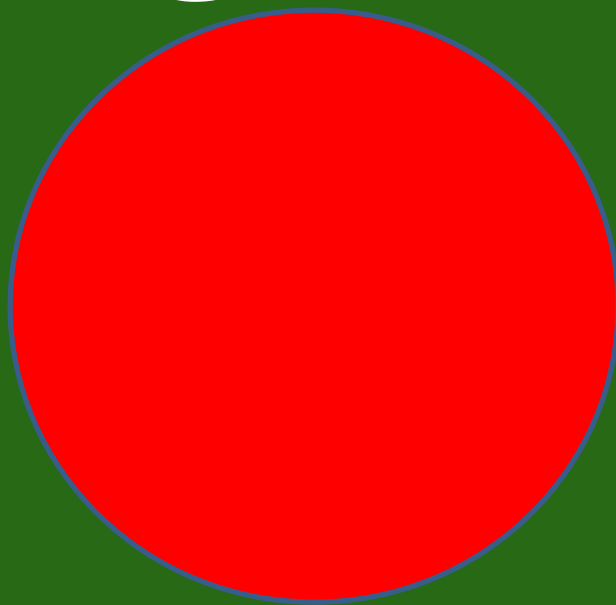


# Bangladesh



**Bangladesh** officially the **People's Republic of Bangladesh**, is a country in South Asia. It is the eighth-most populous country in the world, with a population exceeding 162 million people. In terms of landmass, Bangladesh ranks 92nd, spanning 148,460 square kilometers. Bangladesh shares land borders with India to the west, north, and east, Myanmar to the southeast, and the Bay of Bengal to the south.

The riverine country of Bangladesh is narrowly separated from Nepal and Bhutan by the Siliguri Corridor, and from China by Sikkim, in the north, respectively. Dhaka, the capital and largest city, is the nation's economic, political, and cultural hub. Chittagong, the largest seaport, is the second-largest city.

With the partition of India in 1947, it became the Pakistani province named East Pakistan, one of five provinces of Pakistan, separated from the other four by 1,800 km of Indian territory. In 1971 it became an independent country under the leadership of Sheikh Mujibur Rahman.

Bangladesh is a country with diverse tourism potential. The tourism industry has established itself as the single largest economic activity in the world today. At the same time, the industry, due to its multidimensional characteristics, has created huge employment opportunities along with economic development in different countries. The industry is very promising in Bangladesh with its endless natural beauty. Bangladesh has all the tourist attractions in the world.

# **Bangladesh Tourism Board Engagement in Rural Community Development:**

**BTB mechanism for undertaking participatory demand-driven projects.**

**In accordance with the basic needs and demands of the local community where local people are participating as active partners, rather than passive beneficiaries. The main goal of BTB is to improve the well-being of Local community, especially the tourism potential group.**

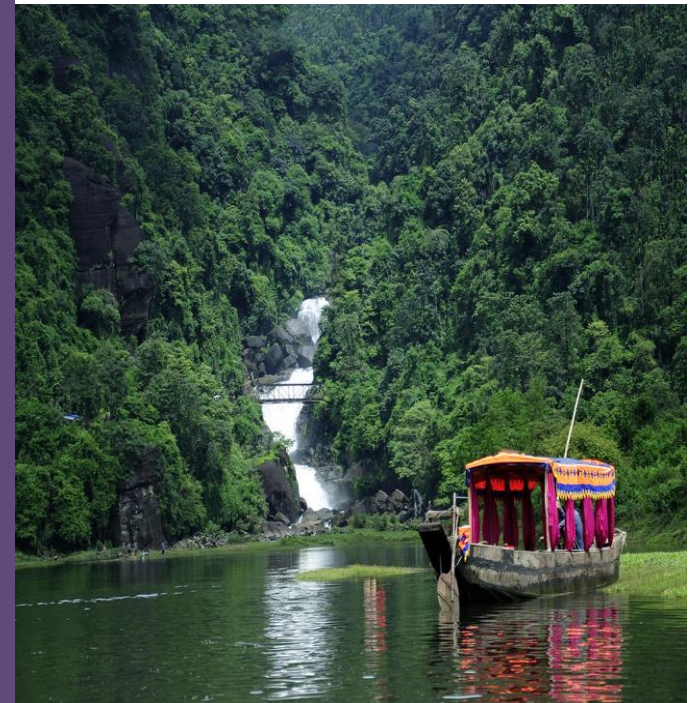
In order to promote the tourism industry of Bangladesh with immense potential globally and to establish our Golden Bengal as a 'Tourism Destination' in the world, Honorable Prime Minister Sheikh Hasina has been formed Bangladesh Tourism Board to Strengthen Growing Tourism Industry and contribute to the Economy of the Country, Above All, To develop the image of the country in the world, the National Tourism Organization like other countries has been working for the promotion and marketing of Bangladesh Tourism Board since its inception.

