

ANNUAL REPORT

2017-2018



Bangladesh
Center for
Communication
Programs



OUR VISION

A society that enables a healthy, poverty-free, better life through Strategic Communication.



OUR MISSION

Become a premier organization in Bangladesh and a key agency in the region for strategic communication, using global and local partnerships to help expand its impact and effectiveness.



OUR VALUES

- Innovation
- Empowerment
- Comprehensiveness



Note from the CEO

It is a moment of pride for me that Bangladesh Center for Communication Programs (BCCP) has established itself with an image as a must “go-to” for social and behavior change communication (SBCC) in the country. As the successor to the Johns Hopkins University Center for Communication Programs (JHU.CCP), Baltimore, USA, BCCP’s expertise in all aspects of communication relies on evidence-based program designing and state-of-the-art SBCC tools and techniques.

BCCP’s shift from a health communication organization to a one-stop development sector communication organization has been facilitated by its association with various multi-donor & multi-sectoral projects. It is strengthening capacity of the Government of Bangladesh’s Ministry of Health and Family Welfare to plan, develop, implement and evaluate SBCC at the central level as well as in specific divisions. Along with that, it enhances capacity for the implementation monitoring of various development projects/programs through digitization, and mentoring research grantees by providing technical assistance, building capacity and promoting local research within the country and in the region for the Bloomberg Initiative to reduce Tobacco use.

From supporting the Government of Bangladesh in adopting a national ID system through the Identification System for Enhancing Access to Services project to bringing about a systematic change in public procurement environment – BCCP has continued to introduce various innovations in communication strategies. As a communication organization, it has continually taken up new challenges and proven itself by focusing on result-oriented interventions which contributed tremendously in bringing about a constructive change.

The show cannot be run alone, and the story of BCCP is no different. As the Director and CEO of this organization, I feel honoured to have such partners, stakeholders and a committed team of colleagues who consider the organization as their own. Without their dedication and sincerity, BCCP could never reach its present position. Last but not least, I would also like to mention that the organization received excellent guidance from its competent Executive Board led by Dr. A Majeed Khan.

Mohammad Shahjahan
Director & CEO



Cutting Edge Technical Expertise of BCCP

BCCP has steadily gone from strength to strength, maintaining its leading position in cutting edge technical expertise in the following areas:

- Developing and implementing strategic communication plans
- Designing and implementing mass media campaigns
- Developing community based interventions for social mobilization, mainstreaming of issues and policy interventions
- Policy and media advocacy from local to national levels
- Designing communication tools/materials combining creative ideas
- Creating and delivering enter-educate programs
- SBCC capacity building of institutions and individuals
- Undertaking formative and evaluative research
- Facilitating collaboration among public, private and NGO sectors
- Leveraging resources to extend the reach of programs



The Executive Board of BCCP

Passing through a long journey in the field of strategic communication, BCCP is dedicated to making significant contributions towards shaping development programs to respond to people's needs by designing, implementing, monitoring and evaluating appropriate communication interventions. The organization has the track record of successfully conducting a number of landmark communication programs through establishing program brands like "Green Umbrella Logo", "Smiling Sun Logo", "Rainbow Logo", "ARH Logo", "EOC Logo" and many more. Developing communication strategy for sector-specific programs with its implementation plan and building behavior change communication capacity of the communication professionals are other notable strengths of BCCP that created the edge to help establish its image as a leading strategic communication organization not only in the country, but also in the region. Gaining mastery in designing and running communication programs, the organization is also providing technical assistance to individuals and organizations in the communication field. This scenario clearly portrays BCCP's organizational growth over the years.

BCCP has been able to attain this stage mainly due to the fact that the organization continuously received appropriate guidance and support from its competent Executive Board represented by a group of dignified personalities having a very rich experience and background. Composed of an eminent educationist, a renowned gender and reproductive health and family planning program specialist, a distinguished social development specialist, a leadership and management specialist and a renowned chartered accountant, the Board meets regularly to review progress and provide guidance in formulating policies, setting strategies and implementing result-oriented interventions. Particularly, at times of challenging situations, the Board paid special attention to support the organization to overcome the situation by adopting appropriate policies and strategies. BCCP acknowledges the supportive and important roles played in the Board by its Members Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury and the Treasurer, Mr. Ali Ashfaq.

With a view to institutionalizing the process of making communication programs a significant and inseparable component of all development programs, BCCP is now exploring the possibility of establishing a Strategic Communication Institute in the country. Relying on its experience, expertise and networks, BCCP believes that once in operation, the Institute will significantly contribute in attaining the vision of the organization. For the status BCCP is enjoying today, it owes an immense debt to all the Members of the Executive Board, to the partners, to the dedicated staff members and especially to the pragmatic leadership and efficient guidance of the President of the Board, Dr. A. Majeed Khan.



Promoting Positive Health Behavior : Connecting the Dots

Led by the Johns Hopkins Center for Communication Programs, USAID *Ujjiban* Social and Behavior Change Communication (SBCC) Project (*Ujjiban*) is a five-year project implemented with the objective to create demand for the increase in the use of high quality, maternal, neonatal, child and adolescent health, family planning , nutrition and tuberculosis services and adoption of healthy behavior in Bangladesh. *Ujjiban* aims to strengthen the Government of Bangladesh's Ministry of Health and Family Welfare's (MoHFW) capacity to plan, develop, implement and evaluate SBCC at the central level as well as in Chittagong and Sylhet divisions. The in-country implementing partners of this project are Bangladesh Center for Communication Programs (BCCP) and Save the Children.

Ujjiban approached Capacity Strengthening in the MoHFW at three levels: Individual, Organization and System. At the individual level, *Ujjiban* is trying to improve selected Unit officials' knowledge and building skills on SBCC via hands-on mentoring. At the organization (unit) level, *Ujjiban* is introducing the required process and tools to systematize the mechanism to support and sustain effective SBCC interventions. At the system level, *Ujjiban* is advocating for and promoting coordination and collaboration around SBCC via initiatives that benefit stakeholders at all levels.

As part of its capacity strengthening initiative, *Ujjiban* supported the three Units IEM, BHE and IPHN to conduct annual assessments using a Capacity Assessment Tool (CAT) to provide information on the organizational environment and existing system in the context of SBCC programming, and to develop their annual SBCC Capacity Strengthening Plans to facilitate the process that an organization needs to follow for effective SBCC programs. *Ujjiban* provided the required technical assistance to the Units to implement the capacity strengthening plan efficiently to address the gap.



With the technical assistance of *Ujjiban*, a detailed action plan and a set of indicators of Comprehensive SBCC Strategy were developed which were approved by MoHFW, with all the relevant stakeholders on board. The plan was designed to contribute in achieving the Sustainability Development Goals (SDGs).



In order to ensure better coordination and attaining synergistic program impact of the SBCC activities of the Operational Plans of the COP of the units, a workshop was held in December 2017 with the participation of nine units under the DGFP and DGHS to find out common areas of coordination following their respective OP activities. The Additional Secretary, MoHFW inaugurated this workshop which came up with four key domains of inter-unit coordination such as; School HPN programs, Community Outreach SBCC, National/Mass Media Campaigns and integrated SBCC message and materials. A plan was also developed with indicators and ways of verification of the activities.



Ujjiban facilitated the process to identify a set of SBCC M&E indicators for IEM and BHE activities. The finalized indicators were submitted to the respective MIS unit of DGFP and DGHS for review and integration into the national MIS.

