



STRATEGY 2030

EQUITY | OPPORTUNITY | RESILIENCE



People's Oriented Program Implementation (POPI)





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TRANSFORMING LIVES SINCE 1986



IDENTITY

Over the past four decades, POPI has championed people-led development—empowering marginalized communities, especially women and youth, to break the cycle of poverty and exclusion. Rooted in local realities, our integrated approach brings together social progress, economic advancement, disaster risk reduction, and humanitarian response to foster resilience, inclusion, and innovation.

Our work is anchored in three core domains:

Social Development: Advancing quality education, healthcare, water and sanitation, food security, climate adaptation, human rights, and social cohesion to build healthier, more resilient communities.

Economic Development: Expanding financial independence through microfinance, promoting entrepreneurship, and supporting climate-resilient livelihoods that drive long-term prosperity.

Disaster Risk Reduction and Humanitarian Response: Enhancing community preparedness, reducing vulnerabilities to disasters, and delivering timely humanitarian assistance to protect lives and restore dignity during crises.



Vision

A resilient nation free from poverty, hunger, and all forms of injustice—where everyone lives with dignity and has the opportunity to thrive.



Mission

POPI strives to empower marginalised individuals and communities—particularly women and youth—to overcome poverty, realise their rights, and achieve lasting well-being. Through inclusive, community-led, and sustainable development, the organisation addresses the root causes of inequality and builds resilience by delivering long-term, integrated solutions across economic, social, and advocacy domains.

CORE VALUES

Accountability

Decisions are made openly, resources are used responsibly, with communities leading the way forward to ensure shared ownership.

Equity and justice

Ensuring fairness and breaking down barriers to create a society where everyone has the opportunity to live a healthy and fulfilling life.

Integrity

Uphold honesty, transparency, and the highest standards of accountability across all partnerships and responsibilities.

Innovation

Creative thinking drives our solutions, which are tailored to local contexts and responsive to evolving challenges.

Inclusiveness

Building inclusive communities and promote diversity with a particular emphasis on the voice of women and marginalized communities to lead, shape solutions, and access opportunities.

Support
Girls'
Education

SAY NO
TO CHILD
MARRIAGE

আমার জীবন
আমার অধিকার
বাল্যবিবাহ রুখবো
এবার



STRATEGIC PRIORITIES



Expand POPI's National Footprint

Grow POPI's presence in underserved and climate-vulnerable regions across Bangladesh- ensuring deeper, more equitable access to services and long-term engagement.



Drive Innovation, Scale, and Measurable Impact

Position POPI as a driver of locally rooted innovation-piloting, testing, and scaling transformative models that respond to evolving challenges.



Strengthen Organisational Systems and Operational Excellence

Enhance institutional effectiveness through improved governance, performance management, quality programming, monitoring and digital transformation.



Diversify Resources for Long-Term Sustainability

Broaden POPI's funding base and explore innovative financing models to strengthen financial resilience.



Embed Inclusion, Equity, and Gender Transformation

Institutionalize inclusive practices and gender-responsive approaches across all programs, partnerships, and leadership structures.



PROGRAMME OBJECTIVES



Reinforce sustainable solutions to social development

Ensure equitable access to quality education, early childhood development, promote health, nutrition, WASH and safety net programmes, especially for those living in extreme poverty and people in need.



Strengthen Livelihoods and Food Security

Support income generation and food systems through inclusive financing and financial service skills development, employment creation, entrepreneurship, and climate-smart agriculture.



Build Community Resilience to Climate Change and Crises

Integrate environmental protection, disaster risk reduction, and climate change adaptation into community systems and local governance.



Promote Rights, Social Justice, Gender and diversity

Promote social inclusion, gender equality, and leadership by expanding protection, and rights-based programming and empowering women, youth, and marginalized communities.



Advance Rights-Based Advocacy and Policy Influence

Use evidence and community voices to advocate for systemic change, mobilize public awareness, and influence policies that address the root causes of poverty and exclusion.

