

In Strategic Communication-  
**To change others**  
we may have to change  
**ourselves first!**



## ANNUAL REPORT 2021-2022



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

# 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
- SBC 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

# CUTTING EDGE

## From the CEO's desk



One of the secrets of success is to learn to handle the changes coming our way. Change allows us to move forward in life and experience new and exciting things. To meet the ever-changing requirements of the fast-moving world in general, and the development sector in particular, any dynamic organization needs to bring matching changes within it to move forward sustainably. As an ever-learning organization, BCCP always adopted appropriate policies that encouraged the employees to embrace change at every juncture of its journey to move forward.

As part of its major thrusts, BCCP has been designing and implementing communication and capacity building projects with support from different donors and stakeholders for the last 26 years. The journey was not always smooth. We had to face different global and local challenges, but we barely stumbled. We coped with every situation and changed our role as per the requirements of the projects to ensure desirable outcome of the projects and assignments. For example, to cope with the worldwide changing scenario caused by COVID 19, BCCP very nicely responded to that by adopting more digital, social, and youth-friendly approaches. We believe that responsibilities need to be gradually shifted upon the younger, tech savvy generation blending it with the expertise from the experienced group.

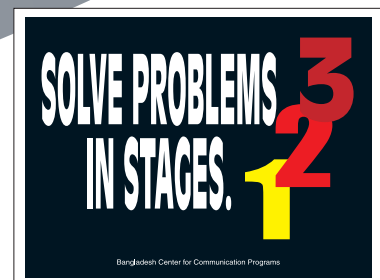
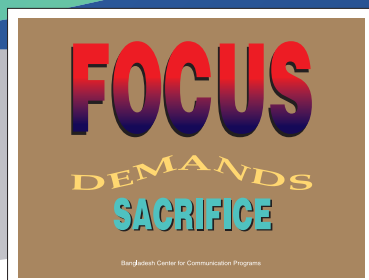
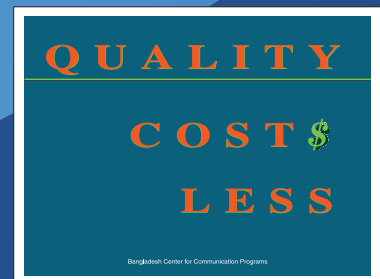
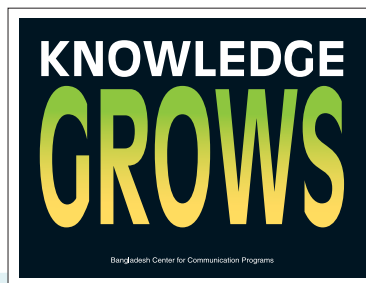
The use of theory-based, process-oriented, and results-driven Strategic Communication has been a sustained practice of BCCP. In doing so, BCCP has worked with the Government of Bangladesh and other national and international development partners for improving operation of the health system, promoting Public Procurement reforms for better transparency in the procurement system, promoting social cohesion in the humanitarian context, SBC capacity strengthening of partners and stakeholders, contributing to climate change and health through promoting energy efficiency and making the concerned professionals ready for any adverse situation. At the same time, empowering women and trying to build women entrepreneurship into the local economic development system and materializing protection of vulnerable groups from Sexual Exploitation and Abuse are other areas worth mentioning. BCCP has been implementing these different projects capitalizing on technological advancement keeping the focus on capacity building, awareness raising, and behavior change of the target groups.

Striving for a tobacco-free nation has been a significant contribution to society. By building capacity and leadership of the youths and other beneficiaries, BCCP is contributing to the formation of a vibrant future generation for the country with sound mental health. BCCP has always placed high importance on client satisfaction. Since service quality determines client satisfaction, we ensure competency and efficiency within our team by strengthening the professional staff pool with expertise in the desired fields to maintain the highest quality. In realizing its objectives, the organization has always been receiving important guidance from the Executive Board. With such guidance, the organization will continue to grow further.

Keeping the inevitability of change in mind, we have adopted a Transformation Plan and we sincerely believe that with the readiness of the professional group, we will continue to rise and contribute further to the socio-economic development of the target beneficiaries, the society, and the country.

Mohammad Shahjahan  
Director & CEO







## *The* **EXECUTIVE BOARD** OF BCCP

Over the years, Social and Behavior Change (SBC) has duly gained importance in bringing desired success in the social development programs. This has been an established fact that SBC has to be regarded as the 'driving wheel', not the 'spare wheel' while planning and implementing programs that aim social development involving people. BCCP's long presence and valuable contributions in this field is well-known among the stakeholders who are working in programs having SBC as a component. BCCP could earn this image as it could constantly pursue the policy of 'no compromise with quality' while designing, implementing, monitoring, and evaluating strategic communication programs.

During its long journey, the organization developed several strategic communication strategies for many Government and Non-Government organizations, planned and implemented many large-scale, national level strategic communication programs, developed behavior change communication capacity of a huge number of national and international professionals and produced enough evidence-based results of communication programs through well-designed research programs that helped the policy makers to design effective SBC programs. All these have been instrumental in positioning BCCP as the leading, one-stop communication organization in the country and in the region.

In its journey forward, BCCP faced many challenges at different times. BCCP overcame each of those by adopting appropriate strategies and consolidating its strength further. This has been possible as the organization always gets proper guidance, suggestions, and support from its capable, efficient and highly experienced Executive Board. Comprised 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 regularly reviews the organization's overall performance and provides proper guidance that encourages BCCP to move ahead with programs that help to achieve national goals by shaping people's behavior in the right direction. Mr. Ali Ashfaq, Treasurer, and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury, Members of the Board, have all through played a crucial role in ensuring the remarkable performance of the Board.

In view of the current challenges, BCCP now needs to further diversify both its areas of operation and donor-base. For this, the organization has focused on putting emphasis on the new generations, bringing more innovations in its programs, and applying the latest ICT-based technologies. BCCP has long experience in dealing with situational demands and capitalizing opportunities, which is a great intangible asset that will help the organization to move forward and achieve further success. For attaining this stage, we owe immensely to all the dedicated staff members, the respected Members of the Executive Board, and specially to the President of the Executive Board, Dr. A. Majeed Khan, whose experience, expertise, wisdom, and leadership were vital in the journey of the organization to achieve its mission and vision.

## Ujjiban makes a difference within MoHFW to sustain SBC Interventions

The Bangladesh Center for Communication Programs (BCCP) was entrusted with the Capacity and System Strengthening (CSS) component of the USAID Ujjiban Social and Behavior Change Communication (SBC) project for the period of October 2017 – September 2022. BCCP closely coordinated with the Ministry of Health and Family Welfare (MoHFW) and its relevant Units throughout the project duration, and in the final year, the project focused on building the SBC capacity and improving the Unit's systems and providing input on the SBC strategy, SBC tools, training, and supportive supervisions needed to ensure sustainable impact of SBC programs on health, population, and nutrition areas.

The capacity-strengthening work of Ujjiban project by BCCP was built around the process of institutionalizing and scaling up the use of standard SBC tools in the government health system. Over the past four years of the project, Ujjiban laid a strong foundation within the relevant MoHFW Units and the Public Health (PH) wing for the execution of high-quality SBC programs, focused on building relationships, providing technical assistance, and strengthening the capacity to independently manage the SBC tools and techniques introduced to roll out SBC activities; and in the last two quarters of the final year, BCCP and the project focused more on scale-up and strengthening monitoring systems to ensure sustainability.