With a view to improving the quality of tuberculosis services, the field worker's eLearning course has been added with the Tuberculosis issues. In addition to working with the tuberculosis and Leprosy unit in coordination and collaboration with BHE, IPHN, IEM units, other organizations working on TB prevention were also engaged while developing this course. The audio, video and print materials used in this course were selected from those which were approved by the IEC Technical Committee. This course is already available in online and offline versions.

On the other hand, *Ujjiban* provided technical support to BHE and IEM to conduct hands-on training on use of FW eToolkit and eLearning course for Health Assistants (HAs) and Community Health Care Providers (CHCPs) and Family Welfare Assistants (FWAs). More than 1000 Field Workers received the training on eToolkit and eLearning. In this regard, *Ujjiban* also provided support to NIPORT and IEM unit in conducting ToT for their master trainers on eToolkit and eLearning. *Ujjiban* also provided support to NIPORT and the IEM unit in conducting ToT for their master trainers on eToolkit and eLearning.

As part of its special efforts to support MoHFW, *Ujjiban* provided technical assistance in the digitization of online submission for approval of SBCC materials by the IEC Technical Committee. The software was developed, alpha-tested and shared with the IEC Technical Committee members and is now in the process of pilot testing.

Ujjiban also provided technical assistance to plan, develop and implement a School Health, Population and Nutrition Curriculum for the IEM unit. *Ujjiban's* TA also include ToT on this curriculum for the master trainers. This curriculum is already at the implementation level.

One of the key successes of *Ujjiban* is continuation of regular meetings of the HPN Coordination Committee in order to further extend the HPN SBCC coordination mechanism to work at the division and district levels. *Ujjiban* organized divisional level coordination meetings at Chattogram and Sylhet to form SBCC coordination committees. Through these committees, coordinated approach in cross-thematic SBCC program areas will be promoted to leverage local strengths and to create a supportive/enabling environment where positive health behavior can be practiced and sustained.



Connecting Public Procurement to the Digital World



On June 19, 2018 Bangladesh Center for Communication Programs (BCCP) and the Central Procurement Technical Unit (CPTU) of the Implementation Monitoring and Evaluation Division (IMED), Ministry of Planning entered into a contract for consultancy services on Behavior Change Communication (BCC) under Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP). With financial support from the World Bank; this program is designed to be implemented for a span of four years. The Director General of CPTU, Mr. Md. Faruque Hossain and other high CPTU officials from CPTU, along with high officials representing BCCP were present during contract signing ceremony. The project began on June 21, 2018 and will continue for 48 months up to June 2022 with an aim to design and implement a strategic communication program of the project.

Bangladesh makes substantial investment in annual development program each year. It is estimated that the annual expenditure on public procurement amounts to over \$7 billion which is 70 per cent of the annual development program (ADP) of the government. Bangladesh has been making sustainable efforts over the years to bring about a systematic change in public procurement environment. Now, the country has a good foundation of public procurement system that includes a well-functioning nodal agency, the CPTU; that regulates public procurement rule, related tools; an extensive capacity development program; a single electronic government procurement (e-GP) portal for the entire country; on-line performance measurement mechanism; a supported citizen engagement system; comprehensive strategy and BCC program to engage the stakeholders and create a change in the mind-set of stakeholders and citizens.

The objective of DIMAPP project is to improve public procurement performance and enhance capacity for implementation monitoring of development projects/programs through digitization.

The project includes four components: i. restructuring CPTU and institutionalizing e-GP; ii. enhancing digitization of public procurement; iii. professionalization of procurement and citizen engagement (CE); and iv. digitizing project implementation monitoring. A total of 32 Selected Public Sector Organizations (SPSOs) including four key target agencies (BREB, BWDB, LGED, RHD) that constitute the bulk of total public procurement are part of procurement management, monitoring and e-GP implementation.



BCCP has been engaged for the consultancy services on Behavior Change Communication (BCC) for DIMAPPP. This is the follow-up project of the “Social Awareness Campaign and Communication” which was implemented by BCCP under Public Procurement Reform Project (PPRP II). The overall objective of the BCC program is to strengthen and institutionalize the system and functions of various forms of strategic and stakeholder engagement communication across the public procurement practice in the country; and bringing about a positive change in stakeholders’ mind-set towards a sustainable procurement system to achieving DIMAPPP goals.

Applying the latest communication tools and techniques, BCC component will influence the mindset of the Procuring Entities, Bidders, civil society, media, policy makers, other stakeholders and general population.

A comprehensive Communication Strategy and Action Plan will be formulated under this assignment which will include face-to-face engagement and advocacy, Government Tenderer Forum, e-GP Workshops, facilitation of dialogues among the Procuring Entities and Tenderers; media sensitization and capacity development through round table discussion, media award; and mass media campaign to brand and promote e-GP like production and airing of TVC, TV Talk show, Digital and traditional billboards, digital and print materials; and coordination and providing technical support to CPTU.



Once implemented, these interventions are expected to contribute in making the public procurement system more transparent and reliable.

A number of activities have been planned with this component including formulation and implementation of a comprehensive Communication Strategy and Action Plan that focuses on face-to-face engagement, advocacy and dialogue facilitation with key stakeholders, development of message and materials to brand and promote e-GP, with Selected Public Sector Organizations and technical support to CPTU etc.



Efforts Towards Making A Tobacco Free Bangladesh by 2040



According to the Global Adult Tobacco Survey (GATS) Bangladesh 2017, tobacco use has significantly decreased between 2009 and 2017. Exposure to secondhand smoke in public places declined in restaurants; in indoor areas of work places; and in public transports. However, we have a long way to go and we must carry on with our efforts as the Prime Minister of Bangladesh has made a commitment to create a tobacco-free Bangladesh by 2040. In order to achieve the target, a roadmap must be developed with the tobacco control research component at the forefront to gather local evidence that contributes towards planning and implementing effective policies and programs in the country.

BCCP, in collaboration with the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health, USA is giving much importance to increasing research capacity and generating local evidence for effective tobacco control policy measures. The Tobacco Control Research Grant Program which is the first of its kind in Bangladesh was initiated in 2013 with 10 research grants. The outcomes of many studies since then were very encouraging, with important policy implications. Involving capacity building workshops covering the whole spectrum of the research process, the program is being implemented for five years now with an emphasis on engaging graduate student researchers. All Bangladeshi postgraduate students and established researchers aspiring to contribute to tobacco control are eligible to apply for the grant.

The overall objective of the research grant program is to increase research capacity, especially among young researchers, generate local evidence to support effective tobacco control measures in the country, and thus prevent death and disease from tobacco use.

To make the topics of the Research Grant Program most appropriate, they are selected through a Consultative Workshop with the major stakeholders including representatives from the Ministry of Health and Family Welfare, the National Tobacco Control Cell, Bloomberg Initiative partners and grantees, academics from different universities and medial colleagues.

BCCP has a highly experienced and dedicated team with both technical and managerial expertise to manage the grant program. The team nurtures grantees by providing mentorship at every step of research work, including questionnaire development, data collection, data management and analysis, and report writing. The team also provides mentorship while the researchers develop manuscripts and in other stages of their research work and recommends appropriate journals for publishing their paper. The team continues to provide mentorship even after the grant period is over.



As of 2017, seventy researchers including both established and graduate student researchers have been awarded research grants. Following each grant cycle, the research findings have been disseminated through scientific conferences. Representatives of the Government, the research community, Bloomberg Initiative partners and grantees, and the media attended the conferences. Print and electronic media covered the news of the conferences and published special news/articles on the individual research studies.

