

ANNUAL REPORT 2014-2015



COMMUNICATION THROUGH INNOVATION



Bangladesh
Center for
Communication
Programs



OUR VISION

Empower people through strategic communication to build a just, healthy, enlightened, poverty and exploitation- free society.



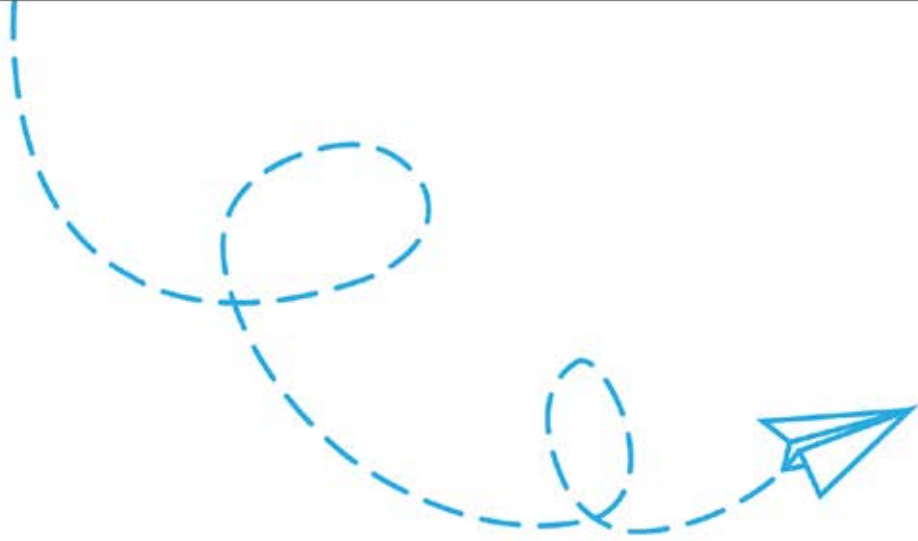
OUR MISSION

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



OUR VALUES

- Innovation
- Empowerment
- Comprehensiveness



Note from the Director

In 19 years since its journey began, BCCP has moved on from health to overall social development sector, single to a multi-donor based support organization and is now on a bandwagon of public projects, in-country clients and multiple donors. BCCP has built around its immense experience gained from being the Bangladesh country office of the Johns Hopkins University Center for Communication Programs (CCP), Baltimore, USA.

Strengthening Knowledge Management (KM) for the use of new and emerging technologies to bring in innovations in social and behavior change communication (SBCC) has been one of the strategic priorities of BCCP in recent years. A separate KM unit has also been set up to retain the intellectual capital generated from CCP's legacy and partnerships, and long history of working closely with GoB and other national and global stakeholders. This enabled BCCP to enhance its capacity to adopt and create new approaches, techniques and tools to foster innovation in SBCC. Use of ICT is at the heart of this process to catapult innovative SBCC interventions to keep honing the cutting edge leveraged by BCCP.

Operating from its own premises, relying on an experienced, committed staff, adopting a strategic approach to funding and generating resources through its sister concerns are all part of BCCP's focus on sustainability. Guided by the Executive Board led by President Dr. A. Majeed Khan, and BCCP's strategic thinking, the organization has now expanded beyond its old boundaries and is exploring the theme of 'Looking into the Future of BCCP' in its major in-house events to draw up a navigation chart for moving in the right direction in coming decades.


Mohammad Shahjahan
Director & CEO



Cutting Edge Technical Expertise of BCCP

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

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



The Executive Board of BCCP

Today, BCCP is recognized by all concerned in the country as a leading communication organization providing quality one-stop services. It has a track record of excellent performance both in the public and private sectors. Besides operating successfully in the country, taking advantage of its accumulated experience and expertise, it has started contributing to communication programs in other countries, particularly in the region. In recent times, the organization has provided technical assistance to a number of organizations abroad. More requests for such assistance are coming from some other countries in the region. This is clear evidence of BCCP's continuous growth over the years.

Attaining this stage has been possible mainly because the organization got appropriate guidance and support from its competent Executive Board. Composed of an eminent educationist, a renowned gender and reproductive health and family planning program specialist, a distinguished social development specialist, a leadership and management specialist and a renowned chartered accountant, the Board met regularly to review progress and provide suggestions to the organization to move forward pursuing appropriate policies. BCCP particularly recognizes the excellent guidance provided and immense contributions made by its Ex-Treasurer, Late Syed Fazle Ali, who passed away on February 12, 2015, to establish a sound and transparent financial system in the organization. Paying homage to the Ex-Treasurer, the Executive Board, in an emergency meeting, unanimously resolved to record the outstanding services of Late Syed Fazle Ali in the physical and professional development of BCCP. BCCP also acknowledges the supportive and important roles played by other Members of the Board including its current Treasurer, Mr. Ali Ashfaq and Mrs. Gule Afruz Mahbub and Mrs. Mahmuda Chowdhury.

