



PHALS
PROGRAM FOR HELPLESS AND LAGGED SOCIETY



PHALS LIVELIHOOD AND RESILIENCE INITIATIVES (2020–2025)

Building Dignified, Inclusive, and Climate-Resilient
Communities in Cox's Bazar

Who We Are?

PHALS- (Program for Helpless And Lagged Society) is a non-government organization (NGO) based in Cox's Bazar, Bangladesh started its journey in 1992. It is formally registered with Ministry of Social welfare in 1996 and NGO Affairs Bureau in 1999. All activities of the organization are in line with the guidance provided by the Ministry of Social Welfare (MOSW) and NGO Affairs Bureau (NGOAB) of the Government of Bangladesh. The principles, activities and approaches of PHALS correspond to national priorities for development and directly linked with current National Strategic Plan. PHALS's activities have significantly contributed to attaining Millennium Development Goals (MDG) by the government, particularly Goals 1, 2, 3, 7 and 8. PHALS has developed its 2nd Strategic Plan (2022-2026) to ensure that its program interventions on education, protection, disaster risk reduction, livelihood and legal aid support implemented in Cox's Bazar district partnering with donor, development partner and government of Bangladesh that add significant values to national response for achieving Sustainable Development Goals (SDGs) particularly 1, 2, 4, 5, 6, 10, 13 and 17. PHALS has vibrant presence and strong footprint in emergency response program since the influx in 2017 with several interventions aligning with sectors and RRRC office as well as government of Bangladesh. Over the last 32 years PHALS has expanded its work in the area of education, protection, disaster risk reduction and livelihood including the cross-cutting issues which complementing and contributing to the national response in these areas which are under government focus.



Vision

A country without poverty and discrimination in which every person can exercise her/his right to a life with dignity and proper livelihood through comprehensive sustainable development.



Mission

To work together with GO/NGO and INGO for the less privileged and marginalized people to improve their livelihood standard up to reasonable percentage in terms of poverty, education, gender, environment, health care, basic human, disability and children right to concern.



Core Value

Simplicity,
Honesty,
Accountability,
Transparency
Effectiveness,
Belongingness,
Inclusion,
Attainable.

Humanitarian assistance for Rohingya and Host communities in Bangladesh



MEAL Officer Visits Women-Led Vegetable Farms — Empowering Growth from the Ground Up.

Project Overview



Empowering Livelihoods — Elderly Women Receive Cash Support for Better Tomorrow.

Cox's Bazar is one of the most vulnerable district in Bangladesh, where communities continue to face challenges such as malnutrition, food insecurity, and the growing impacts of climate change. Frequent cyclones, tidal surges, land erosion, and freshwater scarcity have disrupted livelihoods and limited access to essential resources. The influx of over one million Rohingyas has further placed pressure on the local economy, affecting wages and increasing competition over shared resources, which at times has created tension between communities.

To respond to these evolving humanitarian and development needs, PHALS implemented the project Humanitarian assistance for Rohingya and Host communities in Bangladesh from July 2020 to Novemer 2022 with financial support from DFAT and technical assistance from BRAC.



Assistive Devices Distributed to Persons with Disabilities to Enhance Mobility and Independence.

The initiative aimed to strengthen socioeconomic resilience, social harmony, and inclusive community development in hostcommunity in Palongkhali and Whykong Unions under Ukhiya and Teknaf Upazilas.

The project emphasized livelihood improvement, gender equality, disability inclusion, leadership development, and community resilience, ensuring that all individuals—especially women, youth, and persons with disabilities—can live with dignity, self-reliance, and mutual respect.

Key Project Activities

1. Community Empowerment & Leadership

- Strengthening existing community committees, clubs, and institutions to manage local development activities independently.
- Promoting leadership capacity among men, women, youth, and persons with disabilities.
- Facilitating community dialogues to build trust, unity, and social harmony.

2. Livelihood & Income Generation

- Providing technical and financial support (cash and kind) for AIGAs/SAPs to enhance local earning opportunities.
- Training community members on entrepreneurship and small business management.
- Encouraging use of indigenous knowledge and local resources for sustainable income.



Celebrating Girl Child Day — Advocating for Education, Dignity, and Equal Rights for Every Girl.



Beneficiaries Engaged in Vegetable Farming to Strengthen Livelihood Opportunities and Household Income.



PHALS Executive Director Extended Cash Assistance to Persons with Disabilities to Address Urgent Needs.



Showcasing Success — PHALS Beneficiaries Exhibited Locally Grown Vegetables at the Krishi Mela to Promote Inspiration and Community Bonding.

3. Gender Equality & Disability Inclusion

- Organizing gender sensitization training for staff, community leaders, and volunteers.
- Promoting women's leadership and participation in decision-making.
- Training Persons with Disabilities (PWDs) on skill development and linking them with livelihood activities.
- Operating a Disability Development Center offering care, recreation, and awareness sessions.

4. Social Cohesion & Peacebuilding

- Conducting community-level awareness campaigns on unity, tolerance, and peaceful coexistence.
- Organizing inter-community events that strengthen relationships between Rohingya and host populations.
- Promoting inclusive participation in local development planning and budgeting processes.
- Conducted 3 Agricultural Fair.