Different organizations working on tobacco control have been utilizing the research findings to design and implement Social and Behavior Change Communication and advocacy programs. On the other hand, some research studies have been published in national and international journals. The findings of some research studies have also been presented at national and international conferences. The research findings are also available at www.btcn.org.

As part of the institutional capacity building, the Institute for Global Tobacco Control (IGTC) and BCCP also organized a six-day Bangladesh Tobacco Control Leadership Program held in Cox's Bazar during July 28 to August 02, 2018. As part of the Bloomberg Initiative to Reduce Tobacco Use, the program aimed to develop and enhance leadership in countries experiencing the greatest burden of the disease and deaths from tobacco use by building the capacity to develop, implement and enforce effective tobacco control policy interventions. The Johns Hopkins Bloomberg School of Public Health organized the program in collaboration with the National Tobacco Control Cell, Ministry of Health and Family Welfare, Bloomberg Initiative partners and BCCP. A total of seventy-six participants representing officials from the Government of Bangladesh, academics from different public and private universities, representatives from non-government organizations and media agencies attended the program. Twenty-eight academics including five from outside Bangladesh were involved in conducting sessions.

After concluding the Bangladesh Tobacco Control Leadership Program, a High-Level Leadership Seminar was held in Dhaka on August 2, 2018 to share the major events of the Leadership Program and highlight future directions to curb the menace of tobacco related health hazards.

The battle is already on and the fight will have to continue to inspire smokers to stub out their last cigarette and help protect the community and themselves from several health hazards related to tobacco use.





A Platform Like No Other for the Tobacco Control Researchers

With the aim to provide a platform for and support to the potential tobacco control researchers in Bangladesh, the Bangladesh Tobacco Control Research Network (BTCRN) was launched in 2013 under the auspices of the JHSPH-BCCP Tobacco Control Project. BTCRN was established so that it could contribute to the ongoing efforts of the Tobacco Control Research Grant Program. Working as a regular, registered body, the Network acts as a unique platform for the tobacco control researchers to unite, share ideas, exchange views and seek mutual cooperation.

The overall objective of the Network is to promote and nurture a tobacco control research culture in Bangladesh, developing a local evidence-based research repository to enhance tobacco control policy development and its implementation in the country.

To expand its base, BTCRN offers both institutional and individual membership, including student membership. Any Bangladeshi university, institution, national and local NGO, government body, and individual who is interested in tobacco control and signs a declaration that they are in no way affiliated with the tobacco industry, including engaging in advertising or distribution of tobacco or tobacco-related products, can be a member of the Network.

As an important initiative, BTCRN is providing technical assistance to BCCP in implementing the Tobacco Control Research Grant Program and disseminating the research findings. It has developed a resourceful website to act as a research hub for tobacco control in Bangladesh. The key findings of the research studies conducted under the Tobacco Control Research Grant Program are made available on the website. The website also posts links to other research studies on tobacco control to be conducted by the in-country partners in Bangladesh. The website link is <http://www.btcn.org>





As the apex body, the Ministry of Health and Family Welfare is working to develop a roadmap to achieve the Prime Minister's vision of making Bangladesh tobacco-free by 2040. In order to achieve the vision, strengthening research capacity of the tobacco control researchers as well as creating a local evidence base should be considered as a priority agenda. BTCRN is ready to contribute towards this effort.

BTCRN aspires to attract many new members who can help to enhance the quality of tobacco control research. This is a unique platform and in order to continue its uniqueness, BTCRN is relentlessly working towards demolishing any obstacles coming its way so that it can widen its horizons and dig out the best quality research materials, the ultimate goal of which is to play a significant role in gradually making the society tobacco-free.





Creating Leaders to Address Social Issues



After pulling off a successful Student Leadership Development Program in Rajshahi, it was time for BCCP to prove themselves yet again in Chittagong. The response from Rajshahi was phenomenal as the participants continued the legacy of the program and satisfactorily contributed to various social service programs in Rajshahi and beyond after the program ended.

Having a great experience with Rajshahi program, BCCP under took another similar program in Chattogram called “Chittagong Student & Police Engagement-Student Leadership Development Workshop.” It was BCCP’s assignment to design and conduct a series of workshops to enhance student and police engagement as well as have a dialogue on violent extremism and radicalization with the participants, discuss what initiatives can be taken to prevent these very serious problems from appearing, encourage the growth of overall leadership capacity and good citizenship among college and university students in Chittagong. With approvals from Chittagong University, University of Science and Technology (USTC) and Chittagong College, the student participants were recruited from these educational institutions. The police participants were coordinated and selected by ICITAP.

The Student Leadership Development Workshops (SLDW) aimed to create a network where students and police can exchange ideas and communicate with each other; and empower students and student organizations to become key communicators and leaders on topics that promote peaceful and non-violent action, religious tolerance, pluralism and inter faith dialogue.

The guiding themes of the workshops and seminars were Patriotism and Vision for Bangladesh, Role of Youth in Community Development and Peacebuilding programs, Religious tolerance and Inter faith Dialogue, Leadership, Capacity Building and Skills Development etc.

The BCCP team have paid special attention on providing students with examples of successful conflict resolution or counter radicalization projects to learn from. Educators and celebrated individuals of the country have made time to come and speak to the participants about their experience in various other areas; and the participants were completely overwhelmed by their presentation skills.



Special mention must be made of the gripping and interesting seminars which took place at each participating institution. For each seminar, the workshop participants led discussions with the local community based on the themes addressed above. The participants of the seminar were diverse: Muslim religious leaders, secular leaders, youths, civil society leaders, selected government agencies and members of the Police force. The Participants of the SLDW were given an assignment to take up a particular social issue and take necessary action to control it. Some groups presented a drama to grab people's attention, some went directly to the victims of the social issue and some went to other educational institutions to gather more people to help them in controlling the social issue. Among the groups, the ten best participants were awarded a "community role model" badge to acknowledge their sincere efforts to create a solid and structured plan to benefit the society. These badges inspired the recipients to make a commitment to the BCCP team that they would continue to strive in helping the community by addressing social issues.

The efforts were genuine and the BCCP team has proved once again that the SLDW program can be best run by them. Hopefully, the journey has just begun with the fellow participants of Chittagong, and with time more and more good work will come out of them, to benefit the community and our country as a whole.



They too are Eager to Know.....

BCCP gained valuable experience while implementing the project “Promoting Equality in Madrasas Series”(PEMS). The task was to design and conduct a series of classes and workshops to improve the knowledge base for Qawmi madrasa students on topics such as civic education, peace and tolerance in order to foster social inclusion and encourage them to be more proactive in contributing towards social development.

The focus of the Program was to share the Qawmi madrasa students’ perceptions and preferences related to diversity; non-violent conflict resolution and inter-religious affairs; encourage capacity building for madrasa student organizations; create a network where madrasa students, university students and local leaders can exchange ideas and communicate with each other. To meet the objectives and focuses of the Program, the classes and workshops were guided by certain themes which were strictly followed by the facilitators. Themes like international relations, religious tolerance, community engagement, inter-faith dialogues were firmly in the minds of all the facilitators, which is why the classes and workshops were thoroughly informative yet precise.

The facilitators applied various types of communication techniques to make the sessions interactive. These were successful in stimulating madrasa students to open up and interact with their facilitators. Their vision and intellect was beyond imagination and the facilitators opined that it was a complete treat to take their sessions! Their bold answers and brilliant sense of humour were totally unexpected!



Almost for all the madrasa students – it was the first time that they performed on the same platform with other individuals representing various professions and educational institutions. All the facilitators unanimously stated that the performance of madrasa students was commendable. They took up the group work in a competitive spirit and performed exceptionally well.