As BCCP's growth continues, consolidation and sustainability remain the main challenges ahead. With the long experience and skills the organization has gained over time, BCCP is expected to meet the challenges successfully. The organization owes an immense debt to all the Members of the Executive Board, to the partners, to the dedicated staff and especially to the pragmatic leadership and efficient guidance of the President of the Board, Dr. A. Majeed Khan.

Digital Solutions to Strengthen SBCC

The Bangladesh Knowledge Management Initiative (BKMI) supports the Government of Bangladesh, USAID implementing partners and other stakeholders to develop strong, consistent, and effective social and behavior change communication (SBCC) campaigns and interventions to improve the health and well-being of the people of Bangladesh. BKMI directly works with the Bureau of Health Education (BHE) and the Institute of Public Health Nutrition (IPHN) of the Directorate General of Health Services (DGHS); and the Information, Education, and Motivation (IEM) units of the Directorate General of Family Planning (DGFP) to strengthen their capacity to design, implement, manage and evaluate data-driven, audience-centered and harmonized SBCC.

The application of state-of-the-art information and communication technology (ICT) and knowledge management (KM) solutions are essential elements of BKMI's capacity strengthening efforts, and include digital archives, eLearning courses, eToolkits and websites.

To strengthen institutional memory and facilitate coordination, BKMI assisted all three units to create digital archives that allow all stakeholders to have quick, online access to the SBCC materials developed by these units. The professionals of these units are also being trained to maintain the archives.



As part of this initiative, BKMI has developed eLearning courses for SBCC Program Managers and Planners: Message and Materials Design, and Monitoring and Evaluation for SBCC. In addition, there is a video-based eLearning course for field workers. All eLearning courses are available at <http://bdsbcc.org>



Another product of this initiative is the eToolkit for SBCC Program Managers and Planners that compiles guidelines, curricula, job aids, case studies, and other tools to plan, manage, deliver, evaluate, and support SBCC and can be accessed at <https://www.k4health.org/toolkits/bangladesh-program-managers>. The eToolkit for field workers at <http://www.k4health.org/bangladesh-toolkits> is a digital library of high-quality print and electronic materials on health, population and nutrition issues and is designed to facilitate counseling. It is updated annually by the BCC Working Group, and is available online, offline, and via Google Play for Android-based mobile devices.

In line with the vision for a Digital Bangladesh, BKMI supported the development of BHE's first-ever website (<http://bhedghs.gov.bd/>). Officials from the BHE and MIS Units are being trained to maintain the website, independent of BKMI.

BKMI is a field support effort under USAID's global Health Communication Capacity Collaborative (HC3) project, jointly implemented by the Johns Hopkins Center for Communication Programs, Baltimore, USA and BCCP.





Connecting
Shurjer Hashi Clinics and the Community

Connecting the community with health service facilities remains a challenge as people are still little inclined to respond to essential public health issues by visiting service delivery sites. The NGO Health Service Delivery Project (NHSDP) through its network of 388 'Shurjer Hashi' (SH) clinics spread across Bangladesh has undertaken a wide range of in-clinic and community outreach interventions to establish a linkage between clinic and community.

NHSDP, co-funded by USAID-DFID, is a consortium led by Pathfinder International. BCCP in collaboration with JHU.CCP is partnering this consortium to improve healthy behavior and care-seeking practices through behavior change communication and knowledge management, where promoting the SH clinic network remains a major focus.

The efforts to raise the frequency of clinic visits include local-level promotional activities surrounding national and international health events every year, for example rallies, health fairs, advocacy meetings, discount offer campaigns and debating competitions held in static and satellite clinic and catchment areas. Planning and organizing the events strengthens the clinics as part of a network and encourages potential customers to visit service sites.



New and customized print and electronic communication materials focusing on key health service deliveries reinforced health messages, especially on maternal health, breast-feeding and adolescent reproductive health. Enter-educative electronic materials developed in collaboration with the BCC Working Group are also part of this intervention. All materials have been distributed for use in SH clinics to bring about the desired change. A comprehensive 'Clinic and Material Branding and Marking Manual' was developed to guide the NGOs to produce BCC materials by adopting locally appropriate messages.

