



Strategic Plan Development 2026-30



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STRATEGIC PLAN 2026-30

JAGO NARI envisions a society where women and girls live free from discrimination, where rights are protected, voices are valued, and leadership is nurtured from childhood through adulthood. Established in 1998, long before global frameworks such as the Sustainable Development Goals articulated the principle of “Leave No One Behind,” JAGO NARI has remained steadfast in advancing the rights and dignity of those most often excluded, particularly women and children.

Founded in Barguna, a climate-vulnerable coastal district of southern Bangladesh, JAGO NARI emerged in response to the compounded realities of poverty, disaster risk, gender inequality, and social exclusion. As a women-led, rights-based organization, JAGO NARI places women’s leadership at the center of all interventions, while actively engaging children and youth as critical agents of change.

Guided by respect for local culture, ethics, and community values, the organization integrates youth engagement, gender justice, and climate resilience across its work in education, livelihoods, health, protection, and leadership development. Today, JAGO NARI stands as a trusted institution committed to inclusive, ethical, and transformative change, ensuring women and young people lead the way toward a just, resilient, and equitable future.

Mission

To support the poor and most vulnerable people especially women and children who are socially and economically disadvantaged, living in the urban and rural settings of Bangladesh to eradicate poverty and injustice through providing a range of rights- based services designed to improve their quality of life. These services are principally, protection, education, healthcare, skills, training, socio-economic development and participation. They are provided in ways that reinforce the culture, faith, and value of them and are also offered fairly, relevantly and without discrimination.

Vision

Setting up an equitable, capable, democratic and peaceful society without poverty and injustice in the country in which every person enjoys their rights to a life with dignity.

Core Values

- **Feminist Principles:** JAGO NARI upholds feminist values that challenge unequal power structures, center the voices and leadership of women and girls, and promote gender justice, bodily autonomy, and intersectional inclusion in all programming and institutional practices.
- **Respect to Local Culture and Knowledge:** JAGO NARI respects local cultures, knowledge, traditions, and knowledge systems, while constructively engaging communities to question harmful norms and practices that undermine rights, dignity, and equality.
- **Integrity:** JAGO NARI operates with transparency, accountability, and ethical responsibility, ensuring honesty in decision-making, responsible use of resources, and zero tolerance for corruption, exploitation, or abuse.
- **Innovation:** JAGO NARI embraces learning, adaptation, and creative problem-solving, using evidence, technology, and community-driven solutions to respond effectively to evolving social, economic, and climate challenges.

Target Audience

The JAGO NARI Strategic Plan (2026–2030) prioritizes inclusive and rights-based programming that responds to the diverse needs and vulnerabilities of women, men, and marginalized populations. The target audience categories outlined below reflect a life-cycle and intersectional approach, recognizing

that individuals often experience multiple, overlapping forms of exclusion due to gender, age, disability, marital status, socio-economic conditions, and exposure to climate and disaster risks. These categories will guide program design, resource allocation, and monitoring to ensure equitable, context-specific, and sustainable impact.

Category	Sub-Categories / Groups Included
Women and Girls	Pregnant women; lactating mothers; adolescent girls; single women; women-headed households; survivors of violence; etc.
Men and Boys	Adult men; adolescent boys; male caregivers; community influencers; etc.
Adolescents (10–19)	In-school; out-of-school; adolescents with disabilities; girls at risk of early marriage; etc.
Youth (18–29)	Unemployed youth; young women entrepreneurs; urban slum and rural youth; etc.
Older Persons (60+)	Elderly women; elderly men; elderly living alone; elderly caregivers; etc.
Persons with Disabilities (PwDs)	Physical; visual; hearing; intellectual; psychosocial disabilities; caregivers of PwDs; etc.
Minority and Marginalized Communities	Ethnic, religious, linguistic minorities; geographically isolated groups; etc.
Widows	Young widows; widows heading households; widows with dependents; etc.
Divorced and Separated Individuals	Divorced women; separated women; etc.
Cross-Cutting Vulnerable Groups	Poor households; disaster-affected populations; climate-vulnerable communities; displaced persons; informal workers; etc.