## **BTB goals are focused in three major spotlights:**

- Increase and secure incomes for Rural Community
- Improve service delivery capacity
- Empowerment of the community.

## **BTB vision towards rural community:**

- Material development and create community assets
- Community mobilization and information sharing capacity
- Capacity development through training on aspects of planning and decision making, and
- Enabling environment for local development, links between community and formal organizations.



## **BTB, Rural Community development model:**

**Community Focus:** BTB engage for the overall development of the community. Targeting the whole community; BTB design and implement result oriented, tailored and time demand activities.

**Participatory Planning and Design:** Through a participatory planning process BTB projects are undertaken. Projects are need-based, developing a feeling of ownership.

**Community Control of Resources:** Local Community has full control over the resources for development.



**Community Involvement in Implementation:** BTB involve local community in the implementation process. Community Involvement in the implementation process is making them more accountable to end result.

**Community-based Monitoring and Evaluations:** In every BTB projects, monitoring and evaluation process are given to local community. On top of that BTB monitor overall activities with experts and scholars.

## **BTB working process and methodology:**

**Democratic Governance:** BTB process of planning and participatory consultations leads to improve transparency and strengthen democratic governance.

**Participation:** Local Community participation in decision-making and resource management is the key elements. BTB ensure involvement of the stakeholders in project design, implementation, monitoring and evaluation.

**Empowerment:** BTB continuously trained and encouraged community to take action in developing project proposals, estimate budgets, raise funds and negotiate with officials.

**Improve Service Delivery Mechanism:** BTB also ensure effective and improved service delivery mechanism.

**Social Mobilization Process:** BTB also invoking and training local community for proper mobilization in order to minimize hazards.

**Social Inclusion:** Social inclusion is immensely important. vulnerable, excluded and socially disadvantaged groups has to be taken an especial care.

**Reduction of Corruption and Misuse of Resources:** Through undertaking productive investment plans, BTB enabling rural community to take part in the mainstream as situation developed.

Partnership and collaboration with other organizations: BTB nexus with other organizations, NGOs, GOs, and donors helps rural community to contribute more for making project sustainable.

Equity and Inclusiveness: BTB exigently maintain equity among the different stakeholders in the project along with local community.

Effecting Targeting: BTB set in a way so that it can be achieved properly. Focusing of right target for the right people at the right time is most important.

Lower cost and better-cost recovery: BTB bring whole community in cost effective process so that maximum benefits can be ensured.

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Enabling environment: BTB also assist and support rural community with Government policy and legal framework.

## **Case Study**

### **Community based Tourism in Manipuri Community to Development Rural Community:**

Manipuri Tribal community is one of the best rural development models which has been undertaken by BTB. The community is located in a rural area in Sreemangal of Maulobibazar district in Sylhet division in Bangladesh. The community habitats in a border area with India-Bangladesh. An special eye of BTB has fallen on the destitute community to develop themselves. Taking consideration on socio-economic aspects of the community BTB has implemented signature model to the whole community to get rid of poverty, educated locals, training people, raise funds etc.

## **The overall outcome**

- **Manipuri Training and Development, Center for planning and coordination.**
- **Rural Works Programme**
- **Irrigation Programme**
- **A two-tier cooperative system—Community based tourism and fair trade.**
- **The Cooperative Project**
- **Employment Generation**
- **Human Resources Development**
- **Development of community-based Organizations**



Thank You