One of the primary goals in undertaking the PEMS project was to march towards treating madrasa students as any other student who aims to do well and work for the country. Due to the program, even if it was over a short span of time - the madrasa students could boost their confidence and show their potential.

Acknowledging their potential and talents in further contributing to social growth, BCCP undertook the project “Promoting Equality in Madrasa Series” with a view to sharing some common concepts with the Madrasa students and encouraging them to be more proactive in their role in society.



Youths are the Change Makers : Nurturing Essential

Under a sub-contract with the Ohio University, BCC provided administrative, logistic and technical support to the UNICEF initiative to design and develop C4D classes and modules for public universities and to build the capacity of the faculty to plan and implement a five-day curriculum development workshop, a three-day workshop on research and a two-day meeting for deans and vice-chancellors to introduce the curriculum.



As per the plan, a 5-day Communication for Development Curriculum Design Workshop was held during June 24-28, 2018 at BCDM, Savar. The workshop was jointly organized by UNICEF, University Grant Commission (UGC) of Bangladesh, Ohio University, and BCCP. Technical and logistic support for the workshop were provided by BCCP through a sub-contract from the Ohio University. A total of 30 academics from public and private universities in Bangladesh who successfully completed the Introduction to C4D e-learning course attended the workshop.

The main goal of the workshop was to develop a module for a C4D curriculum at the undergraduate/post-graduate level that can be combined into one or more stand alone courses integrated within existing courses; and also adapted for non-credit training and professional development programs, e.g. for government and NGO staff.

The workshop was facilitated by the Ohio University team under the leadership of Dr. David H. Mould, Professor Dr. Emeritus, Media Arts & Studies, Ohio University.

The inaugural ceremony of a three-day Research Workshop on Communication for Development was held at a Hotel in Dhaka on 12 August, 2018. The UGC of Bangladesh and the UNICEF jointly organized the workshop to conduct research on child rights in higher educational institutions of Bangladesh. UGC Chairman Professor Abdul Mannan graced the function as the Chief Guest. Ms. Sheema Sen Gupta, Deputy Country Representative, UNICEF, Bangladesh, spoke on the occasion as the Special Guest.

Ms. Neha Kapil, C4D Section Chief, UNICEF, Bangladesh and Dr. Md. Fakhru Islam, Additional Director, ICC, UGC, among others spoke a few words. Academics from the Ohio University, 11 public and private universities of Bangladesh, officials from UGC and UNICEF, were among those present.

The UGC Chairman stated that the workshop played a significant role in designing a curriculum and conducting participatory research in C4D. He said children were the most precious resource of Bangladesh. "Bangladesh has a large number of young populations. We must take care of them. Because they are the change maker of our country", he added. The UGC Chairman also said "We have to ensure basic education to improve the livelihood of the marginalized children. We need to be careful about other rights of the children. He thanked UNICEF for arranging the time-befitting workshop for the children of Bangladesh. Ms. Sheema Sen Gupta said, the Bangladesh government was very committed to attain the SDG target to establish child rights. She also said that the collaboration with UGC was very important in addressing the question of child rights in Bangladesh.



Where Emotion Drives.....



Continuing the trend of utilizing its expertise in this region, Bangladesh Center for Communication Programs (BCPP) in collaboration with the Centre for Mental Health Law & Policy of the Indian Law Society, Pune; Trimboss Institute, Netherlands; SNEHA – Suicide Prevention Centre, Chennai; the Gujarat Institute for Mental Health (GIMH) & Hospital for Mental Health (HMH), Ahmedabad with financial support from the National Institute of Mental Health (NIMH), USA has been implementing a project titled ‘Suicide Prevention and Implementation Research Initiative (SPIRIT)’ in Mehsana District, Gujarat, India.

Suicide Prevention & Implementation Research Initiative (SPIRIT) in Bangladesh is a research partnership that aims to bridge the gap between scientific evidence and practice in suicide prevention and mental health interventions in India and Bangladesh by researching the implementation process of an integrated suicide prevention intervention in a community setting. It also empowers researchers and regional policy makers in South Asia to integrate evidence generated from the implementation of research on suicide prevention in policy making. This is an important area because the suicide rate is still high in many countries including Bangladesh. As we know, committing suicide is an emotion driven act. To address this problem, we are to focus on improving mental health along with some other areas.

As an initial step of the project, a four-day Annual Meeting of NIMH Scale Up Hubs was held at New Delhi, India. The Annual Meeting ensured an opportunity to bring together the 10 scale-up hubs funded by the National Institute of Mental Health (NIMH), USA for scaling up mental health interventions in low- and middle-income countries. Over the course of four days, representatives from each of the participating hubs discussed challenges in scaling-up evidence-based mental health interventions; tangible solutions to overcome challenges and barriers to scaling-up mental health interventions; and scope of collaboration among the different scale-up hubs.

Another important element of the project, capacity building activities, will be accomplished through workshops and training of mental health researchers from Bangladesh and India under an Implementation Science Fellowship Program. Other interventions will follow gradually.

It is expected that successful implementation of this project will play an important role to equip mental health researchers in the skills needed to develop and carry out implementation research as well as to prevent suicide attempts effectively through sustainable changes and improvement in mental healthcare.



Smart NID Card Gaining Popularity



The Identification System for Access to Services (IDEA) Project of the Bangladesh Election Commission (BEC) is developing a nation-wide identification system to provide verification services to core public and private sectors. The broad-based NID database established by BEC has widened the scope of citizens' identification and provided authentication services to the service providers both to the public and private sectors. The IDEA Project has moved towards enhanced biometric information and robust security features of the Smart NID Cards (National Identification Card) to comply with the international standard requirements.

Taking the new move into consideration, BCCP undertook a short-term Strategic Communication program which included three major tasks: (i) conducting a survey on Service Providers' perception; (ii) conducting a survey on citizens' satisfaction on NID services and Smart NID Card; and, (iii) producing video documentary on the history, needs and benefits of NID system and Smart NID Card.

The assignment was designed to produce appropriate tools for creating awareness among the people about the necessity and uses of Smart NID Cards. It also targeted the service providing agencies to sensitize them about the multiple applications and uses of NID authentication services.

As per the projection, BCCP conducted two separate studies to know the perception and experience of agencies and citizens with NID Smart Card. The first study was conducted on Service Providers' perceptions about the NID authentication services whom BEC signed Memorandum of Understanding (MoU) with, and the second one was conducted to know about the citizens' perception about the uses of NID services and Smart NID cards. Both studies were cross-sectional and conducted through quantitative approach covering all administrative divisions of Bangladesh to ensure wider coverage of population both in semi-rural and urban areas.

Based on the findings of the study, BCCP produced a 10-minute high quality video on NID System and SMART NID Card. The video includes visual information on the National Identification System; the registration process; needs/benefits of using the Smart Card, citizen's perception; interview of the policy makers and other important pertinent information about the SMART NID Card.

The Bangladesh Government has gained popularity for its drive to create a Digital Bangladesh. With the initiatives initiated by IDEA and BCCP, the citizens of Bangladesh have started hoping to flourish and stand head to head with the international world.