### SCALE UP THE USE OF SBC TOOLS:

Ujjiban transferred the skills and institutionalized systems to sustain the use of SBC digital tools introduced within MoHFW system. As part of that, BCCP conducted hands-on skills transfer training on the use of online SBC material submission application (OSMA) for the officials of relevant Units and MoHFW; and equipped them with a user guidebook as a ready reference.

BCCP provided support to conduct a series of ToTs on digital resource use to scale-up the activities in new districts by the Units i.e., Information, Education, and Motivation (IEM) Unit of DGFP, and Bureau of Health Education (BHE) of DGHS and rolling out basic training on the use of eToolkit by the frontline service providers. The team followed up with the digital resource users and provided support as needed; conducted refresher trainings for the field-level troubleshooter teams to reinforce the availability of troubleshooting support and provided them with a frequently asked questions (FAQs) guidebook.

The team also provided refresher training on the use of the SBC Activities Monitoring Checklist for Supervisors (SAMCS application) for 275 frontline supervisors (Assistant Health Inspector, Family Planning Inspector) of the 12 pretesting Upazilas. The team also provided support in conducting the scale-up evaluation of 3 capacity and system strengthening efforts - eToolkit, SAMCS application for the frontline supervisor, and SBC Coordination.



### 5-year plan for scale-up:

Year 1: Introduce SBC processes and tools, and provided technical assistance needed for the adoption.

Year 2: Advocate with relevant units' officials for allocation of adequate resources for SBC and fostered coordination for joint planning and implementation.

Year 3: Initiate transfer of skills from national to regional levels and developed units' monitoring capacity.

Year 4: Reinforce skills transfer efforts and facilitated MoHFW to take up the ownership of Ujjiban's digital tools introduced.

Year 5: Expand the scale-up activities using units' resources, strengthened monitoring systems to ensure sustainability, and improved coordination & leadership at the MoHFW and among SBC stakeholders.





**ROLL OUT OF INTEGRATED “School Health Population Nutrition Education Package”:** The School HPN Education Package (SHPNEP) was launched in January 2022 by MoHFW, making it available to stakeholders for health education in schools. The event was attended by senior officials from the MoHFW directorates and representatives from development organizations and NGOs. The package covered issues relating to adolescent health and nutrition, sexual and reproductive health, child marriage and gender, substance abuse, accidents and trauma, early childhood development, and common diseases. BCCP provided significant technical assistance in developing this comprehensive and unified curriculum for health education at schools. A circular was issued from MoHFW to implement the SHPNEP within all relevant operation plans.

Ujjiban built a trainer’s pool of 200 GO-NGO stakeholders by conducting a series of Training of Trainers (ToT) to roll out training on the use of SHPNEP and provided hands-on support to facilitate basic training by them for the frontline service providers of DGFP and DGHS at 24 districts. It is envisioned that this training generously contributed to enhancing the knowledge and skills of trainee participants in SHPNEP sessions and equipped them to facilitate better school-level orientation on the SHPNE package.

**SUPPORT TO SBC PROGRAM IMPLEMENTATION:** As an implementing partner of the Ujjiban project, BCCP provided technical assistance to MoHFW SBC-focused sections – namely the IEM Unit, the National Nutrition Services (NNS) Unit, and BHE – for transferring skills to implement high-quality SBC programs. The program activities included - Message Development Workshop of DGFP to develop messages on FP, maternal and adolescent health for promotion through different media; rolling out Pre-Marital Counseling training for the Marriage Registrars, Imams, Priests, and field-level service providers in 18 districts; designed the nationwide Family Welfare Service and Campaign Week, National Nutrition Week activities, interactive live program on nutrition in mass media, and programs for observing special days specifically World Population Day, World Health Day, World Breastfeeding Week. Ujjiban also strengthened the capacity of the Units on the use of a virtual platform in the SBC program and training interventions.

**LEADERSHIP AND FUNCTIONAL COORDINATION:** One of the key focuses of Ujjiban was to strengthen the leadership skills of the program managers. Keeping this in mind, BCCP provided training to the Units and district-level FP and Health managers of Chattogram and Sylhet divisions on the Leadership and Coordination cascaded training module. Related DGHS and DGFP Units and divisional-level managers were also oriented on Community Mobilization and Engagement Curriculum for its use by the Units in their program. To institutionalize the functional coordination in SBC program implementation, Ujjiban continued to provide technical assistance to the Units and Public Health wing of MoHFW to organize Health Population Nutrition SBC Coordination Committees meetings – namely central and divisional BCC/SBC working group, National SBC Implementation Committee on a regular interval to facilitate SBC program coordination.

**PROJECT CLOSE-OUT:** Ujjiban conducted a planning workshop to outline the project close-out plan; accordingly developed a video on capacity and system strengthening (CSS) activities overview; prepared a brief on project lessons learned, compiled all the deliverables (tools and products) for handing over to the Units, and showcasing the Ujjiban project outcomes and sustainability plan through USAID Ujjiban’s Learning Festival that was held in August 2022 with 400 GO-NGO stakeholders.

## Striving for transparency and better system in the Government Public Procurement Process of Bangladesh

The Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP) is promoting Electronic Government Procurement (e-GP) and contributing to create a transparent public procurement culture in the country. The Central Procurement Technical Unit (CPTU) of the Ministry of Planning has been implementing the DIMAPP Project with support from the World Bank to improve public procurement management and enhance capacity for monitoring and implementation of various projects under Annual Development Program (ADP) with four components - Restructuring CPTU and Institutionalizing e-GP; Enhancing Digitization of Public Procurement; Professionalization of Procurement and Citizen Engagement (CE); and Digitizing Project Implementation Monitoring.



Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP)  
Central Procurement Technical Unit (CPTU)  
Implementation Monitoring & Evaluation Division (IMED)  
Ministry of Planning



THE WORLD BANK  
IBRD • IDA



Bangladesh Center for  
Communication Programs (BCCP)

Bangladesh Center for Communication Programs (BCCP), as the communication consulting firm, has been carrying out Behavior Change Communication (BCC) program of the DIMAPP Project for a long time. The objective of the SBC activities is to strengthen and institutionalize systems and functions of strategic communication for stakeholders' engagement within the public procurement practice. The SBC program has already started bringing changes to the mindset of Selected Public Sector Organizations (SPSOs) and thus is contributing to ensuring efficient public procurement management and monitoring in line with the objectives of DIMAPPP.

### e-GP Awareness Workshops:

During the periods of late 2021 and early 2022, BCCP successfully organized and conducted eight e-GP awareness workshops in eight different districts (Tangail, Manikganj, Sunamganj, Chuadanga, Dinajpur, Kishoreganj, Patuakhali and Cox's Bazar). Deputy Commissioners of the respective districts were present as chief guests.

Different high officials from CPTU, IMED, Ministry of Planning chaired the workshops and delivered speeches and facilitated the question answer sessions. Relevant experts from the BCCP DIMAPPP team made presentations on e-GP, citizen portal and citizen engagement in the workshops.





### Orientation for Journalists:

BCCP also conducted orientation for journalists in Rajshahi, Khulna, Sylhet and Cox's Bazar on public procurement and e-GP as journalists often publish reports on public procurement issues.



### Development Fair, 2021:

BCCP took part in the Development Fair 2021 organized by the Ministry of Planning where BCCP maintained a stall for CPTU, IMED Division of the Ministry of Planning and disseminated different promotional and awareness generation material on e-GP and digitization and monitoring of government procurement.

