Coastal communities in Bangladesh are adversely affected by the freshwater crisis arising from salinity intrusion in ground and surface water. Since April 2018, Coastal Community Resilience Project was initiated by Jagrata Juba Shangha (JJS) with the support of Concern Worldwide which is working to build resilient coastal communities where RWHS is a strategic measure for socioeconomic development which provides crucial and effective means of poverty alleviation. Rainwater is the only renewable and viable source which is easy to collect either individually or socially with a minimum cost and RWHS only requires a collection basin or catchment, usually the roof of the house to harvest rainwater, a piping arrangement and a container to store it. By having a reliable water supply near to the household saves time which can be used for income generating activities like producing vegetables in the house yard, running a small business in the household, poultry farming, livestock rearing, and fisheries. That’s why JJS created unique RWHS design where surplus water is used for vegetable cultivation. Moreover, these investments in RWHS are alleviating poverty by reducing the workload of women and creating income opportunities for them as well as providing nutritious vegetables for their children and family members too. JJS created major promotion among coastal communities by providing RWHS in both families to community level.

Lucky Begum stated that “I learnt a lot from the trainings provided by JJS under Coastal Community Resilience Project. After having RWHS from JJS, now we are harvesting rainwater and have safe drinking water for the whole year without any tension. Now we have no hardship or expenses for collecting drinking water as we are drinking rain water. We are eating fresh vegetables and sometimes selling them in markets for earning extra money to contribute in the family income.”