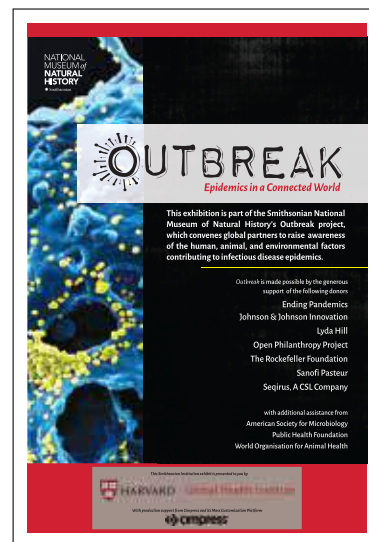
Exhibition on Epidemics

The exhibition titled “Outbreak: Epidemics in a Connected World” has been created by the Smithsonian’s National Museum of Natural History (NMNH) in Washington, D.C. This exhibition marks the 100th anniversary of the devastating 1918 influenza pandemic, which killed 50-100 million people or from 3-5% of the world’s population at the time.

The aim of this exhibition was to raise awareness on how infectious diseases affect humans, animals, and their environment, why infectious diseases emerge, how they spread, and where to look for the next one. In partnership with the Smithsonian Institute, the Harvard Global Health Institute (HGHI) planned to launch this exhibit in a more mobile form in Bangladesh and in many other countries around the world.

In Bangladesh, the mobile exhibition was arranged on the One Health Day 2018, which is generally observed each year in November. BCCP organized this exhibition in collaboration with the One Health Bangladesh as a part of One Health Day observance 2018. This year, the One Health Day was observed on November 10, 2018 when a seminar and a day-long exhibition at Sasakawa Auditorium of ICDDR,B were organized. One Health Bangladesh along with One Health Secretariat, the Department of Livestock Services, the Directorate General of Health Services, the Forest Department, the International Centre for Diarrheal Disease Research, Bangladesh and other partners celebrated this day in Bangladesh.

A number of scientific sessions including one on Communication and Advocacy took place at the event. In the second scientific session, presentations on “Outbreak Communication and Advocacy” and “Outbreak Exhibit” were made by BCCP. This session also consisted of panel discussion and interactive dialogues, where Dr. Be-Nazir Ahmed, National Consultant UNICEF, Mr. Mohammad Shahjahan, Director & CEO BCCP, Dr. Eric Brum, Team Leader, FAO ECTAD, Ms. Neha Kapil, Chief, Communication for Development (C4D), UNICEF Bangladesh and Dr. Hammam El Sakka, Team leader, Emergency Health Programs, World Health Organization took part.





Keeping Mothers Healthy..... Sustaining a Program is a Challenge

Women are gifted with the ability to carry a human inside their wombs. As much as it is a huge physical burden on the female body, it is also an overwhelming and emotional experience for women. BCCP has always been one of the flag bearers for working on various projects that dealt exclusively with maternal health, food and nutrition of children.

It was no surprise that BCCP yet again was engaged in a project named ENRICH with Nutrition International, formerly known as 'Micronutrient Initiatives'. ENRICH aims at - Enhancing Nutrition Services to Improve Maternal and Child Health. In Bangladesh, ENRICH was implemented in the district of Thakurgaon. It was expected to directly benefit pregnant and lactating women, new-borns and young children under five.

The main objectives were to conduct a review of existing training manuals and trainers' guides for basic nutrition content, specifically related to maternal, new-born and young children nutrition and micronutrient programs for frontline health workers in Bangladesh. Along with that, a training manual and trainers' guide for local use in Thakurgaon district were prepared. A total of 5 days training for master trainers at national level on the use of the manual was also one of the objectives of this project.



To be specific, BCCP single-handedly developed a policy brief report on nutrition through desk review and analysis of nutrition-related documents; developed and designed a comprehensive national Training Manual with trainers' guide on basic nutrition for the front-line health workers; and conducted a 5-day training program for master trainers who were high officials/health personnel from the Ministry of Health and Family Welfare (MoHFW), Directorate General of Health Services (DGHS), Directorate General of Family Planning (DGFP) and the Institute of Public Health and Nutrition (IPHN).

These programs run by BCCP, along with many other pre-designed activities accomplished by many other organisations, definitely contributed in further improving maternal and child health in the country. What is important here is to sustain such programs over a long period of time.



The Burden of Non-Communicable Disease Must be Reduced



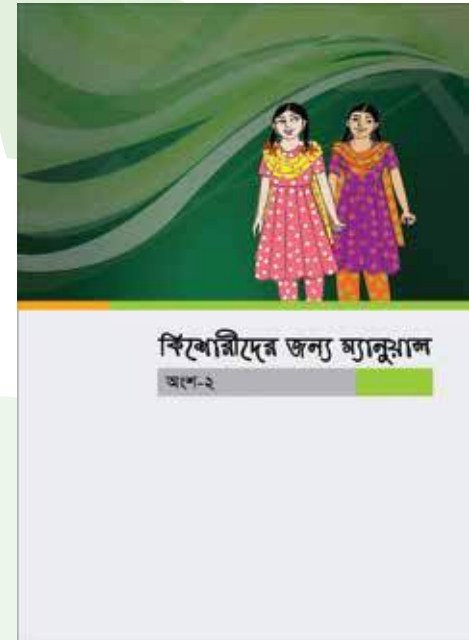
BCCP gained a good experience working with the Non-Communicable Disease Control Program (NCDCP) of the Directorate General of Health Services (DGHS) in its efforts to control non-communicable diseases in the country. Under an agreement, BCCP designed an intervention strategy for NCDCP and assessed the effectiveness of community-based intervention for adoption in the NCD prevention and control strategies to reduce the magnitude of NCD and its associated modifiable risk factors of NCD. Prior to development of the strategy, a survey with 5,623 sample size was conducted in rural Bangladesh. The survey sites for this assignment were located in the eight administrative divisions of Bangladesh. From each division, one district was chosen. From each district, remote areas among the upazila were considered for the survey sites.

Besides that, two hundred In-depth Interviews (IDI) at Upazila level and One Future Search Conference (FSC) were conducted in one Upazila of each of the Eight Administrative Divisions of Bangladesh. A Draft Intervention strategy including implementation plan was developed based on the findings of the Survey. Findings from the Survey and the Draft Intervention strategy including implementation plan were presented in a conference organized at the Conference room of DGHS. A good number of Public Health Professionals & Academicians including the Line Director of Non-communicable Disease Control Program attended the Conference. The participants reviewed the findings, exchanged views and gave feedback.

Incorporating the feedbacks from the dissemination conference of the final Survey report, the final version of the NCD risk reduction intervention strategy was developed and handed over to NCDCP authority for further actions. Once the suggested follow-up actions are taken, the burden of non-communicable diseases in the country is expected to reduce to a great extent.



Not to Wed, but to Play....



She is a mother, a wife, a sister – but first a human being just like anyone else. As a nation that has witnessed a decline in gender disparity, Bangladesh may have some hope that with time – the very idea of forcing children and adolescents to marry will take an exit from the minds of parents. As an initiative to help the victims of child marriage, Bangladesh Center for Communication Programs (BCCP) was awarded a contract to provide services for 'Development of Activity and Training Manual for Tipping Point Bangladesh' through a competitive bidding process. The contract between CARE Bangladesh and BCCP was signed in February, 2018 and came into effect from the 24th day of the month.

CARE's Bangladesh Tipping Point project is linked to four core design pillars which have an impact in the lives of adolescents. The project focuses on identifying the root causes of early and forced child marriage (CEFM) and facilitates innovative strategies to create alternative paths for adolescent girls in Nepal and Bangladesh.

The objective of the assignment was to coordinate with the Global Package Developer in finalizing the content outline, develop a Bangla language manual (or set of manuals) with detailed sessions for each of the Tipping Point Boundary Partners as well as a corresponding Training of Facilitators schedule and guidelines.