Other activities of BCCP for the DIMAPP program included:

- Coordination and Technical Support to CPTU
- Maintain Digital Archive
- Photography, Graphic Design, Communication, Etc.
- Tracking Media and Maintaining e-Clippings

It is expected that the program will influence the mindset of the civil society, media, other stakeholders, and mass people as well about the benefit of efficient public procurement and e-GP.





## Effort Continues for the betterment of the lives of the Displaced Rohingya Population and Host Community in Cox's Bazar

Starting from August 2017, the large influx of Forcibly Displaced Myanmar Nationals (FDMN) in Cox's Bazar outnumbered the host community by about 2:1 in the affected Cox's Bazar Upazilas, posing significant risks of exposure to natural disasters, scarcity of natural resources, crowding and congestion in hat-bazar, roads and other public places. In a bid to address the major challenges in this respect, BCCP was awarded an assignment for "Communication and Awareness Services" by the Local Government Engineering Department (LGED) under the Emergency Multi-Section Rohingya Crisis Response Project (EMCRP) funded by The World Bank.

The objective of EMCRP is to strengthen the Government of Bangladesh Systems to improve access to basic services and build social resilience among the host community and displaced Rohingya population. Specifically, the project is related with procurement and implementation of building new shelters, improvements of roads, construction of bridge/culverts, some miscellaneous works like drainage structure, hat-bazar, footpath, supply of solar streetlight, firefighting equipment, community centre etc.

### The main objectives of the BCCP CAS assignment are to:

- Complement and strengthen the implementing agency (LGED and DPHE) capacity to undertake SBC activities.
- Implement a robust communication strategy to generate awareness and motivate the Displaced Rohingya Population (DRP) to be engaged in activities to benefit from the project interventions.
- Facilitate two-way communication, engagement, and consultations with key stakeholders, including the refugees, host communities, religious leaders, civil society, and other government & non-government agencies.
- Inform the affected communities, including the host community regarding the necessity and the benefits of project interventions with a focus on maintaining social cohesion.
- Address potential resistance and mitigate any evolving risk of opposition. Create broad-based consensus for the project intervention. Communicate project results at local and national level.

As part of project activities, BCCP designed a Communication Strategy, and in line with the strategy, BCCP planned and implemented communication activities with a tagline "Service facilities are mine; I will use them with care; in Bangla "সেবা সুবিধা আমার, যত্নে করি ব্যবহার". To track the effectiveness of the CAS activities, BCCP designed and implemented an M&E system.

To promote the tagline and generate awareness among the target beneficiaries, BCCP developed some print and audio-visual materials with inputs from the target population at Camps and Host Communities and service providers/frontliners/Volunteers and related program managers like LGED, DPHE, Islamic



Foundation, Cyclone Preparedness Program (CPP). Considering the language diversities, each message/material was developed in Bangla (for the Host Communities), English and Burmese (for the FDMN) languages. The materials were used as a tool/aid for communication and awareness generation activities.

**Connecting people with local voice:** BCCP produced and broadcast 4 episodes of Radio Magazine program with local Community Radio Channel (NAF Radio). The objective of the Radio programs was to enhance awareness and knowledge of Rohingya and Host Community and motivate them to use safe water and ensure appropriate practice on hygienic sanitation and service system; and enhance awareness and knowledge on the Cyclone warning system. The radio episodes were produced following the principles of humanitarian response program and giving emphasis on gender and social cohesion in the local community.



**Capacity Building:** BCCP conducted a set of need-based training/ workshop/ orientation/ meeting on communication, community mobilization, communication on cyclone warning system, evacuation, and disaster risk management, WASH management & practice, sludge management, etc. to build capacity of the implementing agencies (LGED, DPHE, MoDRM and other volunteer groups) to undertake SBC activities and facilitate two-way effective communication with the DRPs, host communities, religious leaders, civil society, and other key stakeholders.

**Communication with community:** Implementing a robust communication strategy to generate awareness and motivate the Rohingya and host community to engage them in interventions is very important for comprehensive Outreach and Community Mobilization activities. Therefore, Interactive Forum Theatre performance, House to house awareness-raising with branded van and mike, Religious Sermon with Mosque Imam, showcasing of cooking recipes and use of LPG gas, Sports and painting competition for the children, Photo exhibition and discussion were conducted ensuring the involvement of community and local stakeholders.

**Media Mobilization:** To mobilize media on the EMCRP activities, BCCP conducted some media activities such as Media Visit, capturing success and failure (lessons learned) photo stories, Press Conference, Roundtable Discussions, Social Media Intervention. After the mobilization, BCCP mentored the photographers & photojournalists to capture some of the success stories and lessons learned of EMCRP project. Finally, around 60 photo stories were published in the news media.

It was realized that for bringing synergy among the services and communication and achieving sustainable impacts of the communication and awareness program, and to create more visibility, the activities need to focus more on and need to be backed by need-based resources keeping in mind that the project implementing area is hard to reach and require much time, staff, and more resources compared to other programs at plainland. It is hoped that the extra effort put by BCCP in the outreach intervention will bridge the gap between infrastructure and service visibility and would contribute to community ownership development and sustainable use of the facilities by the Host and Rohingya community in a socially cohesive manner.



## Bloomberg Initiative to Reduce Tobacco Use continues contributing towards formulating tobacco control policies in Bangladesh

In Bangladesh, the burden of tobacco consumption is alarming; 35% of the adults are currently using tobacco either in smoked and/or in smokeless form. Furthermore, 43% and 39% of adults are exposed to secondhand smoke at their workplaces and in their homes respectively. Seven percent of the youths aged 13 to 15 years use tobacco (WHO). The Bloomberg Initiative to Reduce Tobacco Use project envisions to gather evidence to restrict the tobacco industry in countries like Bangladesh from misinterpreting the law and continuing the malpractice which appears as a hazard to public health. In this regard, conducting research to accumulate authentic data is a dependable means to picturesque the current scenario of the tobacco industry in the present market.

Bangladesh has been moving with the mandate of sustainable changes, including infrastructure and public health, by adopting well-defined policies and laws. The government's highest authority has also announced making a tobacco-free Bangladesh by 2040. Yet, the country has been experiencing interference in many policy-making forums from the tobacco industry players fearing that the industry may get restricted and be compelled for less production and profit due to several strict acts against them. Evidence has been found that tobacco industries earn their profit and keep progressing at their aim to manipulate the young group of the nation by the favor of the loopholes and gaps of the Smoking and Tobacco Products Usage (Control) Act.

BCCP, with support from the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health (JHSPH), USA, has been implementing the Tobacco Control Research Grant Program since 2013 intending to bolster the capacity of young researchers and build a local evidence- base on which effective Social and Behavior Change (SBC) programs and new policies for tobacco control can be developed and implemented.



The Tobacco Control Research Grant Program is being implemented to identify the loopholes in the country's policies that are benefiting the tobacco industries. In this regard, research areas are determined through a consultative meeting titled "Identify the Future Tobacco Control Research Needs in Bangladesh" where the relevant stakeholders, including the representatives of the Ministry of Health and Family Welfare, government departments, public and private universities, Bloomberg Initiative (BI) partners and grantees and other organizations, take part to identify the areas for emerging policies on tobacco control. Following this, a nationwide Call for Proposal is circulated through Newspapers and online media. To scrutinize the submitted proposals, a distinctive and expert review panel is formed including renowned tobacco control researchers, academics, and tobacco control policy experts.



