

ANNUAL REPORT 2023-2024



Bangladesh Center for Communication Programs

Our VISION



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

Our VALUES



- Innovation
- Empowerment
- Comprehensiveness

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.



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:

- Undertaking formative and evaluative research
- 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
- Facilitating policy and media advocacy from local to national levels
- Designing communication tools/materials combining creative ideas
- Creating and delivering enter-educate programs
- Building SBC capacity of institutions and individuals
- Facilitating collaboration among public, private and NGO sectors



From the CEO's desk



We live in an era of advancements in artificial intelligence (AI) which has driven optimization in development systems. Artificial Intelligence seeks to change the world for good. Finding ways to leverage this technology is important. Be it in different industry or personal lives, AI has been subtly integrated into our lives to a point where it has become a necessity more than a luxury. Any dynamic organization needs to bring matching changes within it to move forward sustainably and to meet the ever-changing requirements of the fast-moving world in general, and the development sector in particular.

AI serves as a driving force behind innovation and problem-solving. However, it's essential to acknowledge that with increased power comes greater responsibility, making the use of AI a double-edged sword that requires careful consideration and ethical decision-making. Therefore, BCCP is moving strategically to integrate utilization of AI in the required operational areas as appropriate.

As its core function, BCCP has been designing and implementing strategic communication programs with support from different donors and stakeholders for the last 27 years. We believe that responsibilities need to be gradually shifted upon the younger, tech savvy generation, blending it with the expertise from the experienced group considering the use of modern technology in its project planning and implementation with support and guidance from our experts in the Executive Board.

In doing so, BCCP has worked with the Government of Bangladesh and other national and international development partners for promoting social cohesion in the humanitarian context, empowering women in climate vulnerability context, improving operation of the health system, promoting Public Procurement reforms for better transparency in the procurement system, contributing to climate change and health through healthy city and food efficiency and making the concerned professionals ready for any adverse situation. Contributing to building a tobacco-free nation has been another area worth mentioning by building capacity and leadership of the youths and other beneficiaries.

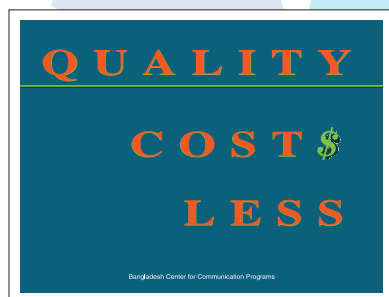
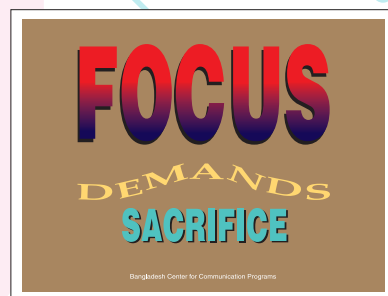
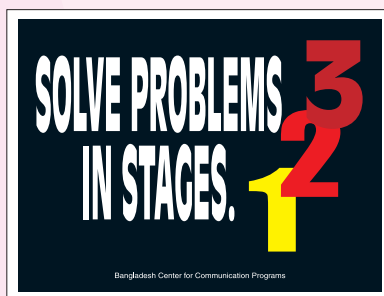
At the same time, empowering youth and improvement of the mental health of beneficiaries are other areas worth mentioning. It is to mention that theory-based, process-oriented, and results-driven Strategic Communication has been a sustained practice of BCCP and therefore, the organization has been implementing these different projects capitalizing on technological advancement keeping the focus on capacity building, awareness raising, and behavior change.

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 received important guidance from the Executive Board. We firmly believe that with their support and guidance, the organization will continue to grow further in the coming days.

Considering the upcoming technological advancement, we have developed a Strategic Plan 2025 – 2028 and 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 country with support and engagement from our valued partners, stakeholders and beneficiaries.

Mohammad Shahjahan
Director & CEO

Communication themes that BCCP focuses



The Executive Board of BCCP



BCCP feels proud to have Dr. Salehuddin Ahmed, former Governor of the Bangladesh Bank, as the newly elected President of the Executive Board of BCCP. He replaced the Acting President of the Executive Board, Mrs. Gule Afruz Mahbub who was leading the Board since the sad demise of the former President of the Executive Board, late Dr. A Majeed Khan who expired in April, 2023. As a reputed, well-recognized economist and a social development specialist, Dr. Salehuddin Ahmed was unanimously selected as the new President of the Board by the General Body of BCCP at the 27th AGM held on December 30, 2023. All the Members of the Executive Board and the General Body of BCCP and all the staff members of BCCP are very happy with the joining of Dr. Ahmed in the BCCP family with much optimism and expectations that his leadership as the Board President will bring many positive changes in the overall development of the organization in the coming days. The rich experience and background Dr. Ahmed has at his credit and the efficiency and stewardship he demonstrated in advancing many social development organizations to earn name and fame, give us the hope that with support from all concerned, he can take BCCP successfully to a further height even in this challenging situation the country is facing today. Currently, he is performing as the Finance Adviser to the Interim Government of Bangladesh.

BCCP, in its journey forward, continues to nurture its two-prong strategy – bringing innovations to its work by adopting state-of-the-art technologies and earning client satisfaction by ensuring quality output, on-time delivery and productions at an appropriate cost. Naturally, adopting latest Artificial Intelligence (AI) technologies is essential here. BCCP duly paid attention to this matter since the last couple of years and came up with a strategy of strengthening its efforts to utilize AI technology in all possible areas. The organization expects to maintain required pace to keep at par with the advancements of AI technologies.

As always, in all its efforts so far, the organization got proper guidance, suggestions and support from its capable, efficient and highly experienced Executive Board. Comprised of an eminent economist, 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 needed guidance that tremendously help BCCP to pursue its mission and vision. 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 BCCP to maintain the standard needed and move forward.

For its all successes so far, the organization owes immensely to all the dedicated staff members, the respected Members of the Executive Board, and specially to the President of the Executive Board, Dr. Salehuddin Ahmed, whose experience, image, expertise and wisdom were vital in guiding the organization to achieve its mission and vision.

BCCP's relentless efforts help digitizing public procurement through e-GP



With the approach to setting a balance of the economy, environment, and parity-based social well-being to meet the needs of the present without compromising the ability of future generations and environmental degradation, the Government of Bangladesh has undertaken a noble program for inclusive and sustainable development. The Bangladesh Public Procurement Authority (BPPA) of the Implementation Monitoring and Evaluation Division (IMED) under the Ministry of Planning has started functioning as a strong regulatory body to oversee the country's overall public procurement activities to ensure transparency and accountability and avert any possible corruption to provide value for money.

Electronic Government Procurement (e-GP), a digitized platform for conducting electronic tendering, is being in operation under the Digitizing Implementation Monitoring and Public Procurement Project (DIMAPPP) (2nd Revised) by the BPPA. As a Communication Consultant, the Bangladesh Center for Communication Programs (BCCP) has been providing support to BPPA in implementing communication activities under a strategic communication plan.

The tasks under this communication plan are aimed at making procuring entities and tenderers aware of the use of e-GP System, inform and educate them about the modules added in the system, and ensure compliance with law and rules in public procurement. Besides, ensuring parity for participants from all segments including females, making the country's development sustainable by protecting the environment to check environmental degradation, and branding BPPA as a new public-sector body are other major objectives.

BCCP facilitated **the engagement of all stakeholders** in the public procurement process.

For this, nine workshops at districts and upazila levels were organized from October 2023 to September 2024, and a substantial number of stakeholders including procuring entities, tenderers, civil society members, bankers, and journalists attended. BCCP provided necessary support to BPPA in organizing these workshops and meetings to create awareness of e-GP and public procurement and promote BPPA and Sustainable Public Procurement (SPP). As a result, more procuring entities and tenderers are utilizing the e-GP System.

Holding workshops for women tenderers was one of the most important tasks to encourage the country's half of the population to join hands in the development activities. BCCP brought the women tenderers in the e-GP awareness workshop through its strong drive and made it successful by ensuring the active participation of desired participants.