Strategic Approaches for 2026-2030

- Inclusion and Community Leadership:** JAGO NARI will prioritize women, particularly those from marginalized and socially excluded groups beyond formal social safety nets, as leaders and decision-makers at household, community, and institutional levels. Men and boys will be engaged as allies to support gender equality. Programming will strengthen community-based structures and women's leadership capacity, ensuring meaningful participation and enabling communities to influence decisions that affect their rights, resources, and resilience.
- Right Based and Gender Responsive Programming:** All interventions will be grounded in human rights and feminist principles, ensuring gender responsiveness across design, implementation, monitoring, and accountability mechanisms. JAGO NARI will address structural barriers, harmful social norms, and unequal power relations while promoting access to services, protection, and justice.
- Climate Resilient and Disaster Ready Innovation:** JAGO NARI will integrate climate adaptation, disaster risk reduction, and anticipatory action into its programs, prioritizing innovative, locally led solutions that strengthen resilience of women, girls, and vulnerable communities in climate- and disaster-prone contexts.
- Partnership, Learning, and Evidence:** JAGO NARI will strengthen strategic partnerships with communities, civil society, government, and development actors, while investing in knowledge generation, research, monitoring, evaluation, and learning. Evidence and continuous learning will drive adaptive programming, policy influence, and accountability.

Programmatic Approaches for 2026-30

JAGO NARI is looking forward to transitioning from traditional project-based implementation to a **programmatic approach**, focusing on integrated strategies that amplify impact, sustainability, and community ownership. The organization's programs are designed to address systemic challenges and drive long-term change across its core focus areas:

1. Women and Youth Led Social Transformation
2. Climate Resilient and Disasters Ready Communities
3. Inclusive Education & Workforce Readiness
4. Equitable Health and Well-Being for All
5. Knowledge and Research Hub

The following description outlines JAGO NARI's strategic goals for 2026–2030, along with their key components and associated activities. Each goal reflects the organization's commitment to empowering women, children, youth, and marginalized communities, strengthening resilience, promoting equitable access to education, health, and livelihoods, and fostering inclusive, rights-based social transformation. The key activities demonstrate how JAGO NARI will translate these objectives into practical, community-led interventions, combining capacity development, advocacy, innovation, and evidence-based approaches to achieve sustainable impact.

Women and Youth Led Social Transformation

Goal

Women and youth are empowered to lead inclusive social change, advance rights, prevent gender-based violence, and strengthen governance at community and institutional levels, creating resilient, equitable, and participatory communities.

Key Components

- Women's rights and empowerment
- Protection of child's right
- Ensure social rights of vulnerable groups, including PwD and minorities
- Legal aid support for GBV victims
- Engage men and boys for gender equality
- Leadership development for women and youth
- Youth engagement for social change
- Youth sensitization and capacity development

Key Activities

- Train women and youth in leadership, decision-making, and digital literacy.
- Facilitate participation in local governance, community forums, and policy dialogues.
- Conduct awareness campaigns on women's, child, and adolescent rights.
- Promote inclusion of marginalized and vulnerable groups in community initiatives.
- Implement GBV prevention and response programs.
- Engage men and boys as allies in promoting gender equality.
- Promote gender-sensitive governance practices.
- Support women and youth-led advocacy and awareness campaigns.
- Facilitate community initiatives that address local social challenges and promote democratic participation.
- Conduct policy advocacy to support gender equality, youth empowerment, and social justice.
- Strengthen local institutions and community structures to ensure sustainable governance reforms.

Expected Results

By 2030, women and youth in target communities will be confident leaders and active participants in decision-making at home, in their communities, and in local institutions. Gender equality will improve as men and boys actively support women's rights, and vulnerable groups, including children, people with disabilities, and minorities, will have better protection and access to their social rights.