To improve the quality of care at the clinic level the 'Mystery Client' exercise was conducted in 100 SH clinics covering 27 districts, using antenatal care, family planning, limited curative care and child health as checklists. The key findings describing satisfaction levels will be used to improve service.

A media dialogue was organized at the national level in Dhaka and at the regional level in Rajshahi to leverage public media resources for the promotion of SH services resulting in national newspaper coverage of NHSDP's role in promoting essential health services. The Daily Prothom Alo notably featured 'Mayer Bank' as one of the life-saving interventions for mothers.

BCCP and Care-Bangladesh as partners of the project, organized BCC/CM training for service promoters and clinic managers at six NHSDP sub-station locations. The aim was to equip the outreach health workers to better mobilize communities.



The Mystery Client exercise is an important monitoring tool to assess the service provider's behavior. Trained people assuming the role of clients have visited 100 SH clinics covering 24 NGOs, and observed that on a factor of overall service satisfaction 50% are satisfactory, 28.7% are good and 21.3% are not satisfactory. These findings will be used to contribute to further improvement. The exercise was used in the past in SH clinics on a limited scale and showed signs of promise to improve quality of care.

Tobacco Control Initiative



Concerned at tobacco abuse and the resultant diseases, many of them terminal, the Government of Bangladesh first enacted the Tobacco Control Law in 2005 and got it amended later in 2013 in compliance with the Framework Convention for Tobacco Control (FCTC). The challenge ahead is to implement this law. BCCP in collaboration with the Institute for Global Tobacco Control (IGTC) adopted a three-pronged approach – promoting research in tobacco control; building partnerships and promoting collaboration; and strengthening the capacity of various stakeholders – to facilitate addressing this challenge.

The Tobacco Control Research Grant Program initiated in Bangladesh in 2013 continues to build the research capacity of young researchers of various universities and institutions. The tobacco control research culture thus initiated is being nurtured to create an evidence-based resource foundation for tobacco control programs. Beginning with ten, twenty research grants have been offered in the following years. Besides providing hands-on mentorship to the research grantees, BCCP also organizes a number of capacity building workshops. The research work culminates in the Research Findings Dissemination Conference organized with relevant stakeholders including media professionals.

IGTC's online course on 'Learning from the Experts: A Course for the Healthcare Professionals' available at <http://globaltobaccocontrol.org> was promoted through organizing symposia at different medical colleges in the country. This short course is a time-saving alternative tailored for busy healthcare professionals interested in learning more about tobacco control. BCCP's approach in promoting this free course has already created a buzz among concerned stakeholders.

As in previous years, BCCP provided technical assistance to the Government of Bangladesh to observe the World No Tobacco Day 2015 in collaboration with in-country BI partners. A theme-based poster developed especially for the Day was distributed through District Civil Surgeon Offices, and BI partners and grantees. BCCP also provided technical assistance to the Leaders in Tobacco Control- Alumni Association, an advocacy group for tobacco control in Bangladesh, especially in organizing orientation for the Bangladeshi participants of the 2015 Global Tobacco Control Leadership Program, Baltimore.

Capitalizing local experiences, BCCP provided technical assistance to the Muhammadiyah Tobacco Control Center (MTCC) in Indonesia in managing their Seed Grant Program. This included preparing the grantees for effective presentation of their study findings.



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Media Alliance - 20

Transparent and Accountable: The Way to Public Procurement

The Public Procurement Reform Project (PPRP), an impressive GoB initiative, continued through PPRP II and now PPRP II (2nd Revised). With the broad objective of progressively improving performance of the public procurement system in Bangladesh, the project focuses largely on key sectoral ministries and targets their implementing agencies. The project is being implemented by the Central Procurement Technical Unit (CPTU), Implementation Monitoring and Evaluation Division, Ministry of Planning, with financial support from the International Development Association (IDA) and technical assistance from The World Bank.

Communication activities under the Social Awareness Campaign and Communication component for this phase are aimed at strengthening stakeholders' knowledge of e-GP; and promoting transparency and accountability in the procurement process. BCCP is to achieve this through a Strategic Communication Program (SCP) during April 2015-December 2016.