Journalists are another critically important group of stakeholders who are informed about the "Function of BPPA and SPP". In this year, one orientation was held for the journalists from various national newspapers, national TV channels, along with selected BPPA officials.

Workshop Components:

Video demonstration on
the success of e-GP

Presentation on BPPA and e-GP
achievements

Groupwork

Open Discussion and
Questions-Answers session.

Bangladesh is a pioneer of
electronic procurement
practices in the South-Asian
region.

Mr. Abul Kashem Md. Mohiuddin
Secretary, IMED

BPPA has formulated the Sustainable Public Procurement (SPP) Policy 2023. Promotion of SPP is one of the major focuses of the communication plan and as part of this, promotional events on SPP were conducted, besides, BPPA organized meetings with the prime stakeholders to share the content of SPP policy with support from BCCP. News on those workshops obtained huge media coverage through national and local newspapers, online news portals, and TV channels that reached approximately 44,73,220 people.

Documentation and dissemination were another key area for BCCP to focus on. During the period, bilingual newsletters incorporating news of various workshops and meetings, and updates on e-GP and other issues were developed periodically for dissemination among all stakeholders. Highlighting the success of the e-GP System through portraying significant achievements of procuring entities and tenderers, BCCP developed and documented nine success stories during this reporting period. BCCP also provided support to BPPA for conducting media tracking, and clipping of the articles, media reporting, or news on public procurement, and other media-related activities of BPPA. BCCP tracked a total of 1,042 public procurement-related news and reports for archiving during this reporting period.



Aiming to strengthen public procurement practices in the country further, BCCP implemented a **multifaceted campaign** to promote BPPA, the autonomous body for managing public procurement. As a move to focus on key features of e-GP System and its new modules as well as SPP, a total of twenty-four public service announcements (PSAs) were developed for social media campaigns for dissemination among stakeholders. Meanwhile, video documentaries were developed on the engagement of women tenderers and the functions of BPPA for stakeholders' advocacy. For mass awareness, advertisements on the functions of BPPA were published periodically in national dailies that covered 55,26,504 outreach and over 8,000 SMSs were sent among the key stakeholders through a dedicated team of BCCP. All these publications and activities scored a huge outreach as those have been disseminated to a wider number of readers and viewers serving the purpose of the project objectives.

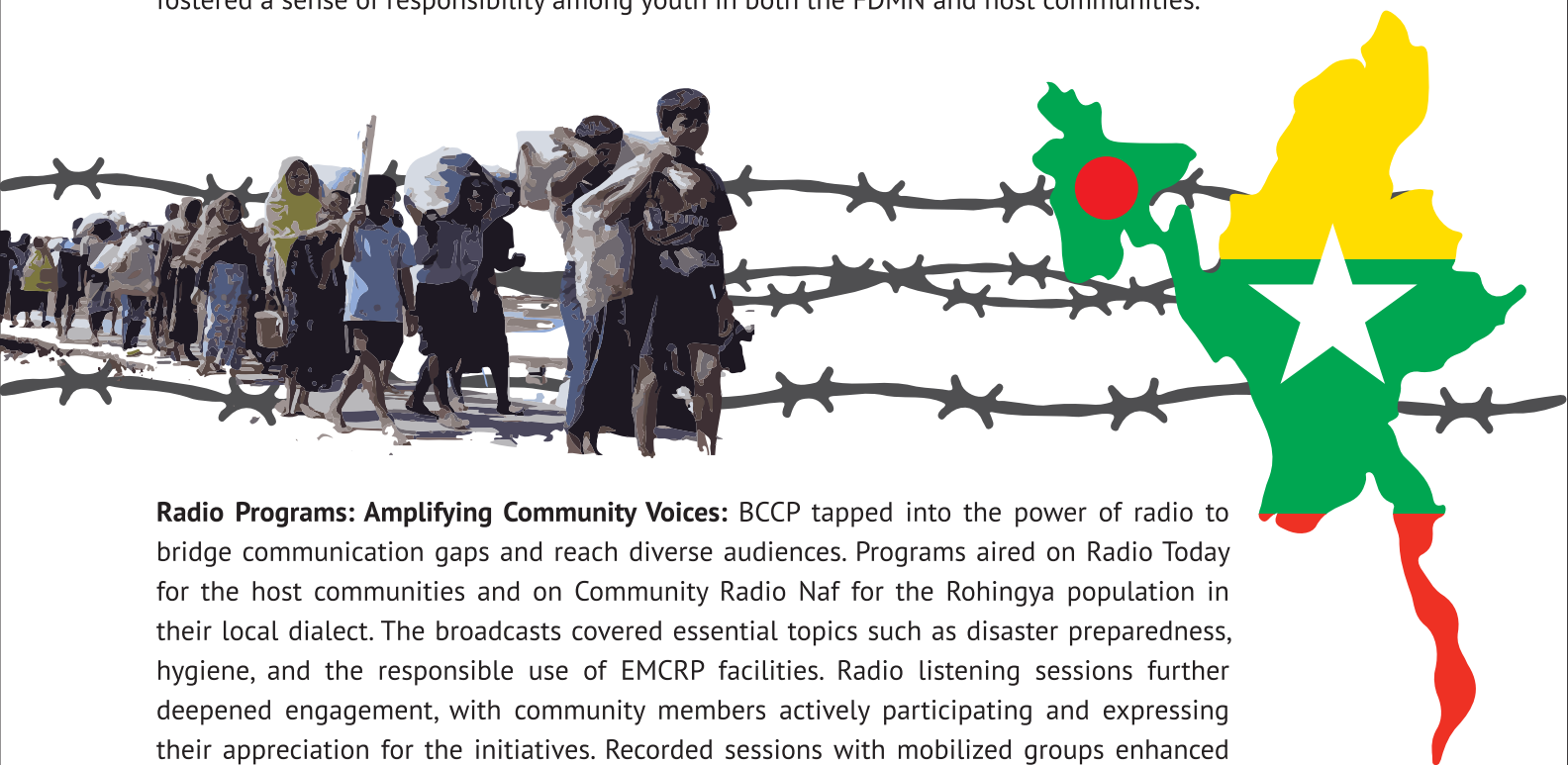
BCCP organized **Local Level Experience Sharing** events on public procurement to engage civil society representatives and other stakeholders involved in procurement. These events aimed to highlight the achievements of the e-Government Procurement (e-GP) system and underscore the importance of active participation from these groups in ensuring efficient and high-quality implementation of the public procurement program in their upazilas. Through a range of strategic communication efforts, BCCP enhanced public awareness, advocacy, and engagement among key stakeholders to support the implementation of various project elements and to institutionalize these systems.

With a commitment to professionalism and with an anticipation of a better e-procurement system, BCCP effectively fulfilled all responsibilities under the contract, ensuring the successful completion of project components.

Bridging Humanity in a new horizon and empowering change through communication in the Host Community and Rohingya Setting

The Emergency Multi-Sector Rohingya Crisis Response Project (EMCRP), supported by the World Bank, addresses the challenges faced by the Forcibly Displaced Myanmar Nationals (FDMN) and host communities in Cox's Bazar. At the heart of this initiative, the Bangladesh Center for Communication Programs (BCCP) has driven transformational change through its Communication and Awareness Services (CAS). By employing innovative, evidence-based strategies, BCCP fostered behavioral shifts, social cohesion, and the responsible utilization of infrastructure, laying the groundwork for long-term resilience.

Youth Engagement: Nurturing Future Leaders: Recognizing the immense potential of young people as change-makers, BCCP prioritized youth engagement under EMCRP. Events, such as “Interaction with Youth and Adolescents”, empowered young participants to champion the responsible use of newly established service facilities, including roads, bridges, and multi-purpose cyclone shelters. These dynamic sessions featured thought-provoking discussions, performances, and musical interludes by local celebrities, resonating deeply with the audience. Sports and painting competitions were also organized for Rohingya children, blending recreation with education. These activities not only enhanced awareness but also fostered a sense of responsibility among youth in both the FDMN and host communities.