As part of the assignment, professionals from BCCP attended a week-long residential workshop organized by CARE Bangladesh to know the details of the project and interact with past and future implementing partner NGOs. BCCP worked closely with TIPPING POINT project professionals in finalizing the content outline for the Training Manuals for Adolescent Boys, Adolescent Girls, Mothers, Fathers, Religious Leaders and Community Influential persons. BCCP also developed Training Manuals in Bangla for the Adolescent Girls based on the manual developed by an international consultant of CARE Bangladesh.

BCCP aspires to indulge in further assignments which contribute in the downfall of early and forced child marriages in the society. Children are fragile and adventurous, it is the responsibility of the society to allow them to retain their childlike qualities and not drag them to the wedding halls. To make this happen, we have to implement more focused interventions.



Developing Capacity of Frontline Workers and Key Influencers for Emergency Responses



The Center for Communication Programs (CCP), part of the Johns Hopkins Bloomberg School of Public Health, supported UNICEF to address rapid capacity development of frontline workers and key influencers for emergency responses. In this regard, CCP developed and rolled out a needs-based training package on Interpersonal Communication (IPC) skills in association with its local partner, BCCP.

The objective of this project was to develop a comprehensive and cascade style training package to boost master trainers' knowledge and skills in IPC and community engagement so that they can equip frontline workers and volunteers, support the development of key life-saving materials and training content based on the needs on the ground, develop a functional coordination between the Communicating with Communities (CwC) working group and the BCC coordination committee for a concerted effort to address Rohingya issues.

Some of the major accomplishments of the project was a manual for a 3-day training program on Interpersonal Communication (IPC) Skills for the front-line health workers designed and developed through Training Needs Assessment with the approval of UNICEF. A set of messages on 5 key issues like health, WASH, nutrition, education & child protection and Gender-Based Violence & psycho-social support were developed and pretested. Based on these prioritized issues, a messages matrix was developed focusing on the target audiences and core messages which need to be disseminated among the target groups. While developing the messages, the current practices & behavior of the Rohingya people, their social context, information needs and currently available messages in the camp were considered.

A 3-day TOT was organised on IPC skills in six batches and one refresher training course for the UNICEF partner organizations from March 9-20, 2018 was also held at Cox's Bazar. Mr. Patrick Coleman, COP, UJJIBAN, Ms. Neha Kapil, Chief, Communication for Development, UNICEF. Mr. Saiful Islam Chowdhury, Chief Executive, PULSE, Mr. Shah Alam, Technical lead, BRAC, Mr. Paryss Kouta, Mr. Nana Azia Garbrah-Aidoo, Mr. Mohammad Alamgir, Mr. Mousumi Tripura, Ms. Ambreen Khan, Mr. Sarder Arif Uddin, representatives of UNICEF were present and delivered speeches during the TOT.

It is hoped that the Master trainers (who received TOT) will smoothly conduct training for model mothers and youth volunteers which will ultimately benefit the Rohingya community.



23rd Advances in Strategic Communication Workshop Held



BCCP's 23rd Advances in Strategic Communication Workshop was held from 03 March to 15 March, 2018. Sixteen communication professionals from different Government Directorates, NGOs and private organizations participated in this two-week long workshop.



The workshop is modeled after the annual Leadership in Strategic Communication Workshop, which is conducted by the Johns Hopkins Center for Communication Programs (CCP), Baltimore, USA. BCCP organizes this workshop to promote more effective and state-of-the-art communication programs by enhancing the capacity of the program planners, designers, and implementers. The workshop is designed for senior to mid-level program managers and concerned professionals.

Like every year, the BCCP team explored the essential elements of successful communication in the context of social development programs during the workshop sessions. These sessions proved to be critically important in making a positive change in the communication related behavior of professionals concerned with implementation, management, and supervision of BCC activities. The workshop was an exclusive opportunity for the professionals to receive comprehensive training in SBCC. The highly participatory approach of the workshop helped develop effective advocacy, social mobilization, and program communication strategies while strengthening the ability to implement dynamic communication programs.

BCCP has been conducting this workshop to develop the speaking skills of individuals who have the ability to lead but are hesitant to speak up. Alumni of the workshop from the previous courses have expressed their gratitude towards the facilitators whose gripping and informative sessions have helped them in their professional lives to communicate in better ways.

The workshop participants carry with them the friendships that grew between them and the BCCP team members who have worked tirelessly to make their experience worthwhile. The workshop continued for fifteen days without any breaks at weekends and so the intimacy that developed was quite obvious. BCCP achieved their goal by hosting and conducting yet another successful Advances in Strategic Communication Workshops that added to the pool of communication professionals in the country.



BCCP's Cornerstones of Success

Over a span of two decades, BCCP built itself from the ground up. As a learning organization, building on its experience as the country office of JHU.CCP, BCCP emerged as a vanguard in the field of Strategic Communication employing innovative community mobilization activities, orchestrating media campaigns, policy and local advocacy; integrating ICT based applications. Concomitant to these, BCCP pioneered the enter-educate approach in Bangladesh and utilized it to capture and retain the attention of the audience to induce positive behavior change thereby achieving the program objectives.

To name but a few of the symbols that turned as BCCP's success story and paved its journey forward:



The Green Umbrella logo campaign brought integrated MCH-FP services together and thus symbolized the Umbrella. As a result, health and family planning service centers provided integrated services at the doorsteps.



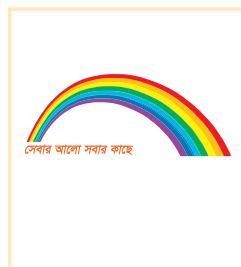
The emergency obstetric care (EOC) logo linked people and EOC health centers to save lives of pregnant women. Multi-million copies of the EOC pictorial card containing danger signs in pregnancy were printed and distributed by numerous agencies. The pictorial card soon became a national card.



The *Surjer Hashi* logo brands the largest consortium in Bangladesh promoting service sites and healthy behavior supporting GOB HNP program. The program covers millions of people through its static clinics and satellite clinics branding the logo.



The *Nijeke Jano* logo through the Adolescent Reproductive Health (ARH) Campaign symbolizing a historical landmark that ushered a healthy life for adolescents in the country. The ARH toolkit containing booklets, facilitation video and comic books were replicated several times over by GOB, UNICEF, UNFPA, SAVE and other INGOs marking the beginning of adolescent friendly services.



The Rainbow logo stands as a symbol of quality primary health care services for the urban population in Bangladesh. Promoted through well-orchestrated campaigns both at central and local levels, this brand now links the health service seeking urban population, specially the poor including women and children, with the service centers of the Urban Primary Health Care Services Delivery Project run through public-private partnership under the guidance of the Local Government Division.



Who we are

We are a leading strategic communication organization providing one-stop services for the social development sector, both in Bangladesh and in the Asia region.

We emerged in 1996 as the successor to the Bangladesh office of the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (JHU.CCP), USA.



What we do

We empower people through strategic communication to build a society that enables a healthy, poverty-free better life.

