BAHIA SUSTAINABLE RURAL DEVELOPMENT PROJECT (BAHIA PRODUTIVA)

PROGRAM OBJECTIVES

MAIN OBJECTIVES

- Wage employment
- Food security
- Financial inclusion
- Self-employment
- Market access
- Social services
- Diversification
- Women's Empowerment
- Environmental Management
- Productivity
- Social Inclusion
- Resilience

PROGRAM DEVELOPMENT OBJECTIVE (DESCRIPTION)

To increase market integration, net revenues, and food security of organized beneficiaries; as well as to improve access to water supply and sanitation services of households in Project areas.

PROGRAM COMPONENTS

- TRANSFERS
- COACHING
- BUSINESS CAPITAL
- FINANCIAL SERVICES FACILITATION
- MARKET LINKS
- SKILLS TRAINING
- NATURAL RESOURCE MANAGEMENT AND/OR CLIMATE CHANGE ADAPTATION

AVERAGE PROGRAM DURATION FOR PROGRAM BENEFICIARIES

Under one year
Between one and three years
More than three years

DO PARTICIPANTS ACCESS COMPONENTS IN A SPECIFIC SEQUENCE?

YES

DIGITIZATION

COMPONENTS DELIVERED DIGITALLY

- TRANSFERS
- COACHING
- BUSINESS CAPITAL
- FINANCIAL SERVICES FACILITATION
- MARKET LINKS
- SKILLS TRAINING

PARTICIPANT PROFILE

TARGETED POVERTY GROUPS
- Poor
- Other vulnerable

PRIORITY VULNERABLE GROUPS
- Women
- Youth
- Ethnic minorities

ELIGIBILITY CRITERIA

- Age
- Poverty status

PARTICIPANT IDENTIFICATION METHODS

Community-based targeting
Proxy Means Test

COUNTRY INFORMATION

COUNTRY
Brazil
REGION
Latin America & Caribbean
LEAD IMPLEMENTING AGENCY
Companhia de Desenvolvimento e Ação Regional (CAR)
TYPE LEAD IMPLEMENTING AGENCY
Regional/district government
START DATE
06/01/2014
END DATE
03/01/2021
PRIMARY ENTRY POINT
Livelihoods and Jobs
P-CODE (WB PROGRAMS)
P147157
GLOBAL PRACTICE (WB PROGRAMS)
Agriculture and Food

LENDING CATEGORY (WB ONLY)
IBRD
FCV COUNTRY (WB FY20 LIST)
No
TOTAL POPULATION (MILLION)
209.30
POVERTY HEADCOUNT (NPL)
8.70%
POVERTY HEADCOUNT ($1.90/DAYPPP2011)
4.83%
POVERTY HEADCOUNT (MPI)
3.78%
NO. ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY
3
NO. BENEFICIARIES (DIRECT & INDIRECT) OF ECONOMIC INCLUSION PROGRAMS IN THE COUNTRY
160,330
### BAHIA SUSTAINABLE RURAL DEVELOPMENT PROJECT (BAHIA PRODUTIVA)

#### PLANNED RESEARCH AND EVALUATION

**EVALUATION/RESEARCH TYPES**  
- Economic evaluation  
- Impact evaluation

**IMPACT EVALUATION TOPICS**  
- Overall impact  
- Impact on different population groups

**NAME RESEARCH PARTNERS**  
EMAB

**DATE WHEN RESULTS AVAILABLE**  
By six months after the closing date, i.e. on September, 2021

**LINK TO PUBLISHED WORK**  
N/A

Data submitted/updated as of 12/12/2019, through PEI’s Landscaping Survey, via https://enketo.ona.io/x/0ah4Y58CB

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#### PROGRAM COVERAGE

<table>
<thead>
<tr>
<th>Direct Beneficiaries</th>
<th>Direct &amp; Indirect Beneficiaries</th>
<th>Percentage Female Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>44,668</td>
<td>147,851</td>
<td>51-75%</td>
</tr>
</tbody>
</table>

- Percentage of country population: 0.07%
- Percentage of country population under the poverty line: 0.81%
- Area/s: Rural
- Geographic coverage: One state/region

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#### INSTITUTIONAL ARRANGEMENTS

<table>
<thead>
<tr>
<th>ORGANIZATIONS</th>
<th>INVOLVED IN IMPLEMENTATION</th>
<th>PROVIDING FINANCING</th>
</tr>
</thead>
<tbody>
<tr>
<td>National/central government</td>
<td></td>
<td></td>
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<tr>
<td>Regional/district government</td>
<td></td>
<td></td>
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<tr>
<td>Local/municipal government</td>
<td></td>
<td></td>
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<tr>
<td>Nongovernmental organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td></td>
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<tr>
<td>Financial Service Provider</td>
<td></td>
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<tr>
<td>World Bank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multilateral organization (not WB)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bilateral organization</td>
<td></td>
<td></td>
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<tr>
<td>Private sector organization</td>
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</tr>
</tbody>
</table>

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#### COMMUNITY ENGAGEMENT

**COMPONENTS DELIVERED THROUGH COMMUNITY**
- Business capital
- Skills Training
- Coaching
- Financial services facilitation
- Market Links

**COMMUNITY STRUCTURES LEVERAGED FOR PROGRAM DELIVERY**
- Informal community groups
- Formal community groups
- Formalized producer organizations
- Local governance group

**DOES THE PROGRAM CREATE/STRENGTHEN COMMUNITY STRUCTURES/GROUPS?**

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**LEARN MORE**
www.peiglobal.org

**CONTACT US**
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peldp@worldbank.org

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**DNA:** Does Not Apply; **FY:** Fiscal Year; **FCV:** Fragility, Conflict, and Violence; **MPI:** Multidimensional Poverty Index; **NPL:** National Poverty Line; **N/A:** Not available; **WB:** World Bank