Radio Programs: Amplifying Community Voices: BCCP tapped into the power of radio to bridge communication gaps and reach diverse audiences. Programs aired on Radio Today for the host communities and on Community Radio Naf for the Rohingya population in their local dialect. The broadcasts covered essential topics such as disaster preparedness, hygiene, and the responsible use of EMCRP facilities. Radio listening sessions further deepened engagement, with community members actively participating and expressing their appreciation for the initiatives. Recorded sessions with mobilized groups enhanced understanding of sustainable facility use, hygiene practices, and disaster readiness.

Interactive Theater: A Stage for Awareness: Interactive theater performances brought important messages to life through drama, music, and audience participation. Held across five camps, these performances showed relatable scenarios of using roads, solar lights, and cyclone shelters responsibly. Post-performance discussions allowed participants to share insights and feedback, fostering a deeper understanding of the issues. Theater proved to be a powerful medium for building awareness, strengthening ties between the FDMN and service providers, and encouraging shared responsibility.



Folk Songs: Reviving Tradition for Change: BCCP integrated folk music into its communication strategy, leveraging the cultural significance of this medium to engage communities. Songs emphasized the importance of maintaining public infrastructure, blending tradition with awareness in an emotionally resonant manner.

Community Mobilization: Building Bridges Across Communities: BCCP's outreach efforts extended beyond structured programs to include courtyard meetings, street dramas, and photo exhibitions. The highlight was the Photo Exhibition and Discussion in June 2024, which brought together over 400 stakeholders, including government officials, NGO representatives, and community leaders. This event showcased the transformative impact of EMCRP infrastructure while reinforcing messages of sustainability and shared responsibility.



Media Mobilization: A Powerful Ally: To amplify its reach, BCCP engaged local and national media through organized visits to project sites. Journalists interacted directly with beneficiaries, leading to the publication of 19 feature articles. These stories spotlighted the project's success, inspiring broader awareness and support for EMCRP's goals.

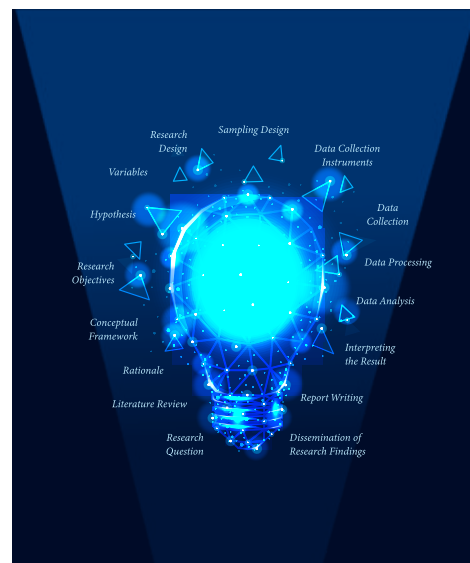
Impact and Outcomes: BCCP's multifaceted approach yielded remarkable results:

- **Awareness:** Over 99% of camp residents and 100% of host community members became aware of EMCRP initiatives.
- **Preparedness:** Knowledge of cyclone warning systems rose to 98% in camps and 94% in host communities.
- **Responsibility:** More than 75% of the respondents expressed a commitment to maintaining public facilities.

A Legacy of Behavioral Change: BCCP's efforts under EMCRP are a testament to the power of inclusive, evidence-based communication in humanitarian contexts. By fostering youth engagement, leveraging media, and promoting community participation, BCCP created pathways for social cohesion, resilience, and sustainable development. Through its innovative CAS program, BCCP has not only addressed immediate needs but also sown the seeds for a more harmonious and hopeful future in Cox's Bazar in the days to come.

BCCP's Efforts continue in Advancing Tobacco Control Research

Tobacco use remains one of the leading public health challenges in Bangladesh, contributing to significant morbidity, mortality, and economic losses. An estimated 35.3% of adults consume tobacco in some form, according to the Global Adult Tobacco Survey (GATS) 2017, placing the country among the highest tobacco-consuming nations in the world. This high prevalence contributes to over 126,000 tobacco-related deaths each year and imposes a considerable economic burden on individuals and the healthcare system. Recognizing the critical need for action, Bangladesh has committed to achieving a tobacco-free nation by 2040, guided by the Tobacco Control Law and other national policies. Despite progress in tobacco control measures, the country continues to face challenges, including the affordability and widespread availability of tobacco products, as well as the need for greater enforcement of the existing regulations.



Against this backdrop, the Tobacco Control Program at BCCP, with support from the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health (JHSPH), USA, is playing a pivotal role in addressing these challenges through research-based evidence generation, capacity building, advocacy, and community engagement. Guided by the national and global frameworks (WHO FCTC), the program aims to reduce tobacco use, improve public health, and support the Government Vision of achieving a tobacco-free nation by 2040.

During October 2023 – September 2024, BCCP organized several mentoring workshops for the research grantees aimed at fostering the next generation of researchers and strengthening research capacity in the field of tobacco control. These interactive workshops brought together emerging researchers, academics, and practitioners to provide hands-on training on developing robust research tools, refining methodologies, and addressing practical challenges in data collection and analysis. Through this initiative, BCCP continues to build a strong foundation for evidence-based tobacco control interventions in Bangladesh.



Furthermore, BCCP also organized the Research Findings Dissemination Conference which served as a dynamic platform for sharing evidence-based insights and fostering dialogue among key stakeholders in tobacco control. The event brought together over 250 participants, including policymakers, researchers, public health practitioners, and civil society representatives, to discuss the findings of studies conducted under the Tobacco Control Policy Research Grant Program 2023.

The conference featured presentations on cutting-edge research, highlighting critical issues such as the tax evasion strategies of smokeless tobacco industries, the glamorized advertising of e-cigarettes, which creates a dangerous allure for young adults, an unregulated market providing easy access to e-cigarettes, limited awareness of tobacco-related issues among the lawmakers and inadequate monitoring mechanisms for policy enforcement.

Interactive panel discussions enabled experts to deliberate on how to leverage findings to inform national strategies and meet the government's commitment to a tobacco-free Bangladesh by 2040. Participants lauded the conference for its role in bridging the gap between research and policy, as well as for contributing to fostering collaboration among the stakeholders. Through this annual initiative, BCCP continues to support data-driven advocacy to advance public health outcomes.

BCCP's Tobacco Control Research Grant Program is dedicated to reducing tobacco use and its widespread impact on individuals, families, and communities, contributing to a healthier future for Bangladesh. Through its comprehensive approach, the program plays a vital role in advancing the national and global tobacco control agenda. We are hopeful that we will be able to reduce tobacco consumption nationally and prevent our youth from starting smoking in spite of the attempted influence by the tobacco industry propaganda.



Contributing to reducing Tuberculosis through building professional capacity

Starting from October 2023, the Bangladesh Center for Communication Programs (BCCP), with support from the Tuberculosis Implementation Framework Agreement (TIFA) project led by JSI Research and Training Institute, Inc. (JSI) developed a comprehensive tuberculosis (TB) training curriculum for medical doctors to strengthen the National Tuberculosis Control Programme (NTP) in Bangladesh. To ensure its effective implementation, BCCP conducted a series of Training-of-Trainers (TOT), creating a resource pool of skilled trainers.

Training Curriculum Package Contents comprised of the following:

TB Training Curriculum for Medical Doctors

This comprehensive curriculum includes 20 modules covering the basic information, case findings, diagnosis, and treatment, TB in children, special situations, and co-morbidity, TB preventive treatment, TB/HIV co-infection, and TB infection prevention and control, Communication, counseling, multi-sectoral engagement, and monitoring, evaluation, and supervision of TB control activities, Supply chain management and upcoming anti-TB drugs & vaccine, etc.

Facilitators' Handbook is a practical guide to help facilitators deliver sessions using appropriate methodologies.

Participants' Handbook is a reference guide for participants to use upon returning to their workplace after training. It contains PowerPoint presentations for each module.

Training Monitoring & Follow Up Tools are designed to evaluate the training process, the trainees, and trainers, ensuring training effectiveness.

Process of Development included a TNA, including a desk review and interviews with TB experts, laid the foundation for a robust TB training curriculum for the Medical Officers, emphasizing stakeholder collaboration, quality assurance, outcome measurement, and cultural sensitivity and subsequent activities.