How we work

- Listen to our audience
- Plan and implement strategies
- Innovate
- Inspire people
- Build synergy
- Produce results



Our areas of expertise

- Communication research
- Strategy development
- Brand development
- Mass and social media campaigns
- Communication tools and materials development
- Advocacy and Community mobilization
- Entertainment-education
- Knowledge management
- Monitoring and Evaluation
- Capacity strengthening for strategic communication

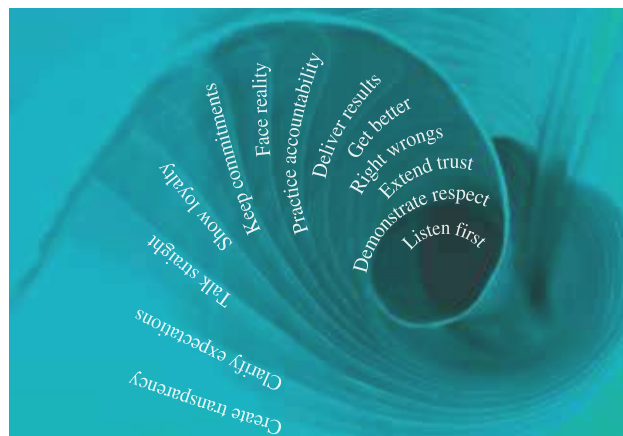




We follow

13 professional behaviors of highly effective people

- Listen first
- Demonstrate respect
- Extend trust
- Correct mistakes
- Get better
- Produce results
- Practice accountability
- Face reality
- Keep commitments
- Demonstrate loyalty
- Talk professionally
- Clarify expectations
- Create transparency



Courtesy: Stephen M.R. Covey & Rebecca R. Merrill, *The Speed of Trust*, Free Press, New York, Feb 2008



The "P" process is a tested and proven communication project planning process, and an effective tool for designing and implementing scientific and behavior-oriented programs.

Courtesy: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (JHU.CCP)

Operating from its own premises, BCCP has established a strong portfolio of successful projects, covering a wide range of issues with diversified funding sources.



Composition of BCCP's Executive Board

Dr. A. Majeed Khan
President
Eminent Educationist

Mr. Ali Ashfaq
Treasurer
Renowned Chartered Accountant

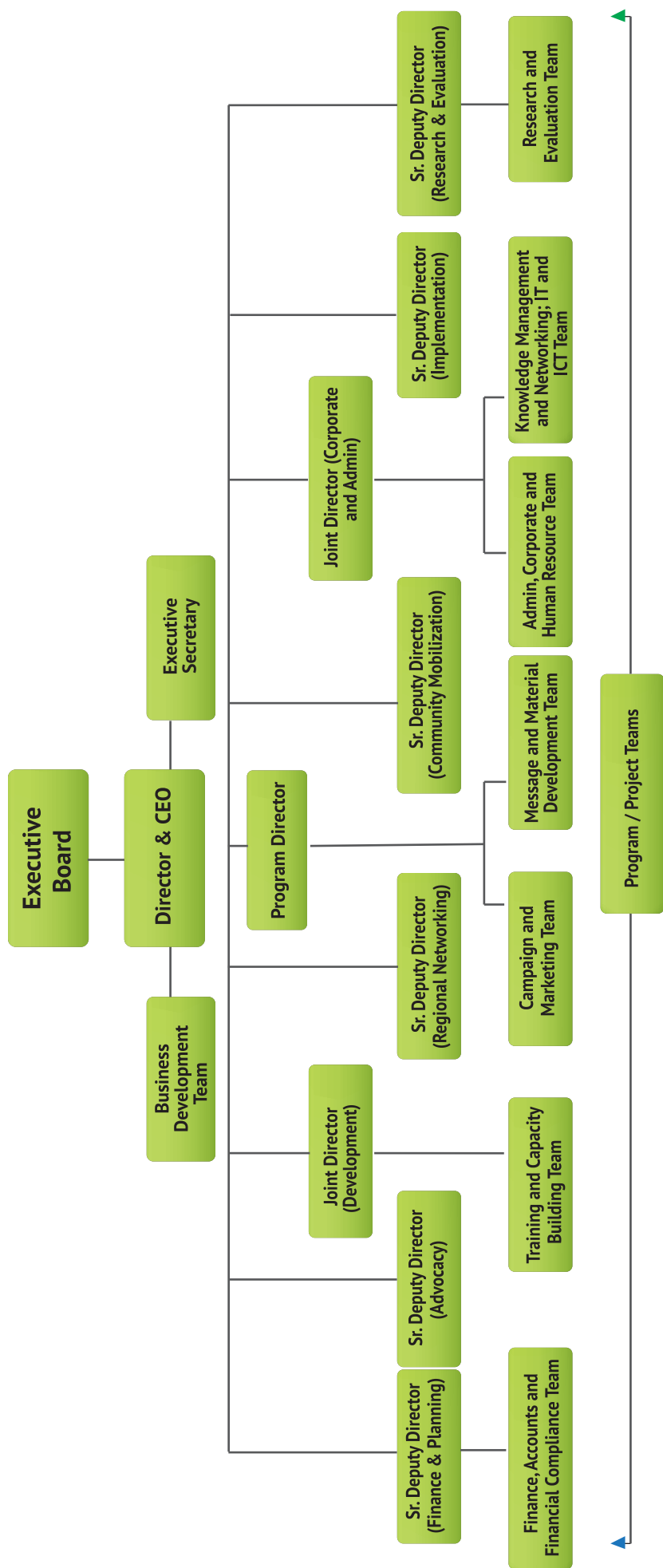
Mrs. Gule Afruz Mahbub
Member
Renowned Gender and Reproductive
Health and Family Planning Program Specialist

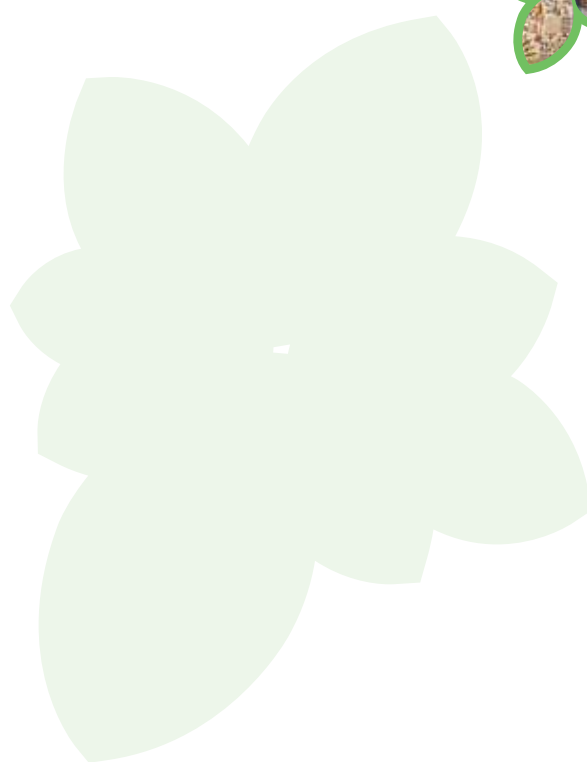
Mrs. Mahmuda Chowdhury
Member
Social Development Specialist

Mr. Mohammad Shahjahan
Member-Secretary
Management and Communication Specialist



BCCP Organogram





BCCP's Senior Professionals and Expertise

Mohammad Shahjahan
Director & CEO
Communication Policy, Strategic Design and
Management Specialist

Key Program Professionals

Dr. Zeenat Sultana
Acting Program Director
Advocacy, Program Management and Implementation

A. K. Shafiqur Rahman
Joint Director (Development)
Program and Organizational Development, Capacity Building

Dr. Nazrul Haque
Senior Deputy Director (Implementation)
Program Implementation, Emerging and Re-emerging Diseases

Khadija Bilkis
Senior Deputy Director (Community Mobilization)
Community Mobilization, Program Management and Implementation

Dr. Shahida Haque
Senior Deputy Director (Research & Evaluation)
Research Design, Program Evaluation and Result Dissemination

Dr. Md. Shahidul Alam
Deputy Director (Training)
Capacity Building, Project Implementation