5. Disaster Preparedness & Resilience

- Training community volunteers on disaster risk reduction (DRR), early warning systems, and emergency response.
- Promoting environmentally responsible practices for resilient community development.



PHALS Supported a Persons with Disabilities Group to Establish Duck Farms for Sustainable Livelihood and Income Generation.



Empowering Vulnerable Families: Livelihood Support Delivered Through Goat Distribution.



Agriculture Fair



PHALS Disability Learning and Development Center Established to Offer Care and Psychosocial Support to Persons with Disabilities.



Women with Disabilities Receive Cash Support from PHALS, Spreading Joy and Relief.



Goats Distributed to Vulnerable Households to Support Livelihoods and Meet Urgent Needs.

Project Focus Areas

- Localization and participatory planning
- Economic empowerment of vulnerable households
- Gender justice and disability inclusion
- Trust-building and social harmony
- Resilience to natural and man-made disasters.



PHALS has nurtured sustainability from the roots — forming the new CBOs of Telkhula Young Star Club to empower youth as changemakers.

Total participants reached: 6,898 (Including Female 3,087, Male, 3,811)

Resilience Strengthening of Vulnerable Populations in Northern, Western and Eastern Bangladesh through a Network Approach of Five Partner Organizations

Project Overview

The “Resilience Strengthening of Vulnerable Populations in Northern, Western and Eastern Bangladesh through a Network Approach of Five Partner Organizations” project, implemented by PHALS with financial support from ADH and German Cooperation, and technical guidance from Malteser International has been running from December 2022 to December 2025. The initiative aims to reduce the vulnerability of marginalized, rural, riverine, climate refugee, ethnic minority and coastal host communities in Khuruskul and Chowfaldandi Unions of Cox’s Bazar Sadar Upazila by improving their socioeconomic conditions and emergency preparedness. Through community organizing, advocacy, and alternative livelihood development, the project focuses on empowering women and persons with disabilities to build climate-resilient, dignified, and sustainable livelihoods while strengthening local leadership and social inclusion.

Key Activities

- **SRG Group Formation:** 8 Self-Reliance Groups (210 women) formed and actively maintaining group savings.
- **Increase Household Income:** 17% income growth; 80% of participants started alternative income-generating activities.
- **Market Linkage Development:** 33% of SRG members gained access to sell their products in local markets.
- **Inclusion of PWD Families:** 38 women from families of persons with disabilities trained and engaged in livelihoods.



Enhanced women leadership for provide training support.

- **Livelihood & Skills Training:** Technical training provided on embroidery, tailoring, block-batik, handicraft, and handloom.
- **Partnership Building:** Collaboration established with academic institutions, agricultural extension agencies, and NGOs.
- **Leadership and Advocacy Training:** 40 participants selected for leadership and advocacy capacity building.
- **Social Protection Inclusion:** 1 person included in Old Age Allowance, 3 in Disability Allowance, 4 in Widow Allowance, and 10 received Fisherman Cards.
- **Disaster Preparedness:** All 8 SRGs (210 participants) trained on Disability-Inclusive Disaster Risk Reduction (DiDRR) and Cyclone Preparedness Programme (CPP). Along with PHALS observed International DRR day, Climate Action Day also.
- **Committee Participation:** 3 participants included in Ward Disaster Management Committees (WDMC) and 2 PHALS staff in Union Disaster Management Committees (UDMC).
- **Environmental Protection:** 1855 trees planted including 1455 coconut and 400 others saplings distributed along with PHALS World Environment Day celebrated.
- **Partner Collaboration:** 4 exchange visits and 4 virtual shared learning meetings conducted among network partners.



Empowering Women: Embroidery Training Conducted for Marginalized and Climate-Impacted Beneficiaries.



Making Dreams Come True: Members of the Ethnic Community Achieve Their Aspirations.



PHALS Organized Tailoring Training for Women from Marginalized and Climate-Vulnerable Communities.



Participants Received Block Batik Training to Foster Creativity and Livelihood Support.



Training in Handicrafts Offered to Strengthen Skills and Income-Generating Opportunities.



Handicraft products of Project participant



Project Participants Showcase Their Production to Highlight Skills and Achievements.



PHALS Resource Center Showcases Project Participants' Production DC Visit.



PHALS Supported Project Participants by Providing Essential Materials for Their Production Work.



Preparatory Activities Conducted to Organize the Fair for Display and Sale of Participants' Products.



PHALS Organized a Fair to Promote the Skills and Production of Project Participants.



PHALS Participated in a Fair to Showcase Products and Explore Marketing Opportunities



Participation in Fair Enabled PHALS to Showcase Products and Support IOM's social cohesion Initiatives.



Environmental Day Observed to Inspire Communities Toward Sustainable Living and Environmental Protection.



PHALS Distributed Saplings to School Children to Encourage Environmental Awareness and Sustainability.



PHALS Engages Bangladesh Fire Service to Conduct DRR Training for Enhanced Community Preparedness.