A Learning Sharing workshop was held to discuss the curriculum development process, incorporating feedback to finalize the curriculum package under NTP's guidance and with support from the USAID-funded TIFA project led by JSI.

ToT on TB Training Curriculum for Medical Doctors:

BCCP conducted a series of Training-of-Trainers (TOT) to ensure its effective implementation and created a resource pool of skilled trainers. These trainers will cascade quality training, provide on-the-job consultation, and offer mentorship to TB professionals, field workers, and caregivers—ensuring a consistent and high-quality approach to TB care. The TOT participants valued the curriculum package as a beneficial tool for capacity-building and learning.



Reflection of ToT!

“These trainings are very important for new doctors. Although doctors know what tuberculosis is. But it is also important to know how to train. Training is an art, here you can learn about what to say or do during a training session from this experienced group of facilitators. Learn from them the training techniques by heart, these techniques will help you all in a new way. The uniqueness of this training is the comprehensive curriculum package that guides you to deliver quality training.”

Dr. Md Mahafuzer Rahman Sarker

Line Director TB-L & ASP, Directorate General of Health Service, MoHFW

“I benefited from this training. I would like to thank NTP for giving me this opportunity. This training taught me the adult learning technique and application of different methodologies for that, now I can apply those for more involvement of the participants in training sessions. This curriculum becomes helpful tools for us.”

Dr. Yasseer Hassan

TB Expert, National TB Control Program, Mymensingh

It is sincerely hoped that the professionals capacitated by BCCP team will be able to further contribute to reducing TB in Bangladesh.

A combined effort to scale up Community-based Surveillance System for Suicide and Intervention for Suicide Prevention



Suicide is still a significant global public health concern. There may always be someone in this world who is so depressed that they would rather die than face their issues. Suicide may be viewed by some people as a simpler solution to a short-term issue. Mental illness typically affects more than 90% of suicidal or suicide victims. It is important never to overlook suicide or attempted suicide. Suicide claims the lives of about one million people annually, translating to a global mortality rate of 16 per 100,000. Rendering to government figures (2019), per day 32 people killed themselves in Bangladesh. Bangladesh has a high and rising suicide rate (129 per 100,000 people) according to police files, the media, courts, hospitals, and other sources.

The government of Bangladesh is preparing a suicide screening and intervention program with assistance from WHO to solve this problem. After being assigned by WHO in May 2024, the Bangladesh Center for Communication Programs (BCCP) has established a community-based surveillance system and intervention program in two Bangladeshi Upazilas. This approach is novel and all-encompassing.

The Objectives of the assignment are to determine the prevalence of suicide and suicidal attempts in selected rural villages of Bangladesh using a community-based suicide surveillance system and to reduce the incidence of suicide and promote mental well-being in the community. The following activities are being carried out as part of the assignment:

Collaboration and technical support with NCDC, DGHS, and NIMH: The study was carried out in a cooperative manner with technical support from the National Institute of Mental Health (NIMH), Bangladesh, and the NCDC of DGHS. The project also aims to include the current government health system for community intervention and surveillance.

Community-based Suicide Surveillance (CBSS): Because community-based suicide surveillance engages the community in reporting suicide and suicide attempt cases that occurred in their town, it may be a solution for accurate reporting of comprehensive data on suicide and attempted suicide. Information on suicide and attempted suicide was gathered by trained local volunteers who operate at the community level. Once a month, they go to the village to meet with the important individuals previously stated and ask about the number of suicides and attempted suicides. Their main roles are to conduct regular monthly screening, provide psychosocial support through household visit and make referrals.



Community mental health task forces: To raise awareness and understanding of mental health concerns and suicide risks, this proposal outlines a strategy for creating a Community Support Network that includes frontline healthcare professionals and important community members. This network will be essential for detecting those who are at risk, offering psychosocial support, and making mental health services more accessible. The program will create Community Mental Health Task Forces and train a group of community volunteers to actively recognize, assist, and refer people who are at risk of suicide. These are two components of the approach.

School-based awareness program: These activities, which are held at the schools that are part of the intervention areas, are designed to raise awareness of mental health issues and suicide prevention among young people in an approachable and entertaining way. Through these activities, the youth with the skills and information necessary to manage their mental health may create a more encouraging learning environment in schools.

Awareness sessions with small groups of community members: The program will organize some interactive awareness sessions in small groups across the community to address various aspects of mental health by the volunteer regarding social determinants of mental health, understanding stigma and discrimination, identifying signs and symptoms, navigating access to services, etc.

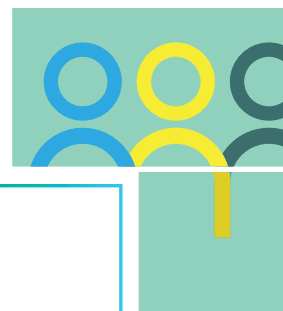


Concurrently, the research aims to produce proof regarding data reporting by involving different health cadres and assessing their competence to record suicides as well as attempts. Having a precise estimation of the rates is crucial to lessening the impact of suicides in Bangladesh. To do this, a baseline survey was carried out to evaluate the situation prior to project surveillance and intervention, allowing for clear identification and later, visibility of effectiveness.

It is hoped that these activities will have a considerable impact to lessen the rate of suicide in those regions and make a prosperous society with sound mental health for everyone living in those regions.

Creating an enabling environment through selected interventions and meaningfully engaging communities

BCCP carried out an assignment on Adaptation/customization of Training Modules and Facilitate ToT and Training on Community Engagement, Social & Behaviour Change (SBC) and Interpersonal Communication (IPC) for UNICEF's partners. Earlier, UNICEF and BCCP entered into an agreement for this capacity building initiatives.



The purposes of the assignment were to -

- Adapt/customize a ToT module based on existing community engagement standards training module for National Institution for Local Government - NILG.
- Develop a training module on IPC skills for frontline health workers; and
- Build capacity for implementing partners (NILG and City Corporations' health workers) through ToT and Training on SBC, community engagement and IPC at national and subnational levels.

Conduction of TOT for NILG officials:

BCCP successfully conducted TOT on Community Engagement and Social & Behavior Change during October 05-07, 2023, at Sonargaon Royal Resort, Narayaganj. Ms. Israt Hossain Khan, Director General, NILG officially inaugurated the TOT. Ms. Bridget Job-Johnson, Chief, SBC, UNICEF and Mr. Mohammad Shahjahan, Director, and CEO, BCCP, were present at the inaugural session of the TOT. Mr. Shahjahan expressed his feeling that every individual has the potential to play an important role in improving the quality of life of the community. He wished active participation of the participants for achieving the objective of this TOT. Ms. Bridget also made brief presentation on SBC in community engagement which was appreciated by the participants.



Ms. Yasmin Khan, SBC Manager, UNICEF, Mr. Sanjit Kumar Das, SBC specialist, UNICEF and Mr. ARRM Kamal, SBC Officer, UNICEF were also present in the TOT on different days and expressed their opinion and suggestions several times. A total of 15 participants from NILG participated in the TOT.



Conduction of 13 batches of 2-day Long Training:

A total of 13 batches of 2-day training on Interpersonal Communication (IPC) were held in 4 city corporations of Sylhet, Narayanganj, Khulna and Rangpur to reduce the dropout rate for immunization. Improved IPC skills of frontline health services providers is a priority area to address to increase the service utilization rate and quality of services. A total of 400 participants attended the training in 13 batches, out of which, 323 were female.

It is hoped that the participants who received TOT will conduct their next training with quality through utilizing the developed training module to ensure the application of community engagement standards into their programme. Having conducted these 13 batches of training in 4 city corporation areas, the BCCP team has learned a lot and strongly believes that the participants are now more capable and well equipped to conduct IPC effectively to increase EPI coverage.