Communities will experience less gender-based violence, stronger local governance, and more inclusive, fair, and participatory social systems.

Climate Resilient and Disasters Ready Communities

Goal

Coastal and vulnerable communities, particularly women and youth, are equipped to anticipate, prepare for, and respond to climate change and disasters, while adopting sustainable livelihoods, resilient infrastructure, and equitable participation in climate decision-making.

Key Components

- Locally Led DRR and preparedness
- Anticipatory Action based on early warnings
- Capacity development for young volunteers for emergency response
- Prioritizing local and indigenous knowledge
- Green and sustainable livelihoods
- Ecosystem restoration
- Nature based solution
- Community capacity building through digitalization
- Climate finance and insurance
- Microfinance
- Social Entrepreneurship

Key Activities

- Support and Training on DRR (Disaster Risk Reduction).
- Anticipatory early action plans and community disaster drills.
- Strengthening and Financing on Groups and DMCs at union and upazilla levels.
- Cash Distribution (condition and unconditional cash transfer)
- Establishing food bank as a coping mechanism to emergency
- Design and construct disaster-resilient shelters, roads, and community infrastructure.
- Pilot and replicate model community infrastructure that minimizes disaster loss.
- Promote safe housing and settlement practices in vulnerable areas.
- Inclusive safe shelter spaces for all (Child, PwD, Pregnant and lactating women, women, aged population, adolescent girl, ethnic)
- Train women and youth volunteers in climate adaptation, disaster preparedness, and response.
- Establishing youth volunteer pool for humanitarian response
- Facilitate leadership roles for women and youth in local resilience initiatives.
- Ensuring CFRM (On site, box, phone call, RTM) at all levels for accountability.
- Promote sustainable and green livelihoods and income-generating opportunities adapted to climate risks.
- Implement nature-based solutions and ecosystem restoration.
- Integrate gender-sensitive approaches in climate and livelihood programs.
- Promote and facilitate seasonal livelihood for the community
- Prioritize climate vulnerable communities at the level of livelihoods and green solutions
- Climate insurance and financing
- Addressing disaster induced displacement for better life and dignity
- Promoting small business, especially among women.
- Ensuring food security for better nutrition and life cycle.
- Advocate for inclusive climate policies at local and national levels.

- Ensure vulnerable communities, including women and youth, have equitable participation in climate-related decision-making.
- Document and disseminate lessons learned to inform policy and practice.

Expected Results

By 2030, coastal and vulnerable communities will be better prepared for climate change and disasters. Women, youth, and marginalized groups will actively participate in disaster planning and decision-making, and communities will have access to safe shelters, resilient infrastructure, and early warning systems. Livelihoods will be sustainable and adapted to climate risks, ecosystems will be restored, and communities will have improved food security, income opportunities, and protection from climate-related displacement. Overall, communities will be more resilient, inclusive, and able to respond effectively to climate and disaster challenges.

Inclusive Education & Workforce Readiness

Goal

Women, youth, and marginalized groups acquire the knowledge, skills, and opportunities necessary for equitable access to quality education, sustainable employment, and economic empowerment, including emerging sectors like the blue economy.

Key Components

- Early Childhood Development (ECD) and Pre-Primary Education
- Dropout Recovery and Last-Mile Education
- Digital and Online Education
- Specialized and Vocational Skills Development
- Market Linkage and Job Opportunities
- Apprenticeship Pool Development
- Lifelong Learning
- Continuous Skill Enhancement
- Policy Advocacy and Community Awareness