Interventions by Programme Objectives



Reinforce sustainable solutions to social development

Education



- Early Childhood Development (ECD)
- Non-formal primary education (NFPE)
- Floating schools
- After-school learning and digital technology in education
- Support for government primary schools
- Teacher training and capacity building
- Education for adolescent girls
- Technical/vocational training

Health Services



- Health awareness campaigns
- Capacity building for primary-health service providers
- Satellite and static clinics
- Maternal, Neonatal child and Adolescent Health (MNCAH)
- Community Based Health Care (CBCH)





Nutrition

- Nutrition awareness and behavior change communication
- Growth monitoring, supplementary feeding, micronutrient supplementation
- Promotion of exclusive breastfeeding
- Infant and young child feeding (IYCF)
- Nutrition-sensitive services

Water, Sanitation, and Hygiene (WASH)



- Training and awareness programmes
- Behavior change practices
- Safe drinking water solutions
- Water credit for access to safe water and latrines
- Resilient sanitary infrastructure
- Development of local WASH entrepreneurs
- Rain water harvesting

Strengthen Livelihoods and Food Security

Microfinance



- Group formation and conscientization
- Financial services
- Skill development and capacity building
- Employment creation
- Value chain development
- Empowerment of women

Entrepreneurship & Market Development



- Credit for micro enterprise development (with a focus on women)
- Development of local service provider's networks and platforms
- Market and job linkage app development





Agriculture, livestock & Fisheries

- Climate-smart agriculture
- Agricultural and fisheries technology transfer
- Livestock rearing
- Crop and fruit preservation
- Market linkages



Youth Skills & Business Development

- Adolescent life skills development
- Skill/vocational training
- Youth empowerment through e-business (freelancing, outsourcing, e-marketing)
- Youth/apprentice business models and wage employment



Build Community Resilience to Climate Change and Crises

Climate change adaptation and Environmental Sustainability



- Environmental awareness campaigns
- Green programmes and compliance initiatives
- Biodiversity conservation reduction of carbon emissions (tree plantation)
- Waste management and pollution prevention
- Organic farming and sustainable agriculture, crop diversification, afforestation, and environment

Humanitarian Crisis Management



- Emergency preparedness
- Humanitarian response for disaster affected population
- Post-disaster rehabilitation
- Assistance to IDP's and displaced population
- Livelihood and community infrastructure restoration



Disaster Risk Reduction

- DRR knowledge and training for communities
- Mainstreaming DRR into development
- Contingency planning
- Capacity building and training of Upazila/Union Disaster Management Committees
- Structural and non-structural flood protection
- Early warning dissemination
- Anticipatory early action



Promote Rights, Social Justice, Gender and Diversity



- Promote equal rights and equal access to education, healthcare, and economic and political decision-making
- Promote gender equity with social accountability of service providers and public institutions
- Prevent violence against women and children and provide legal aid support
- Research social justice issues
- Create awareness through social media

Advance Rights-Based Advocacy and Policy Influence



- Identify social injustice and human rights violations
- Build networking platforms for advocacy
- Create actions to raise awareness, pressure decision-makers, and influence policy
- Advocate for change
- Enhance citizen access to public and other essential services through advocacy



GEOGRAPHICAL PRIORITIES

POPI focuses its efforts in areas most vulnerable to poverty, climate shocks, and social exclusion. These include:

-  Haor and Char regions
-  Salinity-affected coastal belts
-  High Food in-secure zones
-  The Barind Tract
-  Urban Slums with rising climate-induced migration.

Our approach ensures balanced expansion across both urban and rural settings, prioritising communities facing chronic disasters, biodiversity loss, and limited access to essential services. By deepening our footprint in these regions, we aim to enhance community resilience, food security, and inclusive development.



GEOGRAPHICAL COVERAGE

POPI will maintain its current geographical focus across **35** districts, while expanding its programmes to **11** additional districts.



Expansion of Districts (2025–2030)

Khulna, Bagerhat, Shariatpur, Magura, Pirojpur, Narail, Rajshahi, Habiganj, Moulvibazar, Jamalpur, and Sirajganj.

POPI will continue to support host communities in Cox’s Bazar and expand projects in the Rohingya refugee camps.



