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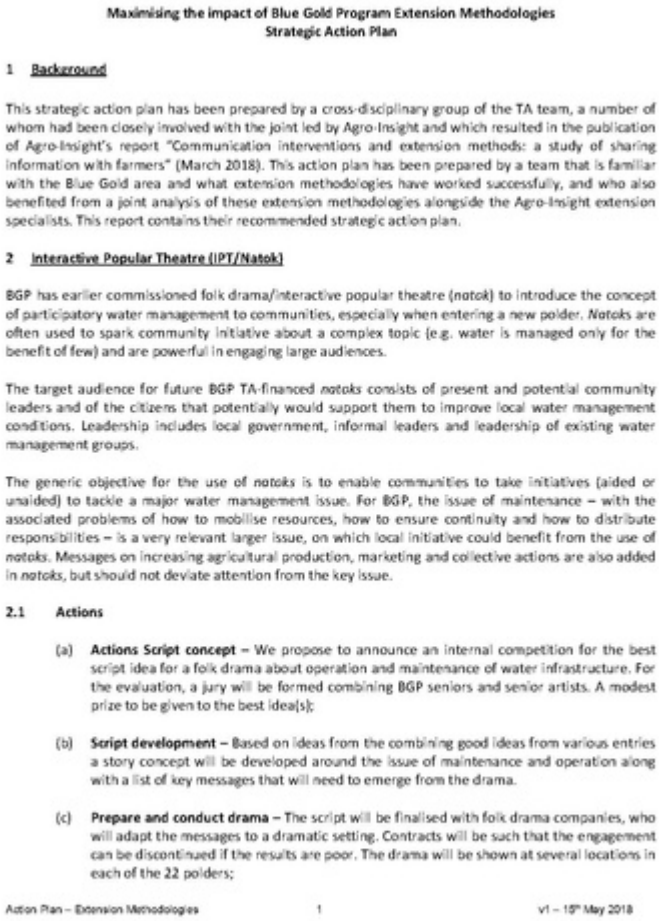

Maximising the impact of Blue Gold Program Extension Methodologies
Strategic Action Plan

1 Background

This strategic action plan has been prepared by a cross-disciplinary group of the TA team, a number of whom had been closely involved with the joint led by Agro-Insight and which resulted in the publication of Agro-Insight's report "Communication interventions and extension methods: a study of sharing information with farmers" (March 2018). This action plan has been prepared by a team that is familiar with the Blue Gold area and what extension methodologies have worked successfully, and who also benefited from a joint analysis of these extension methodologies alongside the Agro-Insight extension specialists. This report contains their recommended strategic action plan.

2 Interactive Popular Theatre (IPT/Natok)

BGP has earlier commissioned folk drama/interactive popular theatre (*natok*) to introduce the concept of participatory water management to communities, especially when entering a new polder. *Natoks* are often used to spark community initiative about a complex topic (e.g. water is managed only for the benefit of few) and are powerful in engaging large audiences.

The target audience for future BGP TA-financed *natoks* consists of present and potential community leaders and of the citizens that potentially would support them to improve local water management conditions. Leadership includes local government, informal leaders and leadership of existing water management groups.

The generic objective for the use of *natoks* is to enable communities to take initiatives (aided or unaided) to tackle a major water management issue. For BGP, the issue of maintenance – with the associated problems of how to mobilise resources, how to ensure continuity and how to distribute responsibilities – is a very relevant larger issue, on which local initiative could benefit from the use of *natoks*. Messages on increasing agricultural production, marketing and collective actions are also added in *natoks*, but should not deviate attention from the key issue.

2.1 Actions

(a) **Actions Script concept** – We propose to announce an internal competition for the best script idea for a folk drama about operation and maintenance of water infrastructure. For the evaluation, a jury will be formed combining BGP seniors and senior artists. A modest prize to be given to the best idea(s);

(b) **Script development** – Based on ideas from the combining good ideas from various entries a story concept will be developed around the issue of maintenance and operation along with a list of key messages that will need to emerge from the drama.

(c) **Prepare and conduct drama** – The script will be finalised with folk drama companies, who will adapt the messages to a dramatic setting. Contracts will be such that the engagement can be discontinued if the results are poor. The drama will be shown at several locations in each of the 22 polders;

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Maximising the impact of BGP extension methodologies: strategic action plan

Blue Gold Program

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Blue Gold Program Wiki

The wiki version of the Lessons Learnt Report of the Blue Gold program, documents the experiences of a technical assistance (TA) team working in a development project implemented by the Bangladesh Water Development Board (BWDB) and the Department of Agricultural Extension (DAE) over an eight+ year period from March 2013 to December 2021. The wiki lessons learnt report (LLR) is intended to complement the BWDB and DAE project completion reports (PCRs), with the aim of recording lessons learnt for use in the design and implementation of future interventions in the coastal zone.

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