The SCP considers the increased use of ICT in all aspects of life and uses a sophisticated, state-of-the-art communication approach to promote the benefits of public procurement reforms through a campaign using both traditional and social media; and outreach events. The CPTU website will work as the central point of the virtual platform where various elements will be linked. A plethora of activities including online marketing, mobile apps, SMS, billboards, a theme song, TVC and RDC and a talk show will characterize the campaign.

BCCP is in the process of developing success stories showcasing the achievements of various stakeholders - tenderers, procuring entities, policymakers, media and civil society members - in following the e-GP to procure with public money. These will appear in various communication channels of CPTU and relevant stakeholders. An animated video on e-GP and slideshow on PPRP are available on YouTube and are also shown at various events.

BCCP is organizing 'Kroi Sanglap Forum' in 64 Districts. This forum provides an open platform to tenderers and procuring entities to discuss procurement issues. Workshops on e-GP Awareness for procuring entities, tenderers, and media professionals in 64 districts is providing a clear understanding about e-GP, and the knowledge and skills to promote transparency and social accountability. The advocacy kit and the e-GP flyer are being widely used at these events. The flickr gallery is documenting all the photos. Bankers are also getting the exposure needed to understand the e-GP system through workshops and seminars.



Promoting Urban Health: Concerted Efforts Needed



A priority issue in the development agenda of governments, particularly in developing nations, is promoting urban health. With the present trend of rapid urbanization in Bangladesh, the percentage of people residing in urban areas is projected to double by 2030. Considerable pressure has fallen on the health services and the facilities in urban areas, exacerbated by increased migration. Moreover, urban areas lack a strong public sector primary health care system. To address this, the Local Government Division (LGD) of the Ministry of Local Government, Rural Development and Cooperatives (MoLGRD&C) had already taken initiatives to provide primary health care services to the urban population through partnership among urban local bodies and selected NGOs. Evolving from the previous urban primary health care projects conducted in two phases, the Local Government Division began the Urban Primary Health Care Services Delivery Project (UPHCSDP) in July, 2012 with financial support from the Government, ADB, SIDA and UNFPA.

UPHCSDP aims to improve the health status of the urban population, especially the poor, through improved access to and utilization of efficient Primary Health Care Services. Operating in ten City Corporations and four selected Municipalities, the project delivers services under "Rainbow" branded primary health care service centers located in 25 Partnership Agreement Areas.

BCCP has been engaged as the BCCM (Behavior Change Communication and Marketing) firm to manage the BCCM component of the project. In its take-off journey after signing of the contract in July 2015, initial activities like team formation, assigning responsibilities, common understanding of the project demands, reviewing existing literature, holding meetings and discussions with project officials, and developing a realistic work plan have been completed. A BCCM needs assessment in selected Partnership Agreement (PA) Units was followed by an Inception Workshop where the planned interventions were shared. A Message Development Workshop was organized for the mid-to-senior level project officials and service providers to sharpen their ideas about messages. BCCP is now proceeding with its planned BCCM interventions following a three-pronged approach – demand generation, capacity building and sustainability - that is expected to enhance city dwellers' knowledge about the availability of services and encourage them to avail those from the 'Rainbow' health centers of the project. Implementation of all the BCCM activities is expected to improve the health status of the urban population.

Identification System for Enhancing Access to Services (IDEA) Project

IDEA for the People



The Identification System for Enhancing Access to Services (IDEA) Project of the Election Commission Bangladesh has been designed to build on the success achieved by the existing national identification (NID) system. An expanded use of information and communication technologies will establish an accurate and reliable identification system that will serve as the basis for more efficient and transparent service delivery. To this end, BCCP is employing a Strategic Communication Approach (SCA) consisting of an effective communication program - involving campaign, advocacy and community mobilization, and capacity building - that is at the heart of disseminating information and behavioral change.

A 3-phase campaign at both national and local levels will be conducted to enhance the citizens' knowledge and understanding of the benefits of the Smart NID card and ensure their participation in the project. In preparation newspaper ads are being published at regular intervals. Production of TVC, RDC, a theme song, television scrolling messages, information display materials, SMS, billboards, posters and stickers are awaiting finalization.

The change-makers in society can effectively strengthen the link between the people and the NID system and so a module to orient Imams, teachers and local elites, and another module to sensitize journalists have been developed. An advocacy kit already prepared will be used in various programs.

The BCCP team visited and briefed the Regional and the District Election Officers and also some Upazila Election Officers in the districts of Faridpur, Barisal, Khulna, Rajshahi, Rangpur, Mymensingh, Comilla, Chittagong, and Sylhet on the status of SCA under the project; and also oriented them on the NID features as mentioned in the newspaper ads and discuss training dates.