Mentoring workshops are one of the important activities of this program which is designed and conducted by the BCCP's experienced research team and supported by the in-country experts in tobacco control research. Mentoring workshops covering the different steps of research conduction areas, including research method, procedure, data collection, data management, analysis, report writing, presentation development, and facilitation skills, are offered to the research grantees.

After each research completion cycle, the research findings are disseminated through a scientific conference in the presence of relevant government representatives, members of the research communities, local partners, the media, and representatives from various NGOs, INGOs and development partners working on tobacco control.

In the 2021 cycle, seven studies were carried out by the grantees covering the selected areas of tobacco control policies. Among the grantees, three individuals were from the researcher category and four were from the student category. The study findings were presented at the Research Findings Dissemination Conference organized in Dhaka. Representatives of the government, NGO, INGO, universities, the research community, Bloomberg Initiative partner and grantee organizations, and media attended the conference. Some selected in-country tobacco control research studies conducted by other researchers were also presented as posters at the conference.

The Tobacco Control Research Grant program has produced enormous results in building the research capacities of the research grantees. So far, thirty studies have already been published in both national and international journals, and thirty-five researches have been presented at various international conferences. Various institutions and NGOs are already utilizing the study findings to develop and implement effective SBC programs on tobacco control in the country. It is expected that the research findings generated from the programs will be utilized to undertake advocacy programs for the approval of upcoming tobacco control law amendments.

# Preparing the Health Sector Stakeholders for Climate Change Adaptation through Capacity Building

Climate change can have a significant impact on health care delivery and access. Extreme weather events can disrupt infrastructure, including utilities, transportation, and communication systems, critical to maintaining access to emergency services and primary health care. Keeping this in mind, the World Health Organization (WHO) Bangladesh Office assigned Bangladesh Center for Communication Programs (BCCP) for conducting Training Needs Assessment (TNA) on Climate Change and Health (CC&H), developing training manuals and conducting Training of Trainers (TOT) for health sector stakeholders.

Based on the TNA findings, a draft content outline was shared, reviewed, and finalized through a daylong consultative workshop at IECDR in presence of concerned stakeholders from IEDCR, NIPSOM, Center for Medical Education (CME) and representatives from meteorological department.



As per content outline of the training manual, a TOT manual was developed and shared for review through a daylong consultative workshop at IECDR in presence of representatives from IEDCR, NIPSOM, Center for Medical Education (CME) and representatives from metrological department. Suggestions and feedback were incorporated, and the manual was finalized. The consultative workshop was presided over by Prof. Dr. Tahmina Shirin, Director, Institute of Epidemiological Diseases Control and Research (IEDCR), DGHS. The manual was developed using various participatory training methodologies including Review Discussion and Sharing. During the manual development, gender-neutral terminologies were used to make the manual gender sensitive.

Training of Trainers (TOT) of two batches was organized by BCCP on climate change and health with assistance from IEDCR which was financed by WHO, Bangladesh country office. Professor Tahmina Shirin, Director, IEDCR was present as the chief guest and inaugurated the TOT. Mr. Shamsul Gafur Mahmud, National Professional Officer - WHO, Bangladesh country office was present as the special guest. A total of 35 central and field level health professionals from DGHS were present in the TOT in two separate batches. It is expected that the TOT will enhance the capacity of the health professionals of DGHS on climate change and health so that they can efficiently deliver the health interventions required against any climate change incidence and produce the desirable outcome for their targeted beneficiaries.





# Promotion of IDCOL Solar Energy for contributing to National Energy Efficiency

Infrastructure Development Company Limited (IDCOL) and Bangladesh Center for Communication Programs (BCCP) entered into an agreement for a period from February 2022 to January 2024. BCCP is carrying out the assignment for IDCOL on promoting Solar Rooftop System in the highly energy consuming manufacturing industries. The objective of this assignment is to ensure IDCOL Rooftop Solar Project visibility among the industrialists and potential project sponsors through print and social media.



After conduction of the inception meeting followed by team orientation and presentation and situation analysis, a message development workshop was conducted at BCCP on April 24, 2022. Mr. Mohammad Shahjahan, Director and CEO, BCCP was present in the inaugural session and delivered his welcome speech. Mr. Mukaddim Sarwar, AVP, Promotion and Capacity Building, IDCOL was also present and delivered his speech. Several workplans were developed in the message development workshop to boost the promotion of IDCOL's Rooftop Solar Project in print, electronic and social media as per the objectives. Major objectives include –

- Promotion of IDCOL'S rooftop solar project through advertorials and advertisements in print media.
- Making 10 infographic videos as a part of the promotional initiative.
- Arranging talk show on electronic media
- Arranging round table discussion



Several field visits were conducted to a number of reputed manufacturing (RMG and Textile) industries with the purpose of advertorial writing and making infographic videos. 1st advertorial was published on September 03, 2022. An agreement was made with Textile Today for publishing 12 advertisements on IDCOL Solar.

It is hoped that the promotion of IDCOL Solar Rooftop will have a considerable impact on the energy use and practice by the highly energy consuming manufacturing industries and they will opt for more solar energy and reduce their energy use from traditional source. Thus, it would contribute to the overall energy efficiency of the country.

# The Quest for Transforming cities into spaces of equal opportunities for everyone



With support from the United Nations Capital Development Fund (UNCDF) Bangladesh, BCCP carried out an assignment from July 2022 to October 2022 in order to transform cities into spaces of equal opportunities for everyone by targeting those who are vulnerable and marginalized. The assignment was carried out in the UNCDF Project pilot city (Narail City) and another two female led cities of the project which are Natore Municipality, Natore and Tarabo Municipality, Narayanganj.

The key objective of this assignment was to localize the newly introduced City Score Card and Inclusivity Index. For this purpose, a number of activities were carried out in Narail Municipality which included - questionnaires development and its application, capacity building training, and cooperative formation and marginalized women entrepreneur's groups formation.

As per plan, BCCP localized the city score card and inclusivity index and tested and applied those in the three cities. For economic development of the cities, BCCP provided support to create bigger market access, market linkage and value chain of the product manufactured by the marginalized women in Narail city and made a bridge between the potential sellers and buyers and developed the market through Cooperative formation and provided capacity building support for the marginalized women entrepreneurs' groups. This will greatly help the target beneficiaries to have a scope of equal opportunities for municipal facilities for better social and municipal life.



# Promoting 'Anondomela', for facilitating Women SME Entrepreneurship development

The United Nations Development Programme (UNDP), with assistance from the Aspire to Innovate (a2i) project, launched Anondomela, an online business platform, in April 2020 for responding to the COVID-19 crises. During the lock down period, Anondomela provided the opportunity to many entrepreneurs to continue their business activities and survive. Though the platform includes both male and female entrepreneurs, a significant number of women entrepreneurs (around 80%) are doing their online business through this platform. Anondomela initiative focused on achieving sustainable improvements in income of women entrepreneurs and economic security at a local level with more women having wider access to local economic opportunities, private and public financial services as well as income-generating activities.