Key Activities

- Support early childhood care and development (ECCD) and pre-primary education.
- Implement last-mile learning initiatives to reduce dropout rates and improve access in underserved communities.
- Conduct remedial and digital literacy programs for out-of-school children and youth.
- Ensure continued access to safe, inclusive, and quality learning for children and adolescents during and after emergencies.
- Promote age-appropriate life skills education
- Provide vocational training and specialized skill development aligned with local market needs, with a especial target on the blue economy.
- Deliver digital literacy and ICT-based learning to enhance employability.
- Promote continuous and lifelong learning opportunities for youth and women.
- Link learners to apprenticeships, employment, and inclusive value chains.
- Support entrepreneurship development and sustainable business models.
- Facilitate access to microfinance, credit, and financial literacy programs.
- Collaboration with different stakeholders
- Train women and youth for employment in fisheries, aquaculture, and marine conservation sectors.
- Protect eco system
- Develop entrepreneurship opportunities in coastal and aquatic economic activities.

- Integrate sustainable and climate-adaptive practices in blue economy livelihoods.
- Engage with policymakers to strengthen local education and workforce systems.
- Advocate for inclusive policies that enhance education access, skill development, and economic opportunities.
- Monitor and improve systems for equitable and sustainable workforce readiness.

Expected Results

By 2030, women, youth, and marginalized groups will have the knowledge, skills, and opportunities needed to access quality education, secure sustainable employment, and participate in economic activities, including emerging sectors like the blue economy. Out-of-school children and youth will have better learning opportunities, digital literacy, and vocational skills. Communities will benefit from stronger links to jobs, apprenticeships, and entrepreneurship, while lifelong learning and inclusive workforce programs will ensure equitable access to economic empowerment for all.

Equitable Health and Well-Being for All

Goal

All individuals, particularly women, youth, elderly, persons with disabilities, and marginalized populations, have equitable access to comprehensive, inclusive, and rights-based health and well-being services, resulting in improved nutrition, sanitation, maternal and child health, and overall community resilience.

Key Components

- Nutrition and Food Security
- Water, Sanitation, and Hygiene (WASH)
- Maternal, Neonatal, and Child Health (MNCH) Rights
- Adolescent and Youth Health, especially SRHR
- Health of Elderly and Persons with Disabilities
- Health System Strengthening and Partnership

Key Activities

- Implement programs to improve access to nutritious food in climate-affected and vulnerable communities.
- Conduct nutrition awareness campaigns and supplementation programs for children, adolescents, and women.
- Address malnutrition among high-risk populations.
- Strengthen health and nutrition governance
- Provide safe drinking water, sanitation facilities, and hygiene education in coastal and underserved areas.
- Implement community-led total sanitation and hygiene promotion programs.
- Build capacity of local communities to maintain sustainable WASH infrastructure.
- Ensure the rights to maternal, newborn, and child health services, including immunization and prenatal/postnatal care.
- Strengthen adolescent and youth health programs across the coastal districts.
- Advocate for MNCH rights and equitable access to healthcare services.
- Deliver SRHR education and services tailored to women and adolescent girls
- Conduct community awareness campaigns to reduce stigma and improve access to SRHR services.
- Support policy and advocacy initiatives to ensure SRHR inclusion in local health systems.
- Collaborate with local health systems, NGOs, and stakeholders to expand coverage and quality of services.
- Train health workers in inclusive, rights-based, and gender-sensitive healthcare.

- Implement monitoring and evaluation systems to improve service delivery for marginalized populations.

Expected Results

By 2030, all individuals, especially women, youth, the elderly, persons with disabilities, and marginalized groups, will have fair and reliable access to health and well-being services. Communities will experience improved nutrition, safe water, sanitation, and hygiene, along with better maternal, newborn, child, and adolescent health, including SRHR. Health systems will be stronger and more inclusive, enabling equitable, rights-based care that enhances overall community resilience and well-being.

Knowledge and Research Hub

Goal

JAGO NARI becomes a knowledge hub generating research, lessons learned, and best practices for coastal communities.