Bringing transformational change through mitigating human trafficking in Bangladeshi farming and fishing households vulnerable to climate change

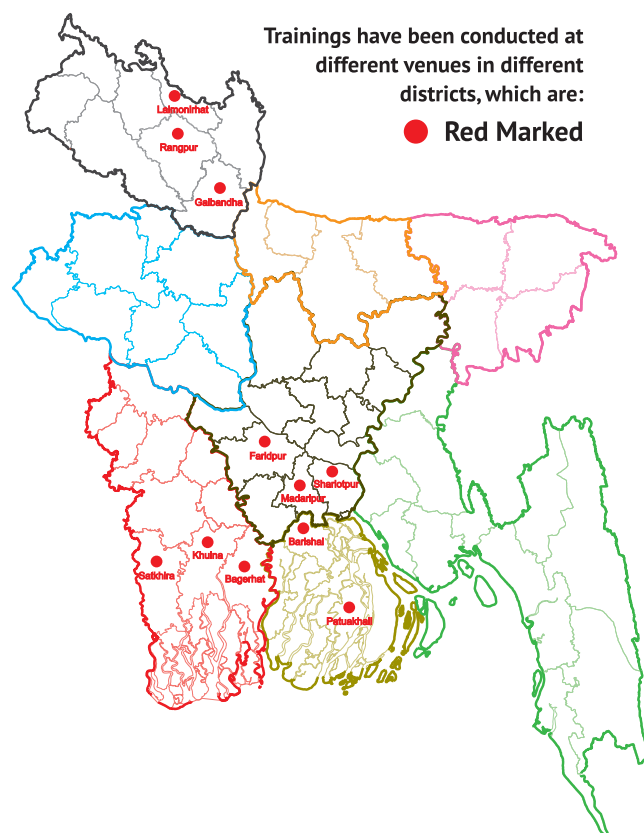
The Bangladesh Program to End Modern Slavery (B-PEMS) AugroJatra Climate Change project, implemented by the Winrock International and funded by the US Department of State (USDOS), represents a monumental stride towards addressing the complex interplay between climate change and human trafficking in Bangladesh. B-PEMS aimed to enhance existing policies, increase adaptive capacities, and expand the evidence base on the nexus between climate change and human trafficking focusing on institutional, household, and global community of practice levels. Being entrusted by the Winrock International, BCCP carried out the following capacity building activities for different groups of beneficiaries:

Climate Smart Agriculture Training Conduction with the district-level officials of the Department of Agricultural Extension:



BCCP expert team provided 10 sessions of day-long training to the selected government officials of Department of Agricultural Extension (DAE) on the best practices of climate-resilient agriculture technologies at the selected 10 districts. The team from Winrock International provided necessary support to complete the training smoothly.

During April 21 to May 15, 2024, the trainings have been conducted at different venues in different districts, which are: Satkhira, Khulna & Bagerhat (joint program), Barishal, Patuakhali, Shariatpur, Madaripur, Faridpur, Lalmonirhat, Gaibandha, and Rangpur. A total of 290 participants took part in those training courses on Climate Smart Agriculture (CSA).





Climate Smart Aquaculture Training Conduction with the district-level officials of the Department of Fisheries: BCCP expert team provided 6 sessions of day-long training to the selected government officials of the Department of Fisheries (DOF) on the best practices of climate smart aquaculture technologies at 6 selected places. The duration of the training was from 30 March to 3 April 2024, and training sessions were conducted at various venues in Satkhira, Rangpur, Khulna, and Barishal districts. A total of 78 participants took part in those training courses on Climate Smart Aquaculture (CSA).



Conduction of 5 days TOT for AugroPathik:

A total of 6 batches of 5 days TOT for AugroPathik were held and a total of 142 participants attended the TOT in 6 batches in which 65 were female participants. BCCP conducted the TOT sessions at different venues in different districts, which are: Satkhira, Barishal, Khulna, Faridpur, Shariatpur, and Rangpur. These participants, known as AugroPathik are expected to share their learnings among the household / community level to address and mitigate the challenges of climate change and human trafficking.

Mr. Nasir Chowdhury, Project Director, B-PEMS AugroJatra Climate Change Project, WI, virtually welcomed the participants of all 6 batches and delivered his motivational speech for the AugroPathik. Ms. Zakia Naznin, Senior Technical Lead, Climate Change, WI, also joined all the batches online and gave her valuable remarks.



Capacity Building on Gender Equality for Women Development Forum



Bangladesh Center for Communication Programs (BCCP) performed a special activity - workshop on Gender Equality for Women Development Forum in 09 upazilas of 05 districts - under the project of The Women's Empowerment for Inclusive Growth (WING) program, a joint initiative launched by the United Nations Development Programme (UNDP), United Nations Capital Development Fund (UNCDF), and UN Women in collaboration with Government of Netherlands. This activity sought to foster skills that aims to create dignified and formal participation of women as employees and entrepreneurs in local economies.



In this assignment, BCCP organized and conducted the workshops on Gender Equality for the Women Development Forum (WDF) Executive Members in 09 batches in 09 Upzailas of 05 districts named Cox's Bazar, Krigram, Thakurgaon, Jashore and Manikganj.

The purposes of the workshops were to know about the basic concepts of gender, gender equality and gender role, explain the concept of Women Development Forum and its' roles & responsibilities; and to develop an Action Plan on local women economic development.

Upazila Nirbahi Officer (UNO) and Upazila Mohila (Women) Vice Chairmen of the concerned Upazilas were present in all the workshops. They observed the activities carried out during the program, encouraged the WDF members for their dynamic roles in local women's development and shared insightful remarks for future betterment. A total of 135 participants attended the workshops.

The participants have developed group-wise "Action Plan" through using prescribed format during the workshop. Based on the Plan, the WDF are expected to execute their activities specially for the economic development of the women in those regions.

Promoting Rooftop Solar for greener and energy efficient Bangladesh

The state-owned non-banking financial institution IDCOL entrusted the Bangladesh Center for Communication Programs (BCCP) under an agreement for a period from February 2022- January 2024 for carrying out campaign to promote Solar Rooftop System in Bangladesh. BCCP carried out the assignment for IDCOL on promoting Solar Rooftop System in the highly energy consuming manufacturing industries. The objective of this assignment was to ensure IDCOL Rooftop Solar Project visibility among the industrialists and potential project sponsors through print and social media.

IDCOL's Rooftop Solar System is a flagship Program of the Infrastructure Development Company Limited (IDCOL), the country's non-banking financial institution under the Ministry of Finance.

With a view to cutting greenhouse gas emissions significantly to mitigate climate change and contribute to the noble endeavours of the international community in order to save the earth from adverse impact of global warming, Bangladesh has set an ambitious goal of generating more than 4,000MW electricity from renewable sources by 2041. Under a masterplan, the government has set a target for generation of 2,277MW of power from solar system, which accounts for half of the total estimated green energy, followed by hydropower of 1,000MW and wind of 597MW.

Keeping this aim in view, IDCOL undertook a mega scheme of financing rooftop solar projects to generate about 300 megawatts of peak electricity. This mammoth task needed massive awareness creation to materialize the target and considering this, after being assigned, BCCP conducted multiple promotional activities including: development and dissemination of Brochure, Press Insertions, Magazine Advertisements, Info Graphics, Advertorial and interviews on the print media, organizing Round Table in a renowned media house and workshop with the journalist at the project site, arrangement of talk show, ensuring Event Sponsorship, and Digital Marketing including Social Media Promotion and Search Engine Marketing/optimization.

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



Showcasing the benefits of IDCOL's Improved Cooking Stoves (ICS)

BCCP was assigned to showcase the benefits and impacts of a specially designed Improved Cooking Stoves (ICS) introduced by IDCOL to relevant national audiences to create a favorable situation for further expansion of the program. As a communication / event management firm, BCCP performed the task from November 01, 2023, to December 15, 2023, under the mentioned program that concluded in December 2023.

Under the main program of IDCOL, more than 3 million Improved Cook Stove (ICS) were installed till the project period. With a target of installing 5 million ICSs, IDCOL implemented this program through 76 Partner Organizations (PO) in about 300 Upazilas of the country. The program aimed to increase the coverage to about 400 Upazilas.

The program was implemented in a cluster-based approach. Each Upazila consists of a cluster, where only one PO worked. IDCOL provided demand creation and capacity building support to the POs, and POs manufactured and disseminated IDCOL approved stoves.