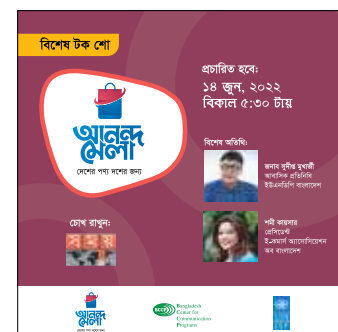
Assigned by UNDP, BCCP team of experts provided support in creating awareness and helping bring more potential customers into the online marketplace for Anondomela women entrepreneurs. As part of this, the team developed and implemented a national level campaign focusing on mass media and social media with the specific objectives to -

- Educate the CMSME (Cottage, Micro, Small and Medium Enterprises) entrepreneurs about Anondomela initiative and make it an economic solution for the marginalized entrepreneurs who are hit hard by COVID.
- Promote Anondomela in urban and rural settings so that the people are interested to buy SME products from Anondomela.
- Benefit CMSME women entrepreneurs and women led CMSMEs with a fully facilitated online marketplace.

## Campaign to create mass awareness:

• **TV Campaign:** BCCP conducted an integrated mass media campaign comprised of different media like TV, radio and press. BCCP developed a TVC with the objective of promoting the Anondomela marketplace to both the buyer and seller community as well as to the general people. The TVC was aired focusing on the special occasion of Pohela Boishak and Eid ul Fitre on 5 channels- Independent TV, Somoy TV, Channel 24, NTV and ATN Bangla. BCCP also posted and boosted this TVC in different social media platforms.

BCCP planned, recorded, and aired a total of 4 TV talk shows on 2 prominent satellite channels – DBC news and Somoy TV. The relevant market actors, market leaders of e-commerce industry, economists, popular and successful entrepreneurs, and UNDP professionals participated in the Talk shows as guests.





• **Radio Campaign:** BCCP developed and aired an RDC on FM radio channels to create mass awareness among the target audience. The campaign was conducted on 2 FM radio channels- Radio Today and Radio Foorti. A special live radio talk show was aired in the most popular FM Radio Channel – Radio Today. Mr, Kajal Chatterjee, National Project Manager, UNDP-WING Project and Ms. Mehrin, a popular singer participated in this live talk show. Along with Radio Today, the talk show was live telecast at Anondomela Facebook page and UNDP Facebook page.

• **Press Media:** BCCP continuously communicated and mentored the journalists of the print media to promote the UNDP marketplace by covering news, and interviews of related stakeholders. This mentoring helped publish regular news, success stories, investigative news, and interviews through effective storytelling to audiences on Anondomela. A total of 8 exclusive news/success stories and one special interview of UNDP Focal Person were published by some prominent dailies of Bangladesh. The special interview was published on the most popular and highly circulated Daily - The Prothom Alo.

### Social media campaign:

BCCP conducted a social media campaign considering the rising demand and popularity of different social media. BCCP developed, posted, and boosted different social media content targeting different occasions, festivals and issues to create awareness regarding Anondomela among the target audiences. Most of the social contents were boosted in Anondomela Facebook page / group and UNDP website.

### Other important initiatives:

- Development of video tutorial about the buying and selling process from website and mobile app to train Anondomela entrepreneurs on the registration process & upload their product.
- **Development of one documentary video:** BCCP also developed a documentary video to portray the inception, objective, and journey of Anondomela.
- Production and dissemination of different IEC and promotional materials.

Communication, campaign, and media advocacy can be strong instruments to make a difference in promoting an e-commerce platform like – Anondomela. To sustain the change, this type of intervention may be conducted under a strategic communication plan, which should be implemented as a continuous learning process to bring about the desired outcome.



## ‘Life Skills Enhancement’ Effort for Students and Adolescents of the Chittagong Hill Tracts (CHT) Region to empower them

Supported by UNDP Bangladesh and in collaboration with the Ministry of Chittagong Hill Tracts Authority (MoCHTA), BCCP successfully completed an assignment on “Development of ICT based digital training module and learning contents for students and adolescents in Chittagong Hill Tracts (CHT) for the period from July 12, 2021, to March 31, 2022. This was done under the UNDP Project named “Strengthening Inclusive Development in the Chittagong Hill Tracts (SID-CHT)”.



The objective of the assignment was to develop ICT based digital training module with animation videos on Life Skills Counselling for students and adolescents in Chittagong Hill Tracts (CHT) taking into consideration the cultural and ethnic diversity, sensitivity, language barriers and socio-political situation.

As part of the assignment, the team developed 4 (four) Animation videos and ICT based Training Module. Based on the outcome from the Content Development workshop, BCCP team developed a set of 4 animation videos focusing on the 4 main topics of Child Marriage, Life Skills, Puberty, and Relationship build-up between Parents and Teachers.

BCCP team designed and developed a 3-day ICT based training module on life skills for the students and adolescents in Chittagong Hill Tracts. These animation videos are aligned with the modules.



**Conducting TOT on ICT based Life Skills Training Module:** BCCP successfully organized and conducted 5 days Training of Trainers (TOT) on ICT based Life Skills Training Module in 3 batches for 3 Hill Districts of Khagrachari, Bandarban and Rangamati during December 19, 2021-January 05, 2022. A total of 60 participants attended the TOT in 3 batches out of which 15 were female participants. As a result of this training, the participants are believed to acquire skills necessary to take important decisions in many aspects of their lives.



# Empowering Women through capacitating on gender aspects for Inclusive Growth

Under the Women's Empowerment for Inclusive Growth (WING) program of UN Women, Bangladesh Center for Communication Programs (BCCP) organized and conducted 3 categories of training during October 18, 2021 - September 29, 2022, to capacitate the local women representatives at different venues of 7 upazilas in 4 districts which were Thakurgaon Sadar, Pirganj, Jashore Sadar, Singair, Satoria, Ulipur and Kurigram Sadar.



## The 3 categories of trainings were as follows:

- Technical Sessions on Gender Responsive Budgeting and Planning (GRBP), Women Leadership Skills, Digital Literacy Regarding Digital Marketing and Digital Access to Information.
- Gender Orientation Sessions and Gender Action Plan Development.
- Gender Sensitization Sessions and Gender Action Plan Development.

Ms. Veronika Flegar, First Secretary at the Embassy of the Kingdom of the Netherlands in Bangladesh, and Ms. Mezabin Ahmed, Programme Coordinator, WING, Bangladesh Country Office (BCO), UN Women Bangladesh were present in the closing session of the training at Zila Parisad Hall, Thakurgaon Sadar Upzila for the training of GRBP.

A total of 1110 participants attended in the training in 21 batches where female participants were 663 (60%) and male participants were 437 (40%). BCCP also completed a follow up Study report for five exposed Upazila intervention areas with collection of success stories.

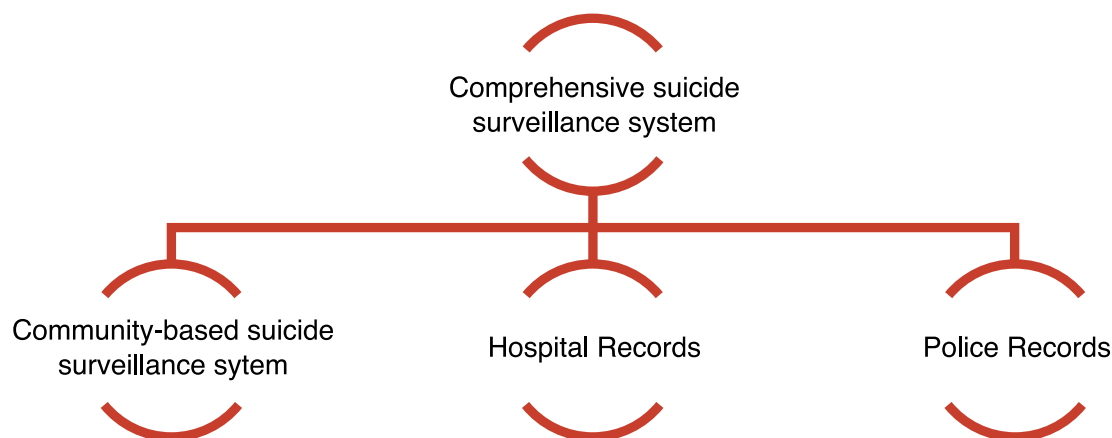
It is believed that after getting capacitated, the local women representatives and other related women groups will be able to plan and work in the areas covered through the training program for the growth and betterment of their beneficiary groups / rural people.