PEOPLE WE WORK WITH

POPI works at the intersection of vulnerability and potential partnering with individuals and communities often left behind by mainstream development. Our primary focus is on marginalised women, youth, adolescent girls, and children, particularly those confronting structural poverty, climate change, and social exclusion.

We also engage with indigenous groups, landless and near-landless households, smallholder farmers, emerging entrepreneurs, and persons with disabilities (PWDs)—recognising the intersecting barriers they face. In rapidly urbanising areas, we support climate migrants navigating fragile livelihoods in informal settlements.

Beyond addressing immediate needs, POPI invests in the long-term capabilities of these communities while fostering agency, resilience, and the ability to lead transformative change in their own lives and environments. Additionally, POPI remains deeply committed to nurturing the potential of children by equipping them with the skills, confidence, and opportunities needed to thrive and become agents of change in their communities.

OUTCOMES

POPI intends to achieve the following outcomes to foster empowered, resilient, and inclusive communities by 2030:



Improved Livelihoods and Household Resilience

Poor and extremely poor households experience greater food security, increased incomes, and economic stability through access to microfinance, entrepreneurship support, and climate-resilient agriculture.



Expanded Opportunities for Women, Youth, and Adolescents

Marginalized women and young people are empowered with skills, leadership opportunities, and economic resources. This results in greater agency, employment, and meaningful participation in community life.



Greater Access to Inclusive and Quality Services

Communities benefit from improved access to early childhood development, primary education, reproductive health, and WASH. These interventions contribute to healthier families, stronger learning outcomes, and safer, more dignified living environments.



Strengthened Community Voice, Rights, and Social Cohesion

Communities, especially those historically excluded, are supported to exercise their rights, participate in local governance, and foster a stronger sense of justice, inclusion, and unity.



Enhanced Climate Resilience and Localized Crisis Preparedness

Local institutions and communities are better equipped to anticipate, adapt to, and respond to climate and disaster risks through environmental protection, risk reduction, and resilience-building at all levels.





