GREEN REVIVAL INITIATIVE
Program Portfolio & Overview
Voluntary Organization for Social Development (VOSD)
Barisal, Bangladesh
November 2026

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1. Program Summary

Program Name: Green Revival Initiative
Implementing Organization: Voluntary Organization for Social Development (VOSD)
Location: 10 Upazilas of Barisal District, Bangladesh
Implementation Period: July – October 2026
Current Stage: Pilot

The Green Revival Initiative is a nature-based, community-powered reforestation program that combines traditional seed ball technology with an innovative last-mile distribution system using autorickshaw drivers. The program aims to restore green cover in climate-vulnerable areas at low cost and high scale.

In its first pilot phase, the program successfully produced and distributed **203,500 seed balls** through **814 autorickshaw drivers** across all 10 upazilas of Barisal district.

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2. Organizational Background

- **Organization:** Voluntary Organization for Social Development (VOSD)
- **Established:** 1987
- **Type:** Non-Governmental Organization (NGO)
- **Head Office:** Village Sholok, Wazirpur Upazila, Barisal District
- **Total Staff:** 9,000+
- **Team Lead:** Dr. Tamanna Khatun, Director

VOSD has nearly four decades of experience working with rural communities in Bangladesh, with a strong operational presence in Barisal.

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3. The Problem

Bangladesh continues to face significant tree loss due to high demand for timber, furniture, and development activities. According to research by the River and Delta Research Centre (RDRC), government agencies alone cut **746,465 trees** between March 2023 and March 2024. Including private and commercial cutting, estimates suggest nearly **4.5 crore trees** may have been lost in a single year.

In climate-vulnerable coastal districts like Barisal, reduced tree cover increases exposure to extreme heat, soil erosion, flooding, and other climate impacts. Traditional plantation campaigns often struggle to reach remote roadsides and scattered rural areas cost-effectively.

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4. The Solution

The Green Revival Initiative uses a two-part approach:

1. **Nature-based Technology**
   Seed balls are prepared using local soil, organic fertilizer, and seeds of native climate-resilient trees:
   - Neem
   - Arjun
   - Jarul
   - Amla (Amloki)
   - Palash
   - Kadam
2. **Community Distribution Network**
   Autorickshaw drivers, who already travel extensively across villages and roads, are engaged as volunteer distributors.

Key Achievements (Pilot Phase – 2026):

Indicator	Number
Seed balls produced	203,500
Seed balls distributed	203,500
Autorickshaw drivers engaged	814
Seed balls per driver	250
Upazilas covered	10
Distribution period	July–September 2026
Tracking method	Google Maps
Follow-up survey sample size	6,000 seed balls
Successfully germinated (approx.)	5,148
Germination rate	85.8%

Upazila-wise Driver Distribution:

Upazila	Drivers	Seed Balls Distributed
Agailjhara	88	22,000
Babuganj	66	16,500
Bakerganj	89	22,250

Upazila	Drivers	Seed Balls Distributed
Banaripara	56	14,000
Barisal Sadar	77	19,250
Gournadi	92	23,000
Hizla	113	28,250
Mehendiganj	98	24,500
Muladi	64	16,000
Wazirpur	71	17,750
Total	**814**	**203,500**

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5. Implementation Process

1. Seed collection and procurement of native species
2. Preparation of seed balls using local soil and organic fertilizer
3. Identification and orientation of autorickshaw drivers
4. Distribution of 250 seed balls to each driver
5. Scattering of seed balls during regular passenger trips in the rainy season
6. Location tracking using Google Maps
7. Follow-up germination survey (600 seed balls checked per upazila)

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6. Innovation & Distinctiveness

Unlike conventional plantation programs that require dedicated land, large volunteer events, and high logistical costs, this model:

- Uses an existing transport network for distribution
- Requires no digging or land preparation
- Operates continuously through daily movement of drivers
- Achieves wide geographic coverage at relatively low cost
- Can be replicated in any district with a significant autorickshaw presence

The approach turns everyday transport workers into active contributors to climate action.

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7. Impact & Results (Pilot)

- **203,500** seed balls distributed across Barisal district
- **85.8%** germination rate recorded in the October 2026 survey
- Approximately **5,148** seedlings confirmed from the surveyed sample
- Coverage across diverse rural and semi-urban landscapes in 10 upazilas
- Active community ownership through local drivers

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8. Future Plan & Scaling Strategy

Short-term (Next 12–18 months): - Strengthen monitoring and survival tracking systems
- Improve driver training and quality control
- Expand to 2–3 additional districts in the Barisal Division

Medium-term: - Replicate the model in other climate-vulnerable districts across Bangladesh
- Build partnerships with local transport associations and government agencies
- Develop a simple digital tracking and reporting system

Long-term Vision:
Establish a nationwide network of autorickshaw drivers as a permanent last-mile channel for nature-based climate solutions.

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9. Why This Program Matters

The Green Revival Initiative demonstrates that large-scale reforestation does not always require large budgets or complex infrastructure. By combining traditional ecological knowledge with existing local networks, it offers a practical, low-cost, and community-owned pathway to increase green cover and strengthen climate resilience in Bangladesh.

Document prepared by:
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Contact:
Dr. Tamanna Khatun
Director, VOSD
Barisal, Bangladesh