IDCOL extended financial support as well to the POs to implement promotional activities. The POs produced stoves, sold, and ensured after-sales service to the customers. BCCP, on the other hand, conducted multiple promotional activities for market development including the following: Roundtable Discussion and full-page publication, Development of 03 Articles/ case studies and success story of IDCOL ICS Program, News coverage on IDCOL ICS Program, Photo gallery of 50 Photos including model/ beneficiary selection, site preparation etc., Social media campaign: Facebook, Instagram & LinkedIn, and the Design of 5 static posts & social media promotion, development of materials (Audio Visual Documentary with animation on ICS Program) for understanding the importance of clean cooking for fuel saving/efficiency, climate change mitigation and addressing deforestation, health benefit and overall financial benefit from saving time, fuel, health expenses etc.

It is hoped that through BCCP intervention, more awareness will be generated among the target groups about IDCOL's Improved Cooking Stoves (ICS) and they will go for this stove rather than the usual cooking stove which will help contribute to gaining more efficiency in cooking and better house and surrounding environment.

Assessing the climate change impact on nutrition in Bangladesh

As the world's seventh most climate-risk-affected country, Bangladesh faces severe risks from climate change and is one of the climate-vulnerable countries in the world due to its geography, population density, and socioeconomic conditions (World Bank Group, 2022). The impacts of climate change are multifaceted, with rising temperatures, erratic rainfall, flooding, cyclones, and salinity intrusion posing significant risks to food security, health, and nutrition. Despite notable progress in reducing stunting and wasting rates in children, Bangladesh continues to face significant nutrition challenges; over 30% of children under five suffer from stunting, with undernutrition disproportionately affecting rural areas, deficiencies in vitamin A, iron, and zinc are widespread, further exacerbating vulnerabilities to disease and poor health outcomes.



Considering this fact, the Bangladesh Center for Communications Programs (BCCP) started the World Health Organization (WHO) funded project starting from September 2024 for vulnerability and adaptation assessment of climate change impact on nutrition in Bangladesh at 12 climate stress areas in Bangladesh (NAP, 2020).

The Objectives of the assignment are to –

- Identify the causal pathways of climate change impact on nutritional status at present and in the future
- Identify nutritional risk factors from the impact of climate change
- Assess past and future trends and patterns in specified climate-sensitive malnutrition, food, and care pathways
- Assess the effectiveness of policies to reduce food insecurity & malnutrition
- Evaluation of existing health and food sector programs and plans and recommend priority programs.

Numerous healthcare program sectors, such as nutrition, maternity and child health, noncommunicable and communicable diseases, and so forth, are impacted by climate change. Health professionals in the public and private sectors lack sufficient or current knowledge about the detrimental consequences of climate change on human health and health systems, as well as how to systematically adapt the sector to the growing impact of climate change on health.

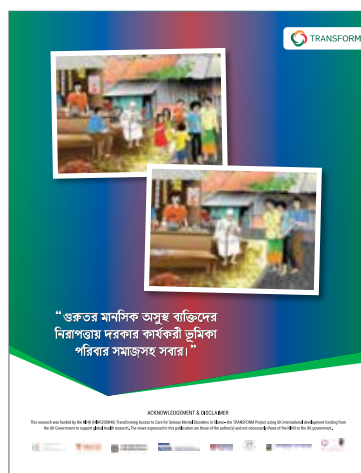
It is believed that this study will help identify the causal pathways of climate change impact on nutritional status at present and in the future and identify nutritional risk factors from the impact of climate change and thus better prepare the relevant actors to act proactively in ensuring nutrition for the affected people in the climate risk-affected areas.

Promoting Easy Access to Care for Serious Mental Disorders with a focus on the urban poor of Bangladesh

The "Transforming Access to Care for Serious Mental Disorders in Slums - TRANSFORM" is a 4-year research project funded by the National Institute for Health Research (NIHR), a United Kingdom government agency which funds research into global health and social care. Telepsychiatry Research and Innovation Network (TRIN) Ltd. is the lead agency to implement the TRANSFORM project in Bangladesh. BCCP was entrusted to support The TRANSFORM Project through "Community Engagement Activities and Development of Communication Materials" to help people with Serious Mental disorder (SMD) at Korail Slum to receive good quality care and treatment.



Under the project, BCCP developed newsletter and disseminated the same through online and offline: English and Bangla versions of two newsletters (# 3 and # 4) were developed and printed that highlighted the TRANSFORM project's activities. The newsletters were disseminated online among stakeholders from government organizations, national and international non-government organizations, universities, and biomedical care facilities, working on mental health. The newsletters were also disseminated to different stakeholders, various organizations, and facilities located in the Korail slum.



BCCP developed and displayed posters, banners, and video documentaries in the community and leaflets on social media: Communication materials posters, banners, and video documentaries are crucial for raising awareness and engaging the community. As a part of the community engagement activity, BCCP produced SBCC material i.e. posters, banners, and video documentaries to create awareness among the Korail dwellers to support the TRANSFORM Project. Posters and banners aimed to analyze the impact of community engagement, focusing on effectiveness in conveying information and eliciting responses. Besides, 2 types of communication material were also posted to social media platforms to raise mental health awareness.

Video documentary: Three video documentaries were produced. Among them, one addressed the social stigma associated with serious mental disorders in Korail slum and the other two were on the Training Programs. The purpose of making training video documentaries was to provide standardized training with consistency and quality, accessibility and flexibility for better understanding, engagement, and retention, including interactive components, demonstration of practical skills, adaptability to different learning styles, tracking progress, getting feedback, and improvement of the training. Effective use of communication materials was also highlighted in the video to mobilize the community toward positive change. The 'Amader Golpo' video documentary aimed to reduce stigma and create awareness to take biomedical care from National Institute for Mental Health (NIMH) for serious mental disorders.

Community Engagement Meeting: BCCP organized a community engagement meeting with residents of the Korail slum. In this meeting, a diverse range of groups of people participated, including traditional and faith-based healers, community health workers, medicine sellers, youth, garment workers, members of the Hindu community, and local NGO representatives. The objective of the meeting was to ensure cultural acceptability and social adaptation of the training manual.



Professor Dr. Helal Uddin Ahmed, Clinical Head-TRANSFORM Bangladesh, and Associate Professor at the National Institute of Mental Health mentioned the role of the community in the treatment of Serious Mental Disorders (SMDs). The program was chaired by Professor Dr. Mohammad Golam Rabbani, ex-chairperson of the National Institute of Mental Health and Hospital.

Yearly Program Review Meeting: On January 18, 2024, the TRANSFORM-Bangladesh project organized an Annual Program Review Meeting to review the progress of the previous year's planned activities and plan for next year matching with the progress of TRANSFORM Bangladesh work packages. This was a day-long meeting where next year's activity as well as possible barriers and challenges were discussed and presented by BCCP.

It is desired that through the regular interventions, BCCP would contribute to a certain reduction of serious mental health disorder cases in the targeted population and thus also help to build a healthy community.

Efforts in addressing health aspects of climate change: A country-wide comprehensive training program

A widescale and comprehensive training program was carried out by BCCP in the 11 climate-stressed districts to capacitate health professionals of the GoB's health care facilities at the upazila and districts. With the funding support from the World Health Organization (WHO), this training program followed two aspects of the climate change issues as "Climate Change in Health" and "Climate Informed Hospital Emergency Preparedness and Response Plan". Both these important issues of climate change were addressed in two separate curriculums which were developed following the global standard curriculum developed by WHO and was further adopted by the Institute of Epidemiology, Disease Control and Research (IEDCR) of the Directorate General of Health Services (DGHS). The overall objective of this assignment was to increase the capacity of the health professionals through learning to deal with climate-sensitive diseases in the climate-stressed zones of Bangladesh.