Key Components

- Research and evidence generation
- Toolkits and knowledge products
- Dissemination and stakeholder engagement
- Integration and project design

Key Activities

- Conduct studies, assessments, and surveys across all programmatic areas (women & youth empowerment, climate resilience, education, workforce readiness, and health).
- Document lessons learned, innovations, and best practices from programs and community interventions.
- Develop user-friendly toolkits, guidelines, manuals, and policy briefs.
- Prepare case studies, learning briefs, and evidence-based recommendations for replication.
- Share research outputs and knowledge products with communities, partners, NGOs, and policymakers.
- Organize workshops, webinars, and learning forums to facilitate adoption of best practices.
- Ensure materials are accessible, inclusive, and contextually relevant for coastal and marginalized populations.
- Use research and documentation to inform program design, policy advocacy, and decision-making.
- Continuously update knowledge resources to reflect new insights and emerging challenges.

Expected Results:

By 2030, JAGO NARI will serve as a trusted knowledge hub for coastal communities, generating research, lessons learned, and practical tools to guide programs and policy. Communities, partners, and policymakers will have access to clear, evidence-based guidance, best practices, and resources that inform inclusive, rights-based, and climate-resilient interventions. Knowledge will be actively shared, applied, and updated to improve program design, decision-making, and sustainable impact across all sectors.

Vision Roadmap:

Building on 25+ years of experience, this roadmap charts JAGO NARI's path to empowering coastal communities through women and youth-led social transformation, climate resilience, inclusive education and workforce readiness, and equitable health. From consolidating programs and launching a Knowledge Hub, to scaling community-led initiatives, embedding interventions into local systems, and expanding regional impact, each year sets tangible milestones that strengthen leadership, livelihoods, governance, and well-being. By generating evidence, tools, and best practices, JAGO NARI aims to ensure sustainable, participatory, and measurable change, while becoming a regional knowledge hub for coastal development.

Year	Vision	Key Milestone
2026	Consolidation	- Integrate all programs into a unified framework for women, youth, climate resilience, education, health, and livelihoods. - Launch Knowledge Hub with initial toolkits and research outputs. - Strengthen community leadership and DRR committees.
2027	Scale-Up & Capacity Building	- Train 5,000 women and youth in leadership, civic engagement, and climate resilience. - Expand education, vocational, and blue economy programs to 3,000 youth. - WASH, nutrition, and health programs reach 20 communities. - Disseminate research, toolkits, and learning workshops.
2028	Integration & Policy Influence	- Embed programs in local governance and health systems; women and youth participate actively in decision-making. - Implement disaster-resilient infrastructure in 25 communities. - Link education and workforce programs to local market opportunities. - Knowledge Hub outputs inform local policies.
2029	Regional Scale & Replication	- Extend programs to 25 additional communities; DRR and climate-resilient livelihoods reach 50% of target areas. - Workforce initiatives engage 8,000 youth. - Knowledge Hub publishes 15 research outputs; partnerships with government and NGOs for replication.
2030	Consolidation & Knowledge Leadership	- Women and youth lead governance, advocacy, and disaster preparedness in most communities. 75% of communities demonstrate sustained transformation, resilient livelihoods, and improved health outcomes. - Knowledge Hub fully operational with 50+ accessible resources; recognized regionally for coastal development and empowerment models.



Over more than 25 years, JAGO NARI has evolved from a local initiative into a trusted leader in coastal development, women's empowerment, and youth-led social transformation. The 2026–2030 strategic roadmap consolidates this experience into a programmatic approach that integrates social change, climate resilience, inclusive education, workforce readiness, and equitable health. By building

leadership, strengthening community systems, and embedding evidence-based interventions, JAGO NARI will not only scale its impact across vulnerable communities but also serve as a knowledge hub for coastal development. This roadmap positions the organization to achieve sustainable, participatory, and measurable change, ensuring that women, youth, and all marginalized groups are empowered to lead resilient, thriving communities well into the future.