skills, laying the groundwork for future leadership roles. The journey will continue throughout the year, preparing nominated staff for future leadership roles within IDP with the goal of delivering quality outcomes at communities that it serves.



Fostering Inclusion: **Disability-inclusion training rolled for frontline staff**



In line with BRAC’s vision of inclusive development, IDP prioritised the inclusion of persons with disabilities across its interventions in 2025. To make service more accessible for persons with disabilities, IDP initiated training sessions for its frontline staff with support from the Disability Inclusion (DI) programme. The training began from coastal region in Khulna, was later extended to Barind, Plainland, Char and will continue to be extended in other regions. These sessions focused on equipping staff to identify different types of disabilities and provided practical tools and knowledge to better engage persons with disabilities, connect them to essential services, and strengthen their access to government social safety nets schemes.

Streamlining Systems: **MIS Orientation for Haor Region**



To reduce previous data entry errors and ensure consistency across reporting, IDP introduced a new MIS format in early 2025. Upazila Managers (UM), District Managers (DM), and Sector Specialists from haor region received orientation at Uttara BLC. This initiative will continue and reach staff of other regions to strengthen overall programme data integrity.

Survivor Blooms in Last Winter: **Hope Meets Action**

"I was born in extreme poverty but I do not want to die with it."
 "River erosion took everything—my home, my dream. When I reinvested in rebuilding the home, it was snatched away by powerful local goons. Yet, I started to live from nothing, never losing hope to rebuild and live."

"Mojida Begum, a 62-year-old entrepreneur from Hetalbungia in Satkhira district’s Sundarban forest region, has overcome immense challenges throughout her life, including losing her parents, an abusive first marriage, and the destruction of her home by river erosion. In 2023, she joined BRAC’s village development organisation and was supported with grants to rear livestock, and expanded her business. She now saves regularly, started farming by leasing 15 decimals of land and plans to take out loans, aiming to build a large livestock farm. Determined to end intergenerational poverty, Mojida is committed to ensuring her granddaughter receives an education. "Hope keeps me alive. I was born in extreme poverty, but I do not want to die with it". Mojida’s story is one of resilience and unyielding hope.

– **Mojida Begum**
 from Hetalbungia in Khulna District, southern Bangladesh



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