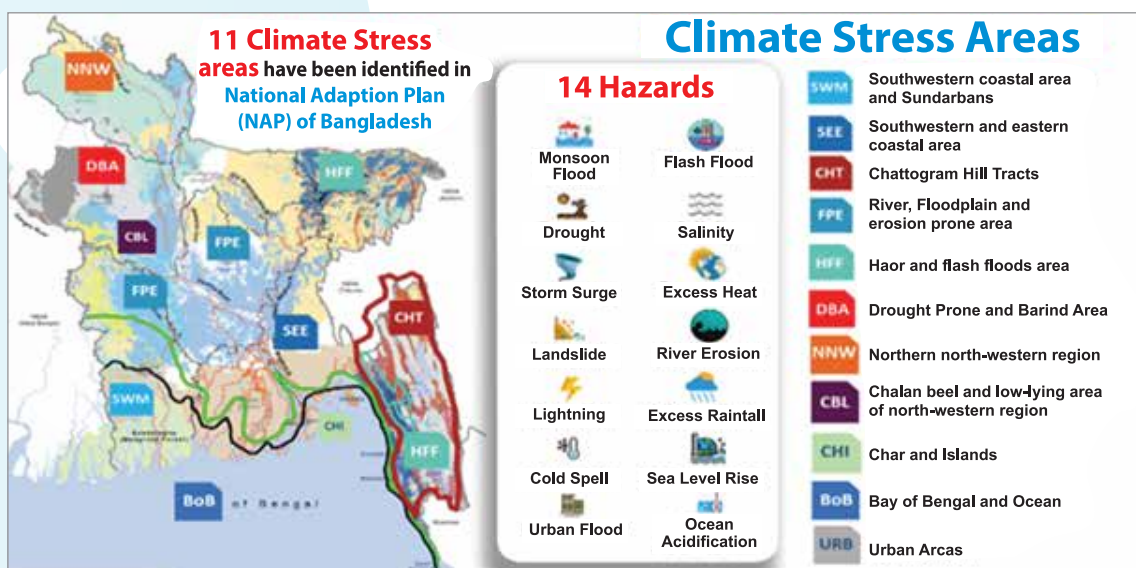


The training programs were for two days. The participants of these training programs were the Health Managers, Medical Officers, Medical Consultants and nurses of the Upazila Health Complexes (UHCs), and district hospital and the supervisory doctors of the Civil Surgeon offices.

BCCP provided training to 499 Health Managers/Professionals including UHFPO, Residential Medical Officer, Medical Officer, Nursing Supervisor and the Senior Staff Nurses. Among the participants, 59.12% were male and 40.88% were female. The number of Upazila covered was 155, Number of Health Care Facility covered was more than 155 where the Health Care Facilities were District Sadar Hospital and Upazila Health Complexes by category.

To ease the execution of the training program within the stipulated time frame, BCCP also arranged simultaneous batches of training in four districts. All these training programs were held at the district level and the Civil Surgeons of the respective districts inaugurated the opening and closing sessions of all these training programs. A common urge was resonated within the entire training programs by the Civil Surgeons that underscored the need for training on "Climate Change in Health" to know about the impact and effect of climate change and manage the health outcome efficiently. Participants were engaged to work out climate sensitive diseases of climate stressed areas they are working on at present. The exercise over these findings were regularly conducted and the information were collected from eleven climate stressed areas in Bangladesh.





From the training session in different climate stressed areas of Bangladesh, the BCCP team found some contributing factors associated with diseases. Collected information showed that the most common ailments are derived from waterborne and vector-borne diseases. Some airborne diseases also emerge due to climate change. Adding to that, malnutrition, mental health problems and cardiovascular diseases are also found in different areas.



In the backdrop of Bangladesh's current climate change related extreme weather which has been pounding the people's health and health systems in different ways, especially in the climate stressed areas, it brings hospitals as the first points of contact for the stressed people. On this note, it is desired that WHO funding and administrative support in implementation of capacity building of the health managers, doctors and nurses to receive the training on Climate Change in Health will profusely contribute towards mitigating the health hazards caused by climate change.

Capacitating professionals on climate informed hospital emergency preparedness and response plan

Bangladesh Center for Communication Programs (BCCP) was awarded by World Health Organization (WHO) for developing training materials and conducting training courses on “Climate Informed Hospital Emergency Preparedness and Response Plan, for the health professionals of eight divisional towns.”

The overall objective of the assignment was to increase the knowledge and awareness about the updated “Hospital Emergency Preparedness and Response Plan 2022” among healthcare officials, hospital managers, and staff; enable the implementation of the plan, and promote a more coordinated and effective response to climate crises in the healthcare sector.

A draft content of the training manual was outlined based on the “Climate Informed Hospital Emergency Preparedness and Response Plan 2022” and from the findings of the desk review. The Draft content was shared, reviewed and finalized by taking inputs from the Technical Working Group (TWG) through a daylong consultative workshop in presence of the concerned stakeholders of the Institute of Epidemiology, Disease Control and Research (IEDCR), National Institute of Preventive and Social Medicine (NIPSOM), Center for Medical Education (CME), WHO technical professionals and representative from Bangladesh Meteorological Department.



This training was conducted at eight divisional district towns. A total of 120 Participants (male 92 and female 28) were present in the training program held in eight batches. In each batch, participants were commonly comprised of the Civil Surgeon, Deputy Civil Surgeon, Residential Medical Officer, UH&FPO, Medical Officer-CS, Medical Officer- Diseases Control, Medical Officer-ICT, Medical Officer-UHC, Assist. Surgeon and Assist. Registrar etc. The unique part of this training compounds that a considerable amount of time has been used for the practice session on the development of scenario-based climate informed emergency preparedness and response plan through group work and fill-up of component wise tools of the emergency response plan.

It is hoped that this training will better prepare the respective professionals and increase the knowledge and awareness of the updated “Hospital Emergency Preparedness and Response Plan” among them to train the Hospital Managers/Doctor/Nurses and allied staff of hospital (primary, secondary and tertiary) in the climate stressed areas of Bangladesh based on the training manual on “Climate informed Hospital Emergency Preparedness and Response Plan”.

Development of public health awareness communication strategy to reduce dietary salt and sodium intake in Bangladesh

BCCP was entrusted by the World Health Organization (WHO) in August 2024 to implement a project titled “Development of public health awareness communication strategy to reduce dietary salt/sodium intake in Bangladesh”. This initiative aims to support the Government of Bangladesh in developing a comprehensive communication strategy aimed at reducing dietary salt/sodium intake among its population.

Aligned with the global and national health directives, such as the WHO Global Action Plan for the Prevention and Control of NCDs and the Bangladesh National Multisectoral Action Plan for NCDs, this project takes a multi-faceted approach to behavior change. BCCP team performed the following key activities that included the development and validation of communication strategies, as well as pilot testing of campaign materials such as a logo and tagline, informative and promotional videos, Pot song, school wall branding, stickers for rickshaws, and an e-Healthy Tiffin Recipe book which will be engaging and attention drawing.



Additionally, the project will implement adolescent sensitization programs in schools, healthy tiffin preparation competitions, and the distribution of branded items like pencil bags featuring key health messages.

It is believed that this evidence-based communication strategy will lay the groundwork for impactful public health campaigns, fostering long-term reductions in dietary salt intake and supporting broader health initiatives across the country.



Drive to make Khulna an Active, Clean and Healthy City

With support from the World Health Organization (WHO), BCCP is implementing a project titled “Community Led Campaign to Make Khulna an Active, Clean and Healthy City”. The project aims to unite the community to promote healthy diet, physical activity and city cleanliness through innovative approach and active participation.

A specially designed campaign launched for this purpose featured a variety of engaging activities, including the development of communication and promotional materials such as a campaign logo, tagline, jingle, a three-episode radio magazine program, e-Healthy Tiffin recipes, social media tiles, rickshaw stickers, wall paintings, and branded t-shirts.



To foster community engagement, several interactive events were organized, including community outreach planning meetings, school-based health and wellness seminars, a health and wellness fair, rickshaw branding, a healthy tiffin competition marathon, a cycle rally, city cleanliness, and a social media campaign.

Signed in August 2024, this project hopes to bring about and inspire lasting changes and strives to make Khulna a model city for healthy, clean, and active living.

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 **Nijke 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



Our areas of expertise



Our Attributes

- We work and build efficiency for stakeholders and other partners and donors.
- We connect the new generations with the help of modern tools and technologies.
- We always seek the newest way to solve crisis.
- We plan and aware to make changes that are environment-friendly.
- We embrace Artificial Intelligence (AI) tools.