## Identifying missing link for integrated suicidal data: Lessons from SPIRIT - Community-based suicide surveillance in Bangladesh



Suicide is a major public health problem globally. Every year, approximately one million people die due to suicide and three-fourths of these global suicides have been estimated to occur in low and middle-income countries (WHO, 2014). Bangladesh has also been affected by this emerging health crisis and the Government of Bangladesh has committed to consider suicide as a national health priority to achieve the Non-Communicable Disease (NCDs) target as per the Global NCD Action Plan 2025 and Sustainable Development Goal (SDG target 3.4.2). However, due to the lack of a systematic reporting system on suicide, the actual suicide data is often under-reported and unreliable which calls for an urgent need for a structured suicide reporting system.

As part of the capacity-building core of SPIRIT (Suicide Prevention and Implementation Research Initiative), BCCP piloted Community Based Suicide Surveillance (CBSS) protocol in three villages of Bangladesh from January to April 2021. The aim was to implement a comprehensive surveillance system in rural Bangladesh and reflect on its marginal value to formal records in obtaining timely and quality suicide data.



It was an integrated approach to procuring information from various sources: community-based surveillance, hospital records, and police records, and finally triangulating the data reported on suicide or suicide attempts. The study villages were Mul-Tribeni, Dudhsar, and Nityanandapur from three unions of Shailkupa sub-district, and Jhinaidah district for their knowingly higher rate of suicide.

BCCP partnered with the local health and administrative authorities (the Union Parisad) to conduct this study and sensitized them about the study approach. As the next step, we did community and stakeholder mapping, a transect walk and community sensitization meeting. Five Multipurpose Health Volunteers (MHV) were selected in consultation with the local health authorities and data was collected monthly by MHV from all the community-based key informants while from formal agencies (hospital and police records) it was done on a bimonthly basis. A short Case Report Form (CRF) was used to collect the information. A total of 50 Key Informants (KI), 3 public hospitals, and 1 police station (Thana) were the data collection points.

The study indicates the marginal ability of community surveillance (CS) in obtaining additional data on attempted suicide and suicide which would have been lost if only obtained from the formal records.

**Some learnings are as follows:**

- Engagement with the diverse local stakeholders added strength and credibility to the surveillance system, it was well received and accepted within the community.
- The implementation process was smooth due to the engagement of the MHV who acted as the bridge between the community and the local health system.
- The triangulation of the information across multiple data sources added rigor and quality to the process.

It is hoped that such a study may even contribute to the reduction of suicide among the prone population if it is integrated with the suicide prevention intervention design and implementation. For this to happen, relevant training could be provided initially to the Community Health Workers (CHWs) to identify people at risk of self-harm and with suicidal tendency and to support and refer such persons to appropriate local services.

# One step closer towards Sustainable Healthcare Access in the Rural Community

The project Achieving Sustainability Towards Healthcare Access (ASTHA) (formerly known as TARSAN) was introduced in 2011 by Swisscontact / Swiss Development Cooperation (SDC) and continuing till date. ASTHA collaborated with the government of Bangladesh to create a professional healthcare training for young adults – The Community Paramedic Training Program. The project goal is to improve access to quality healthcare services at rural level through development of skilled Community Paramedics (CPs). ASTHA facilitates the development of these frontline health workers who connect the locals to proper health services.



Bangladesh Center for Communication Programs (BCCP) was entrusted by Swisscontact for the “Development of Comprehensive Public Relation (PR) Strategy and Implementation for ASTHA project”. Under this project, BCCP developed the Public Relation (PR) Strategy to provide guidance on communication and maintain public relation in the ASTHA Project areas to improve public ownership for the project to promote the adoption and sustainable utilization of CP services in the public health system. The team also developed promotional materials i.e. - gameboard and flipchart in the form of storytelling. Besides, they organized Journalist Workshop at national level, aired four TV serial news in channel 24 and published three articles in national dailies.

It is hoped that the PR strategy together with relevant promotional tools would promote the roles of CP in the community; increase CP visibility among residents and authorities at local and national level and further develop healthcare access for the rural community people.



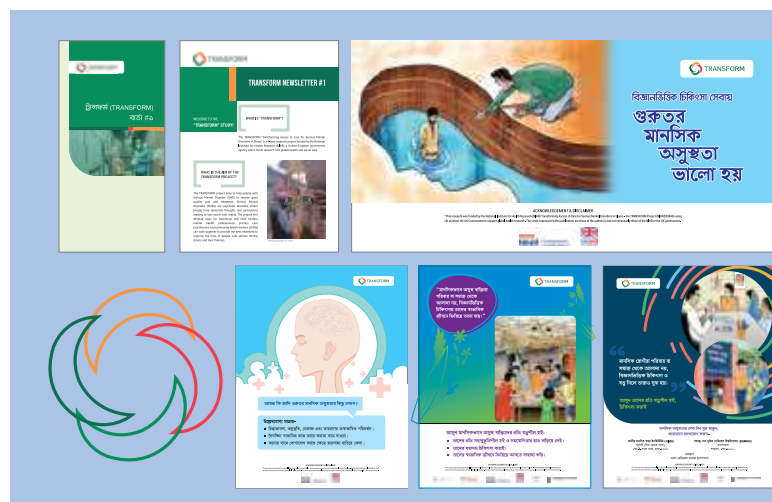
# Transforming Access to Care for Serious Mental Disorders in Slums: A Special Drive focusing on the urban poor of Bangladesh.



Mental health is one of most neglected areas in health care service delivery and the situation is more complicated for the people living in underprivileged areas like slums in the low- and middle-income countries. Studies have shown that the risk for serious mental illness is generally higher in cities compared to rural areas; even people living in poor or deprived neighborhoods are associated with greater risk of poor mental health (e.g. depression, schizophrenia) versus living in richer neighborhoods in cities.

Transforming Access to Care for Serious Mental Disorders in Slums [TRANSFORM] is a 4-year [2022-2025] research project funded by the National Institute for Health Research (NIHR). The project aims to help people with Serious Mental Disorder (SMD) to receive good quality care and treatment. In doing so, it develops ways for traditional and faith healers, mental health professionals, primary care practitioners and community health workers (CHWs) so that they can work together to provide the best treatment to improve the lives of people with serious mental illness and their families. The Bangladesh part of the project is being implemented in an urban slum community, i.e., Korail Slum in Mohakhali, Dhaka, Bangladesh.

TRANSFORM is a partnership between the University of Warwick, UK, the University of Ibadan, Nigeria, and the Telepsychiatry Research and Innovation Network (TRIN), Bangladesh. BCCP is providing technical assistance to TRIN for “Supporting the TRANSFORM Project through Community Engagement Activities and Development of Communication Materials”.



