

Concept Note

Promoting Cultural Heritage and Sports for Social Cohesion and Youth Empowerment

Organization: Kachua Dalima Association (KDA)

Location: Patuakhali District and other operational areas of KDA in Bangladesh

Duration: 3 Years

Estimated Budget: BDT 6,500,000

1. Background and Rationale

Kachua Dalima Association (KDA), a grassroots organization dedicated to community development, recognizes that cultural preservation and sports are critical components of a cohesive, peaceful, and empowered society. In rural and semi-urban communities like Kachua, traditional art forms, folklore, and sports are rapidly diminishing due to urbanization, digital isolation, and lack of investment. Meanwhile, youth face limited avenues for creative expression, physical activity, or team building—resulting in growing vulnerability to substance abuse, violence, and early school dropout.

There is an urgent need to revive indigenous culture, promote healthy lifestyles through sports, and engage youth in constructive activities that build identity, pride, and social capital.

2. Objectives

- Promote and preserve local heritage through community-driven cultural festivals, folk events, and heritage education.
- Enhance youth engagement and reduce anti-social behavior by organizing structured sports programs.
- Empower women and marginalized groups through inclusive cultural and sports platforms.
- Foster inter-community peace and inclusion through regional cultural exchange and sports tournaments.

3. Target Groups

- Children and Youth (aged 10–25, 25–55), especially in underserved and at-risk communities
- Local cultural groups, folk artists, and artisans
- School and community-based sports teams
- Women and girls from marginalized communities

4. Key Activities

Component	Activities
Cultural Promotion	Annual Local Culture Festival (music, dance, theatre) Workshops on folk arts, crafts, and storytelling School-level cultural competitions and exhibitions Cultural exchange programs with other districts
Sports Development	Formation of school and community sports teams (football, volleyball, kabaddi) Inter-union and inter-upazila sports tournaments Training camps for sports leadership and refereeing Installation of basic sports infrastructure (goalposts, nets, uniforms)
Capacity Building	Youth leadership and cultural ambassador training Women and girls' participation in cultural and sports events Training for local coaches and cultural mentors
Advocacy and Awareness	Community dialogue on cultural rights and diversity Public campaigns promoting sportsmanship, peace, and gender inclusion Documentation of endangered cultural expressions

5. Expected Outcomes

- Revitalization of at least 10 traditional cultural practices in the Kachua region
- Over 5,000 youth engaged in sports and cultural activities
- At least 50% participation of girls and women in events
- Strengthened local identity, inter-generational knowledge sharing, and reduced youth delinquency

6. Implementation Strategy

The project will be implemented in partnership with local schools, cultural organizations, youth clubs, and union councils. KDA will mobilize trained facilitators, youth volunteers, and cultural practitioners to lead activities. A mobile cultural-sports caravan will be developed to reach remote communities. Monitoring tools will include participation data, feedback sessions, and success story documentation.

7. Sustainability

The program aims to build community ownership by forming village cultural and sports committees. KDA will also link talented youth and artists with district-level platforms and advocate for local government support for ongoing initiatives.

8. Monitoring and Evaluation

A results-based monitoring system will be established, with quarterly assessments based on participation, diversity, inclusion, and qualitative feedback. Mid-term and final evaluations will assess impact and provide recommendations for scale-up.

9. Budget Summary (Indicative)

Category	Amount (BDT)
Cultural Events and Workshops	2,000,000
Sports Events and Equipment	2,200,000
Training and Capacity Building	1,200,000
Coordination and Outreach	600,000
Monitoring & Evaluation	300,000
Total	6,500,000