We follow

The "P" process which 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)

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

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

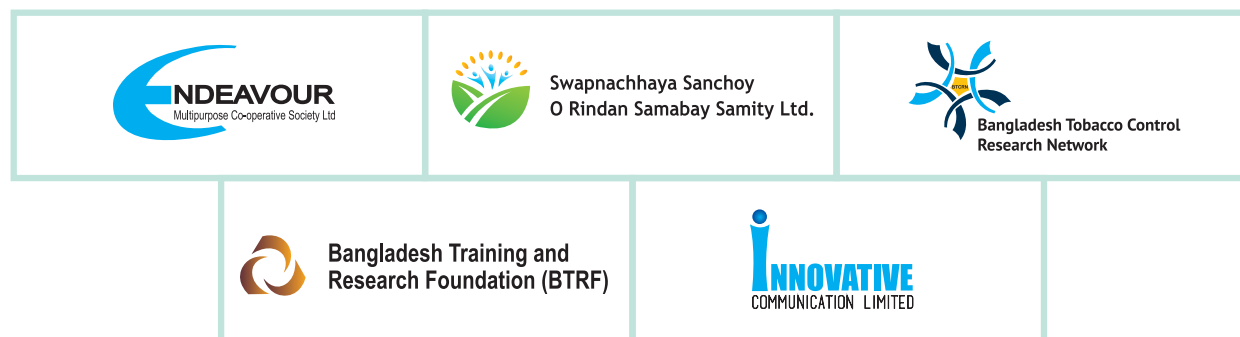
5 Sister organizations contributing to BCCP's sustainability and staff benevolence.

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

BCCP: 1996-2025

Five Sister organizations contributing to BCCP's sustainability

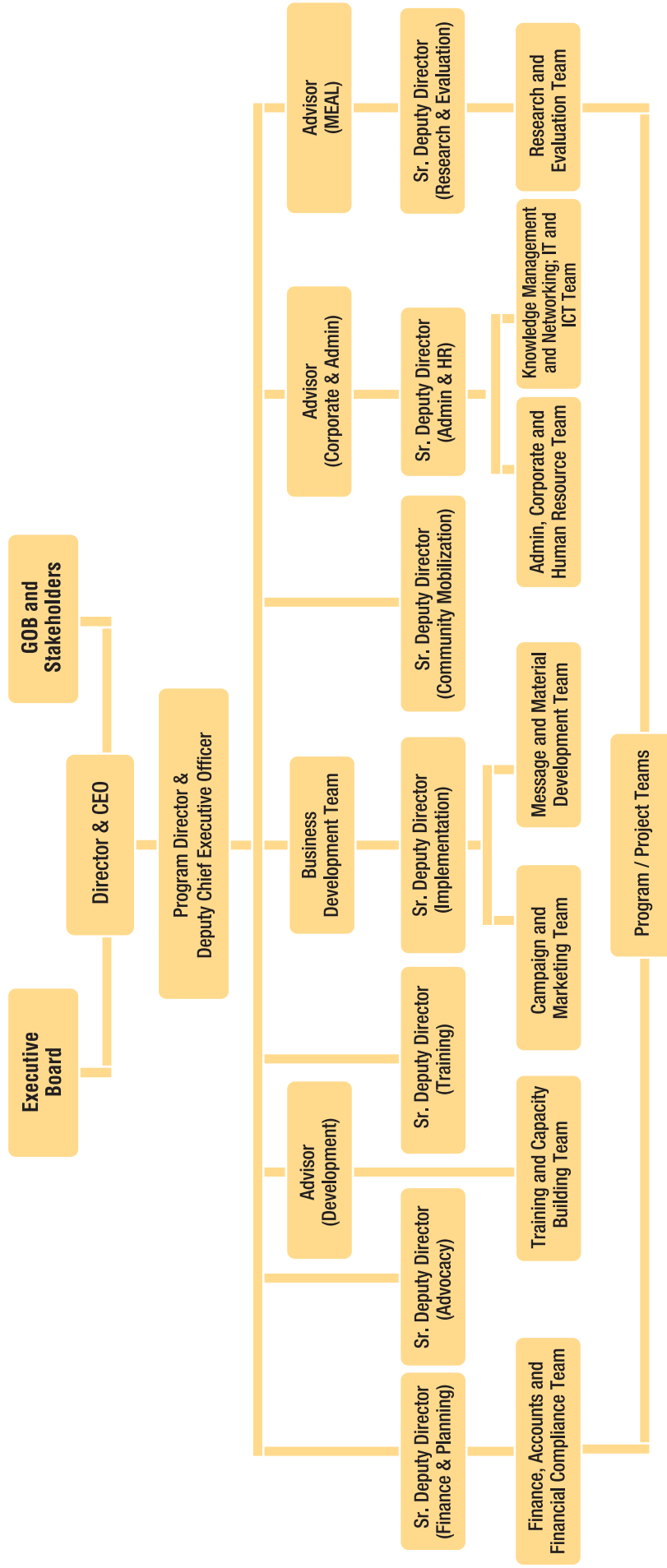




BCCP's Executive Board

- **Dr. Salehuddin Ahmed**
President
Renowned Economist
- **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 & DCEO
Program Management & Implementation and Policy Advocacy

A. K. Shafiqur Rahman
Sr. Capacity Building Specialist
Program & Organizational Development and Capacity Building

Dr. Shahida Haque
Sr. Research Specialist
Research Design
Program Evaluation and Result Dissemination

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

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

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

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

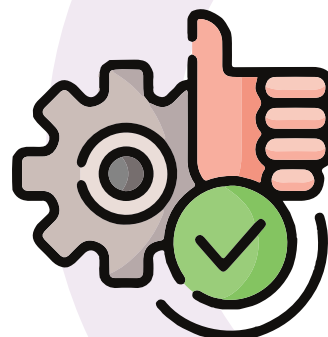
Meher Afroze
Deputy Director (Program & Gender)
Program Implementation & Gender Issues

Sonia Islam
Deputy Director
Campaign and Material Development

Muhammad Abdus Salam
Assistant Director
Program

Umme Salma Mukta
Sr. Manager
Research
Monitoring and Evaluation Design

Mohammad Shahabuddin
Manager
Program



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
Sr. Admin. & HR Specialist
Human Resource, Administrative Management & Corporate Affairs

A. K. M. Marzanul Islam Joy
Sr. Deputy Director (Program and Business Development)

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

Anik Roy
Business Development Specialist

Md. Mizanur Rahman
Manager, IT



Contribution of BCCP to Bangladesh Government Exchequer



SI #	Particulars	Financial Year 2023-2024
		BDT
1	TAX deduction at source from staff salary	@ BDT 872,950.00
2	TAX deduction at source from third parties	@ BDT 1,557,503.00
3	VAT deduction at source from third parties	@ BDT 5,051,137.00
	Total	@ BDT 7,481,590.00

Auditor's Report



PKF Aziz Halim Khair Choudhury
Chartered Accountants
Corporate Office
House # 75/A, Abasar Bhaban (2nd Floor)
Road # 5/A, Chandrahari, Dhaka-1209

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E-mail: pkfahkcoo@pkfahkcoo.com
Website: www.pkfahkcoo.com

Independent Auditors' Report

To the Members of the Executive Board
Bangladesh Center for Communication Programs (BCCP)

Report on the Audit of the Financial Statements

Opinion

We have audited the financial statements of Bangladesh Center for Communication Programs (BCCP) which comprise of the Statement of Financial Position as at 30 June 2024 and related Statement of Income and Expenditure and Statement of Cash Flows and Statement of Changes in Fund for the year ended 30 June 2024 and a summary of significant accounting policies and other explanatory information.

In our opinion, the accompanying financial statements present fairly, in all material respects of the financial position of Bangladesh Center for Communication Programs (BCCP) as at 30 June 2024 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 on 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 11, 2024
Dhaka


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




Signed by:
Md. Aftab Uddin Ahmed FCA
Senior Partner
ICAB Enrolment No. 804
DVC: 2412110804AS769775



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