

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 *gonoken dros* (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 opportunities to enable young



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

Photo credit: BRAC

women and men to realise their potential.

Additionally, in this area, BRAC runs human rights and legal aid services (HRLS), community empowerment (CEP), ultra poor graduation (UPG), 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)	6,18,297
Primary schools	1044
Literacy rate	39.3%
Hospitals	8
Banks	38
Bazaars	198
NGOs	116

At a glance

(as of December, 2018)

Microfinance

Branches	36
Village organisations	2,497
Members	92,540
Borrowers	58,098

Progoti

Small enterprise clients	4,375
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Education

Primary schools	107
Shishu niketon	7
Adolescent development programme (ADP) centres	45

Health, nutrition and population

Health workers (<i>shasthya kormi</i>)	56
Health centre	8

Water, sanitation and hygiene

Wash committee members	8,701
Sanitation coverage	71%
Sanitary latrines installed in schools	15
Loans for sanitary latrines	96
Deep tubewells installed	38

Community empowerment

Community-based organisation (<i>polli shomaj</i>)	218
Union-based organisation (<i>union shomaj</i>)	18
Popular theatre teams	7

Human rights and legal aid services

Human rights and legal education (HRLE) <i>shebikas</i>	53
HRLE graduates	656
Legal aid clinics	6

Skills development

Number of master craft persons (MCPs) in STAR	462
Number of trades in STAR	11
Number of graduate learners	2500
Number of learners in PROSPER	20
Skills Development Institute	1

Ultra Poor Graduation

Group - 1 members	1,261
Group - 2 members	1,767
Assets and training received	3,028
Health care availed	217

Social enterprises

Ayesha Abed Foundation	1
Salt	1
Nursery	1