The curriculum on Social Awareness and Community Mobilization Training was developed during a workshop with Upazila Election Officers and Thana Election Officers. Besides identifying the training methodology, the workshop provided election commission officials with the skills to reach members of the community and increase their awareness on the system.

The BCCP team is all set for the national launch that will bring the entire nation under the Smart NID system.



Springboard: The Ultimate Virtual Platform for SBCC Professionals



Springboard is THE place to go to engage the SBCC community!

Springboard is an online community of public health professionals led by the Health Communication Capacity Collaborative – HC3 – a USAID-funded project. Springboard connects all countries around the globe and endows SBCC professionals with all-encompassing knowledge through the virtual exchange of experience and ideas to practice higher level of professionalism. Springboard also brings relevant face-to-face meetings to the site to promote a complete round of dialog online. The site also supports its members by providing links to other useful sites.

BCCP hosts a Secretariat for the Springboard Asia region since 2014. BCCP is also home to the Bangladesh Health Communication Springboard launched first in Asia the same year. BCCP Secretariat focused on the development of a Springboard community around the region and planned to organize country Springboard launches in India and Nepal during 2015. In Kathmandu, Nepal the first Advisory Board meeting of Springboard Asia region was held with nominated members of Bangladesh, India and Nepal charting the course of action for the countries and fostering SBCC professionalism.

The third Annual Springboard Global Advisory Council meeting was held in Tanzania in August 2015, facilitated by a team from the Springboard Global Chapter in Baltimore USA. Representatives from country Springboards from the Africa and Asia regions and members of the regional secretariats including BCCP participated.

The 3-day Advisory Council meeting reviewed the Springboard year, shared country experiences, reviewed the mission statement and examined the opportunities and strategies for future success. Country and regional implementation strategies were developed. Global roles and responsibilities were also mentioned. The meeting also discussed resource mobilization plans, price versus cost issues, value chain and Springboard sustainability. A formal announcement was made on the organization of an International SBCC Summit 2016 to be held on February 8-10 in Addis Ababa, Ethiopia by HC3 and its partners.

Springboard will continue as a forum for SBCC professionals despite HC3 project closure in September 2017. The regional secretariats will play a pivotal role to maintain engaging and attractive country pages and to hold the mantle of leadership to carry forward the SBCC mission and generate alternative revenue to keep the forum vibrant enough for continuous discussion on virtual platform.

Students and Police to Unite to Promote Peace

Through the ages, mankind has witnessed many social changes brought about by youths. In order to encourage positive thinking and direct their energy towards the development of the nation, the program titled "Rajshahi Student & Police Engagement – Student Leadership Development Workshops" under the Information Support Team (IST) of the U.S. Embassy aims to strengthen the relationship between students and police and among other things promote peaceful resolution of conflicts. BCCP has undertaken this program to shape the mindset of university students, create a communication network, develop future civic leaders, support multiculturalism, and provide career-related skills. It is a follow-on program of the "Bangladesh Private University Student Leadership Development Workshops" conducted in Dhaka City. Integration of the Police in the present program is expected to form a student-police relationship that will provide insights into each other's viewpoints, create tolerance and motivate them to help maintain law and order in society. The one-year program will involve students from three selected universities of Rajshahi and members of the Police force in focus group discussions, theme-based workshops and seminars.

Student Leadership Development Workshops



United for a Better Future
Universities in Rajshahi
Student Leadership Development Workshops (SLDW)

Afforestation and Reforestation to Resist Climate Change

BCCP partners with the Bangladesh Forest Department (BFD) for the Climate Resilient Participatory Afforestation and Reforestation Project (CRPARP). With financial support from the Bangladesh Climate Change Resilience Fund (BCCRF) and technical support from the World Bank, the project aims to reduce forest degradation through a participatory approach and contributes to build long-term resilience to climate change for selected coastal and hilly communities.

BCCP's role in strengthening the community's capacity to deal with natural disasters and enhancing knowledge of the ecosystem, expanding the social forestry program, and building institutional capacity will be realized through a communication strategy and a web-based information dissemination system. These will work to create awareness and influence behavioral change among the target population by improving participatory forestation and reducing deforestation. BCCP assessed the communication needs of selected areas between Cox's Bazar and Barguna, mapped out people's perceptions; and identified needs and barriers and appropriate channels. The media strategy thus devised includes a campaign; the IPC and outreach activities and advocacy; and capacity building of relevant project officials.