Dr. Md. Kapil Ahmed
Deputy Director (Research & Evaluation)
Research Design, Program Evaluation and Statistical Analysis

Meher Afroze
Deputy Director (Program & Gender)
Program Implementation, Gender Issues

Dipak Kanti Mazumder
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to MoHFW

Dr. Tofail Md. Alamgir Azad
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to IEM, DGFP

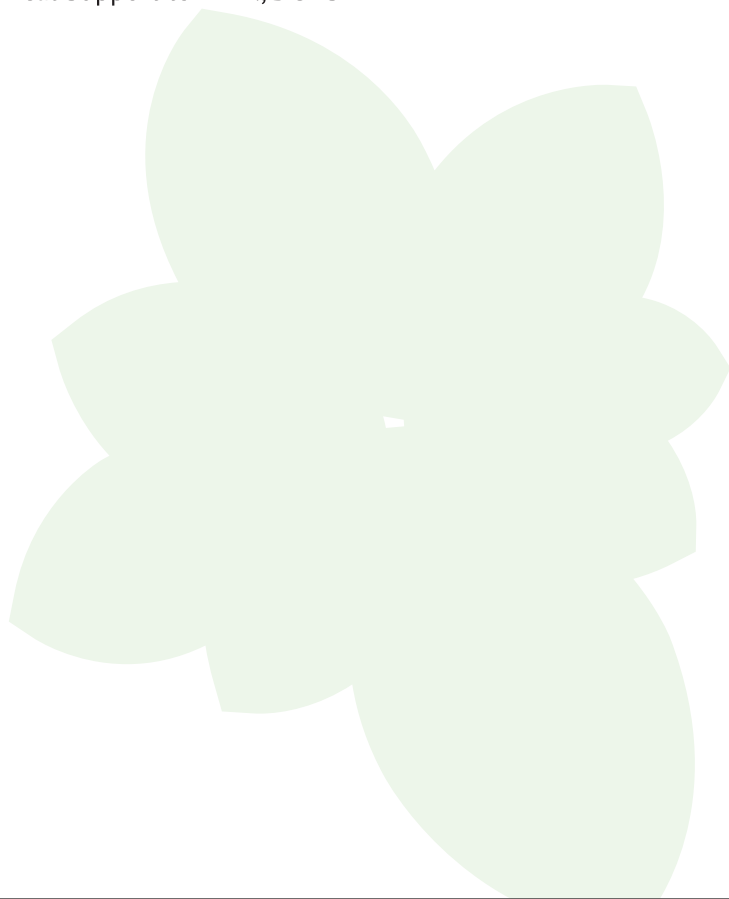
Dr. Md. Saikul Islam Helal
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to BHE, DGHS

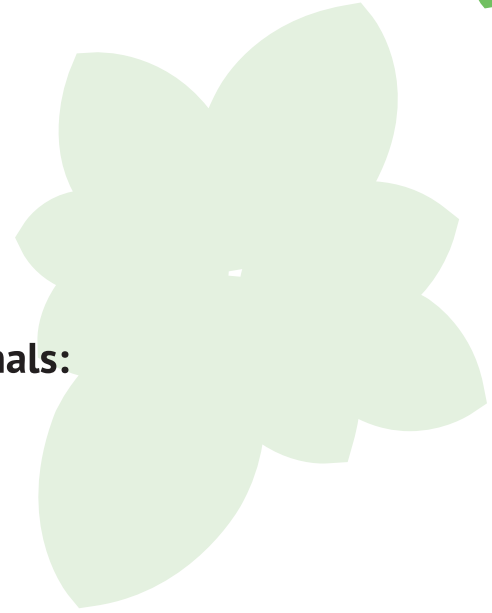
Khandoker Abu Jafor Md. Saleh
Senior Communication Specialist
Program Conceptualization, Communication & Technical Support to IPHN, DGHS

Badal Krishna Halder
Assistant Director (Training)
Capacity Building, Program Management

Mohammad Shamimul Islam
Assistant Director (Program)
Program Management and Implementation

Abu Hasib Mostafa Jamal
Assistant Director (Program)
Program Management and Implementation





Key Corporate, Finance & Admin. Professionals:

Md. Motaherul Haque
Joint Director (Corporate)
Corporate Affairs, Program Management

Mohammad Yousuf
Senior Deputy Director (Finance & Planning)
Financial and Accounts Management

Jahangir Hossain Sharif
Deputy Director (Business Development)
Program Conceptualization, Coordination and Proposal Development

Biman Barua Chowdhury
Deputy Director (Administration)
Program Support and Administrative Management

Md. Ahsan Ullah
Assistant Director (Finance)
Accounts and NGOAB Matters

Maloy Biswas
Assistant Director (Contract & Audit)
Contract, Accounts and Audit

Kazi Jamal Hasan
Assistant Director (Administration)
Program Support, Logistics, Maintenance



Contribution of BCCP to Bangladesh Government Exchequer

SL #	Particulars	Financial Year 2017-2018		Financial Year 2016-2017	
		BDT	USD	BDT	USD
1	Tax Deduction at source by third parties	775,013.00	9,451.38	1,985,594.00	24,819.93
2	Tax Deduction at source from third parties	1,242,157.00	15,148.26	5,391,533.00	67,394.16
3	Tax Deduction at source from staff salary	2,824,667.00	34,447.16	3,433,382.00	42,917.28
4	VAT Deduction at source by third parties	2,123,556.00	25,897.02	6,002,643.00	75,033.04
5	VAT Deduction at source from third parties	2,524,433.00	30,785.77	16,145,345.00	201,816.81
Total :		9,489,826.00	115,729.59	32,958,497.00	411,981.21



Auditor's Report

AHKC
AZIZ HALIM KHAIR CHOUDHURY
Chartered Accountants
Exclusive Correspondent Firm of PKF International

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Corporate Office :

House # 64 (1st & 2nd Floor), Road # 12A

Dhanmondi, Dhaka-1209

Independent Auditors' Report To the Members of the Executive Board of Bangladesh Center for Communication Programs (BCCP)

We have audited the accompanying Consolidated Financial Statements of **Bangladesh Center for Communication Programs (BCCP)** which comprise of the Consolidated Statement of Financial Position as at 30 June 2018 and related Consolidated Statement of Income and Expenditure and Consolidated Statement of Receipts and Payments for the year ended 30 June 2018 and a summary of significant accounting policies and other explanatory information.

Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these Consolidated Financial Statements in accordance with Bangladesh Financial Reporting Standards (BFRSs). This responsibility includes, designing, implementing and maintaining internal control relevant to preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in circumstances.

Auditors' responsibility

Our responsibility is to express an opinion on these Consolidated Financial Statements based on our audit. We conducted our audit in accordance with Bangladesh Standards on Auditing (BSAs). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstance, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

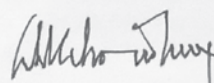
Opinion

In our opinion, the Consolidated Financial Statements referred to above give a true and fair view of the financial position of the organization as at 30 June 2018 and its financial performance for the year then ended in accordance with Bangladesh Financial Reporting Standards (BFRSs) and comply with the applicable laws and regulations.

We also report that

- a) we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit and made due verification thereof;
- b) in our opinion, proper books of account have been kept by the organization management so far as it appeared from our examination of those books; and
- c) the organization's Consolidated Statement of Financial Position and Consolidated Statement of Income and Expenditure dealt with by the report are in agreement with the books of account.

15 November 2018
Dhaka


Aziz Halim Khair Choudhury
Chartered Accountants

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Block-A, Section-11, Mirpur
Dhaka-1216, Bangladesh.

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