## The specific activities of BCCP are as follows:

- Awareness Raising Materials Development – includes developing posters, banners, quarterly newsletter, short videos, etc.
- Community Mobilization – includes community mapping (service delivery mapping), meeting with slum dwellers, community health workers, and religious and community leaders.
- Social Media Campaign – includes developing and uploading social media contents, live program, leaflet, etc.
- Advocacy – includes media sensitization and mobilization, writing and publishing newspaper articles/columns on mental health, policy meeting, stakeholders’ meetings.

Through the regular interventions, BCCP is hoping to contribute to the efforts of reduction of mental health disorder cases in the targeted population and thus also help to build a healthy community.



## BCCP's capacity building efforts continues as the annual “Advances in Strategic Communication” held of its 27th episodes.

The 27th episode of the Advances in Strategic Communication course was held this year. This 6-day course was initiated with a brief inauguration ceremony at the BCCP premises participated by 16 officials from the Directorate General Family Planning, Social Marketing Company, BRAC, Care-Bangladesh, BCCP and Plan International. Modeled after the “Leadership in Strategic Communication” regularly held in Baltimore, USA organized by the Johns Hopkins University-CCP; the Bangladeshi version of this course has been holding by BCCP since 1994.

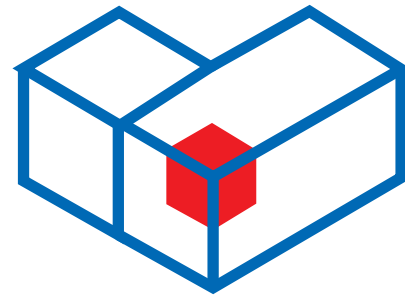


The inaugural session of this workshop was attended by Mr. Abdul Latif Mollah, Director-IEM, DGFP as the Chief Guest while Mr. Mohammad Shahjahan, Director and CEO-BCCP presided over this session. In his inaugural speech, the Director-IEM termed this workshop as standard as an international course. He expected this course to bring changes in the attitude and the working style of the participants and have its reflection in the respective work areas. He mentioned that SBC can really bring changes in human life to develop and lead a better personal and social life. In his concluding remarks, the Director and CEO-BCCP expected this course to infuse passion into the participants to plan for SBC interventions in the social development programs.



## 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.



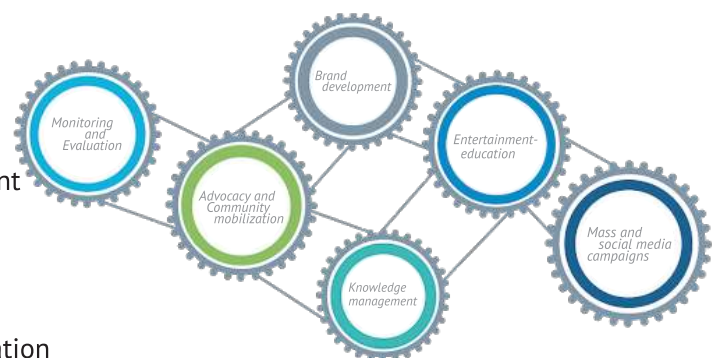
## How we work

- 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



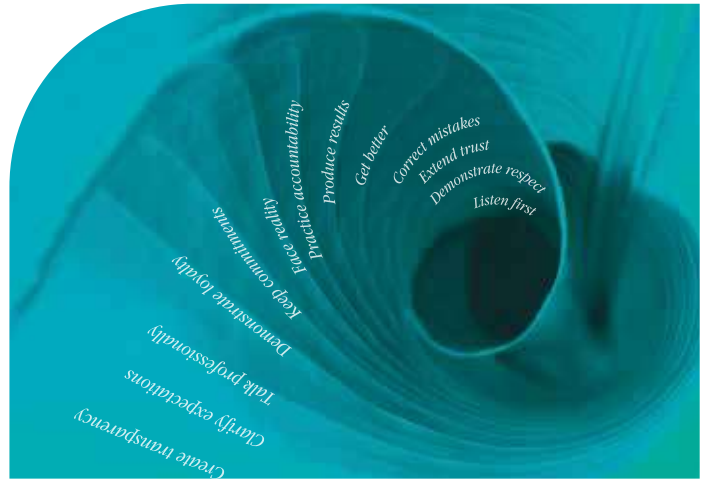


## We follow

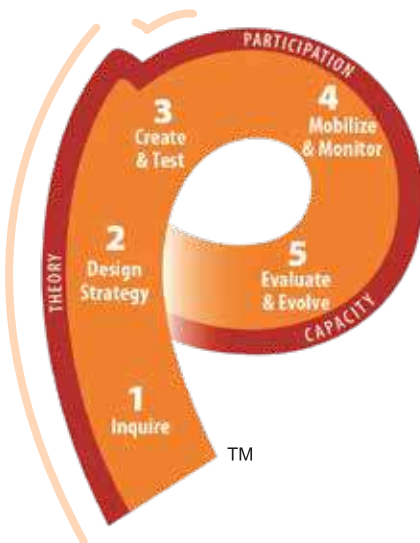
13

### 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.

## 5 Sister organizations contributing to BCCP's sustainability and staff benevolence.

A number of sister organizations have been established by BCCP in attainment of multi-dimensional objectives having a common goal to contribute to the sustainability of the parent organization-BCCP. Five such organizations are complementing and supplementing BCCP's strategic vision and expanding expertise and are contributing to mobilize resources for BCCP's sustainability and staff benevolence. A short introduction of these sister organizations is as follows:

Name	Expertise	Objective
<b>Innovative Communication Limited</b> Since 2008	Creative design, material development and production	Acts as a wing of BCCP to supplement with SBC material designing, development and production
<b>Bangladesh Training and Research Foundation (BTRF)</b> Since 2011	SBC related training and research	Provision of supplementary support to BCCP for SBC training and research related activities
<b>Bangladesh Tobacco Control Research Network (BTCRN)</b> Since 2015	Tobacco control research	Helps sustain BCCP effort in tobacco control research through a network of experts
<b>Endeavour Multipurpose Cooperative Society Limited (EMCSL)</b> Since 2011	Cooperative effort through small businesses	Contribute to the sustainability of BCCP through cooperative effort
<b>Swapnochaya Sanchay O Rindan Somobay Samity Limited</b> Since 2015	Housing and loan through cooperative effort	Contribute to the sustainability of BCCP through cooperative effort

BCCP: 1996-2023

### Five Sister organizations contributing to BCCP's sustainability



Swapnachhaya Sanchoy  
O Rindan Samabay Samity Ltd.