Fair Safety Initiative Reinforced Through Practical Session for Participants.



PHALS along with Donor Conduct Exposure Visit to Shatkthira Mukti Foundation to Share Best Practices.



PHALS Engages Government Stakeholders to Support Effective Advocacy and Streamlined Project Implementation.



Training on demand driven entrepreneurship development and market linkage building for SRG Members.

Total participants reached: 210 Women, indirect 4365 person.

Impact Summary (2020–2025)

- Over 7,000+ community members directly supported in improving livelihoods and resilience.
- Strengthened local leadership, women's empowerment, and disability inclusion.
- Promoted social harmony and localization across Cox's Bazar's host communities.
- Fostered climate-resilient livelihoods and environmental stewardship through sustainable practices.

Success Stories



Rasheda's made a fortune in chicken farming and vegetable gardening

Rasheda Begum, a resident of Ward No. 06, Telkola village in Palongkhali Union, Ukhiya, struggled to support her family of four children through daily labor. In June 2021, she became a beneficiary of the PHALS project “Humanitarian Assistance for Rohingya and Host Community in Bangladesh.” After receiving livelihood training and financial support of 23,000 BDT, she bought a goat, chickens, and started vegetable farming. Her small initiative grew successfully — she now has 29 chickens, earns from eggs and vegetables, and purchased a calf with her profits. She also enjoys pesticide-free vegetables for her family.

Rasheda's words: *“I can now save money and send my children to school again. I'm grateful to PHALS for helping me change my life, and I'll continue to work hard to move forward.”*

“We are not excluded”-Telkhola Protibondhi Kallyan Samity

Telkhola, the most remote village of Ward No. 6 in Palongkhali Union, Ukhiya, is home to poor families — Muslims, Adibasi Chakma, and a few Hindus. Among them live 76 persons with disabilities, struggling with physical, mental, speech, visual, and intellectual challenges.

Since 2020, PHALS has been working in Palongkhali under the “Humanitarian Assistance Project for Local People” to improve livelihoods and strengthen community-based organizations (CBOs). With the support of Field Facilitator Md. Shafiqul Islam Khan,



local persons with disabilities formed the “Telkhola Protibondhi Kallyan Samity” on July 1, 2021, with 36 members (28 men and 8 women) and an 11-members executive committee. Despite hardships, including their president being a beggar, members began contributing Tk. 50 monthly to run their organization.

In May 2022, the group built a small poultry shelter and, with Tk. 50,000 mini-grant support from PHALS and Australian Aid (through BRAC), they started a duck farm. They bought 50 ducks, managed feed and care costs, and even saved Tk. 11,000 in the bank for future expansion. With guidance from the Upazila Livestock Office, they plan to grow their farm, sell eggs, and achieve self-reliance.

Today, members proudly say they are no longer excluded — they are part of the community, working together for a better future. They express heartfelt gratitude to PHALS and BRAC for turning their dreams into reality.



"Anna Begum: A Courageous Tailor, Sewing a New Future"

Anna Begum from Chowfaldandi North Para, Cox's Bazar, turned her pain into purpose after losing her husband, Petan Ali. With three children to raise — now aged 17, 14, and 11 — she refused to give up. Despite financial hardship, she ensured her children stayed in school.

Through the PHALS BMZ-PT Project, funded by German Cooperation and supported by Malteser International, Anna received six months of tailoring training. She now makes and sells clothes for girls and children, earning around 6,000 taka per month. Her partnership with local wholesalers through PHALS' market linkage has further strengthened her business.

Though still living in her father's house, Anna dreams of owning her own home. She has already saved 400 taka in group savings and 6,000 taka personally.

Anna Begum is no longer just surviving — she's building a future of dignity, hope, and independence.

"PHALS brought a light of hope when I was sinking into darkness. I never thought I could stand on my own like this. But every time I look at my children, I feel like I have to keep going. One day, I'll have a house of my own."



“Embroidery training changes my livelihood status” -Saheda Begum

Saheda Begum, 37, lives with her elderly husband Abdur Rahim, 62, at the Khurushkul Special Shelter Project in Cox's Bazar. As her husband can no longer work, Saheda became the family's sole earner, struggling as a day laborer.

Her life began to change when she was selected as a beneficiary under the “Resilience Strengthening of Vulnerable Populations” project, implemented by PHALS with support from German Cooperation and Malteser International. She received six months of embroidery training and essential materials to start her own income-generating activity.

Now, Saheda produces nakshi kantha, baby quilts, and embroidered bed sheets, which she sells at the local market. She earns 4,500–5,000 taka per month, saves 200 taka monthly in her group account, and uses the rest to support her family.

Grateful for the opportunity, Saheda says,

“Embroidery training changed my livelihood. I can now support my family with dignity. I thank PHALS and Malteser International for standing by people like us.”

Through skill and determination, Saheda Begum is stitching a brighter future for her family.



**“Humanitarian assistance for Rohingya and Host communities in Bangladesh”
Project Partners**



**“Resilience Strengthening of Vulnerable Populations in Northern, Western and Eastern
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Project Partners**





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