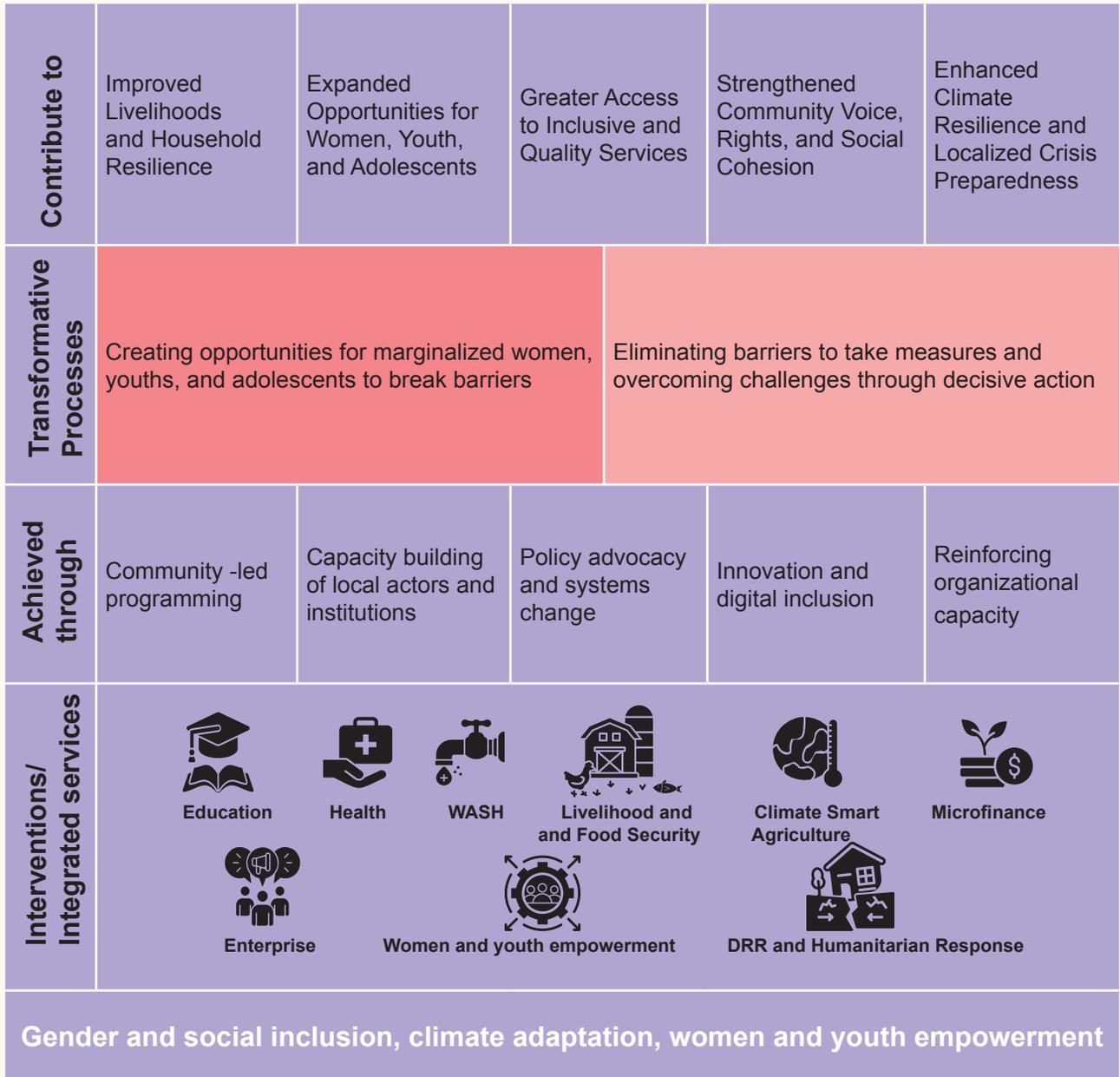
ADVANCING ORGANISATIONAL EXCELLENCE

POPI plans to build its organizational capacity in the following areas:

- Invest in Human Resource capacity and staff development.
- Build leadership capabilities across all levels of management, with a particular emphasis on promoting women's leadership.
- Strengthen HR policies, systems, and effective use of the performance management system
- Organization expansion and self sustainability
- Develop an inclusive resource mobilization and generation strategy
- Improve programme Design and implementation
- Strengthen operational effectiveness by building institutional culture and infrastructure.
- Promote digital innovation and transformation
- Implement an effective risk management system and ensure its practical application across all levels of the organization

THEORY OF CHANGE

Goal: 10 million people in Bangladesh especially women and youths will lead resilient lives by 2030



Barriers to address

Gender inequality, social exclusion and stigma, weak institutions and governance, climate change, severe flooding, biodiversity loss, and inadequate social safety nets.



STRATEGIC ALLIANCES AND PARTNERSHIPS

POPI will reinforce its commitment for strategic alliances and partnership with:

- Local Government, CBOs and Communities
- Govt. of Bangladesh
- Banks, Lending Organizations, Non-Financial Banking Institutions
- Micro Finance Institutions
- NGOs, Charities, Foundations, Private Sectors
- Universities, Technical and Research Institutes
- Donors, UN organizations
- National and Global Network/platforms

POPI will identify and establish strategic alliances and institutional partnerships where there is clear added value through co-creation, integrated programming, or by addressing gaps within its areas of expertise.



আগে থেকে নিলে প্রস্তুতি,
কমানো যায় দুর্যোগ ও জলবায়ু
পরিবর্তনের ক্ষয়ক্ষতি

দুর্যোগে সবার আগে সহায়তা করি
শিশু, বয়স্ক, প্রতিবন্ধী ব্যক্তি ও
গর্ভবতী নারী

দুর্যোগের আগাম বার্তা
বিনামূল্যে পেতে
ফোন করুন ১০৯০ নম্বরে



বান্ধবায়নে

পিপলস ওরিয়েন্টেড প্রোগ্রাম
ইমপ্লিমেন্টেশন (পিপি)

অর্থায়ন ও কারিগরি
মহযোগিতায়



পল্লী কর্ম-সহায়ক ফাউন্ডেশন
(পিকেএসএফ)



UKaid
from the British people

এফসিডিও



ইউরোপিয়ান ইউনিয়ন



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