Bangladesh Tobacco Control  
Research Network



Bangladesh Training and  
Research Foundation (BTRF)





## 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

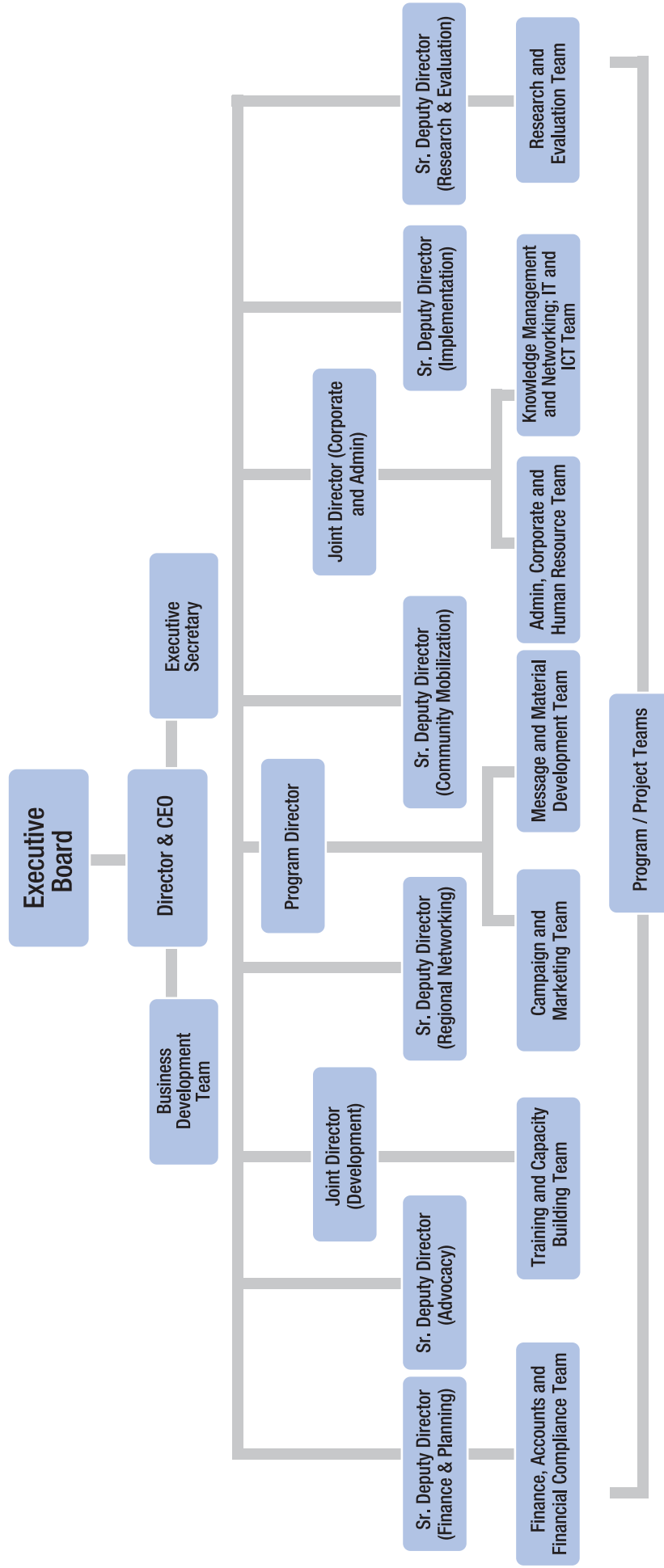
---

**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  
Program Director  
Program Management & Implementation and Policy Advocacy

A. K. Shafiqur Rahman  
Adviser (Development)  
Program & Organizational Development and Capacity Building

Dr. Shahida Haque  
Adviser (Research & Evaluation)  
Research Design, Program Evaluation and Result Dissemination

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

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

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

Mohammad Shamimul Islam  
Deputy Director (Program)  
Program Coordination, Management & Implementation

Abu Hasib Mostafa Jamal  
Deputy Director (Program)  
Program Design, Management & Implementation

A.B.M Rasheduzzaman  
Assistant Director (Research)  
Qualitative Research, Monitoring and Evaluation Design

Sonia Islam  
Assistant Director, Campaign and Material Development

Mohammad Shahabuddin  
Project Coordinator

Muhammad Abdus Salam  
Program Manager



## Key Corporate, Finance & Admin Professionals

### Key Corporate, Finance & Admin Professionals

Md. MotaHERul Haque  
Adviser (Corporate Affairs)  
Corporate Affairs, Program Management

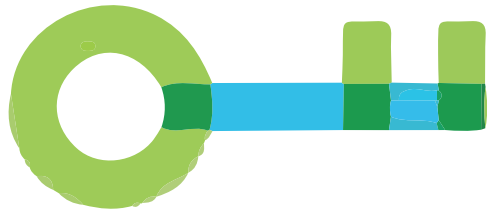
Mohammad Yousuf  
Senior Deputy Director (Finance and Planning)  
Financial and Accounts Management

Biman Barua Chowdhury  
Deputy Director (HR, Admin & Corp.)  
Human Resource, Administrative Management & Corporate Affairs

Ahsan Khan M. Marzanul Islam  
Deputy Director (Program and Business Development)

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

Jafor Ahmed  
Business Development Specialist





## Contribution of BCCP to Bangladesh Government Exchequer

Sl #	Particulars	Financial Year 2021-2022	
		BDT	USD
1	Tax deduction at source from staff salary	1,806,700	21,008
2	Tax deduction at source from third parties	981,710	11,415
3	VAT deduction at source from third parties	2,247,563	26,134
	<b>Total</b>	<b>5,035,973</b>	<b>58,558</b>



# Auditor's Report

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

Tel: +88-02-9145017, 9137092

Fax: +88-02-9137097

email: mahalim@bdcom.net, ahkc@ahkcbd.com

Web: www.ahkcbd.com

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)**  
**Report on the Audit of the Financial Statements**

### **Opinion**

We have audited the consolidated financial statements of **Bangladesh Center for Communication Programs (BCCP)** which comprise of the Consolidated Statement of Financial Position as at 30 June 2022 and related Consolidated Statement of Income and Expenditure and Consolidated Statement of Cash Flows and Consolidated Statement of Changes in Fund for the year ended 30 June 2022 and a summary of significant accounting policies and other explanatory information

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects of the financial position of **Bangladesh Center for Communication Programs (BCCP)** as at 30 June 2022 and of its financial performance and its cash flows for the year then ended in accordance with International Financial Reporting Standards (IFRSs) and comply with the applicable laws and regulations.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Organization in accordance with the International Ethics Standards Board for Accountants' Code of Ethics for Professional Accountants (IESBA Code), and we have fulfilled our other ethical responsibilities in accordance with the IESBA Code. We believe that the audit evidence, we have obtained is sufficient and appropriate to provide a basis for our opinion on the financial statements.

### **Information Other than the Financial Statements and Auditor's Report Thereon**

The management is responsible for the other information. The other information comprises all of the information in the Annual Report other than the financial statements and our auditors report thereon. The Annual Report is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement therein of this other information; we are required to report the fact. However, we have nothing to report in this regard.

### **Responsibilities of management and those charged with governance for the financial statements**

The Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards (IFRSs), and for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those Charged with Governance are responsible for overseeing the financial reporting process of the organization.



#### **Auditor's Responsibility for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high-level assurance, but is not a guarantee that an audit conducted in accordance with ISA will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- identify and assess the risk of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion the effectiveness of the organization's internal control;
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- Conclude on the appropriateness of management's use of the going concern basis of accounting in preparing financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the fund to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

**December 18, 2022**

Dhaka

Signed for and on behalf of  
**Aziz Halim Khair Choudhury**  
Chartered Accountants




Signed by:  
**Md. Aftab Uddin Ahmed FCA**  
Senior Partner  
ICAB Enrolment No. 804  
DVC# 2212180804AS221762

 **House # 8, Road # 3, Block-A, Section-11**

**Mirpur, Dhaka-1216, Bangladesh.**

 **(880-2) 48036420-23**

 **(880-2) 58055262**

 **info@bangladesh-ccp.org**

 **www.bangladesh-ccp.org**