A message and material development workshop equipped participants from BFD, the Project Implementation Unit (PIU), and Arannayk Foundation - a project partner - with knowledge relating to communication needs, audience analysis, types of media, identification of problems, design of messages and materials, etc. A number of print and advocacy materials including a media kit for journalists, a success story booklet, and documentary videos aim to mobilize the people in the community. The documentary videos will showcase CRPARP success stories.

CRPARP's own website is ready to be launched and designated persons will receive training on site administration. Future Search Conferences for key stakeholders will create a foundation for the development of community action plans. Messages on forest conservation and its benefits in the lives of people, and the eco-system will be disseminated through a street drama, a school art competition, and partnership with community radios and cable channels.

The Union Legal Aid Committee Members Training contributed to strengthening the capacity of the participants. Technical assistance was provided to conduct a number of bi-monthly meetings of the Union and Upazila Legal Aid Committee Members, resolutions were prepared and the District Legal Aid Office was informed. Quarterly Coordination Meetings were organized with District, Upazila and Union Parishad Legal Aid Committees to raise awareness about the Committees, maintain updated information and solve problems.

“ সুবিচার পাওয়া আপনার অধিকার
আইনি সহায়তা দিচ্ছে সরকার ”





Who gets Legal Aid?

- Insolvent people with yearly income of less than Tk. 100,000
- Unable/partially able/jobless freedom fighters with yearly income of less than Tk. 150,000
- Recipient of old age allowance
- Destitute women holding VGD card
- Woman and child victims of trafficking
- Victims of acid violence
- And others.

District Legal Aid Office provides:

- Legal advice
- Legal information
- All expenses related to filing of case, legal fees, representation and continuance.



Community Action to Protect the Future

Many children around us are victims of neglect, abuse and violence. It is not the task of one person but the community as a whole to recognize it as an issue that is jeopardizing the future. In its effort to establish a community based system for child protection through social attitude and behavioral change, BCCP organized community gatherings in the intervention areas of the Family Planning Association of Bangladesh (FPAB) under the Dhaka and Khulna City Corporations. These meetings gave the platform to representatives of school and madrasa management committees, law enforcement agencies, religious leaders, local elites, guardians, businessmen, government and non-government organizations, and implementing partners of the CACP project to discuss violence on children in all its forms and the role of the community in its prevention.

BCCP's community mobilization and awareness building activities also included a Children's Festival, Music Competition, Future Search Conferences in Chittagong, Dhaka and Khulna City Corporation areas which received prominent coverage in the BTV news. The Violence Against Children Forum involving guardians, community leaders, teachers and other stakeholders; and TOT on life skills for the service providers contributed to raising awareness, sharing of relevant information and promoting benefits with insights.

Along with these activities, BCCP plans to implement other program activities, more so as a partner of the European Union funded Community Action for Child Protection from Violence (CACPV) project. CACP aims to strengthen community action by community people for child protection by developing multi-formatted communication media tools; and to provide legal support and a comprehensive rehabilitation package for reintegrating child victims of violence. Other partners include Aparejeyo- Bangladesh, Bangladesh Legal Aid Services Trust (BLAST) and JOICEP (Japanese Organization for International Cooperation in Family Planning), with FPAB in the lead.





Children's Festival,
Music Competition,
Community Gathering and
Future Search Conference in
Chittagong, Dhaka and
Khulna City Corporation



Light
at the end
of the
tunnel

Growing up with a stepfather in Noakhali, Pinky was neglected and miserable. One of three siblings, all she wanted to do after school was play. In 2011, on her way to Chittagong to visit her aunt, her uncle sold her to flesh traders. After months of darkness she managed to escape. Fortunately, she met a man from *Bhorer Alo*, an NGO, where she learned to sew and through leadership training became the group leader of children. At CACP's Children Festival she shared her experience and held the torch for the rights of the 300 underprivileged children present and showed other such organizations what a difference they can make.

This is an example of how BCCP is strengthening the knowledge of the duty bearers and service providers to establish a self-sustaining network of community action and empowering the children to protect themselves from victimization.

Individual and Collective Efforts Impacting on Positive Sanitation and Hygiene Practices

The study was undertaken in the three sanitation and hygiene intervention areas - Bhararura, Bhurbhuria, and Satgaon under Moulvibazar in Sylhet. The media Intervention among young children from low-income households in the country's tea estates explored if and how such an intervention impacted on their sanitation and hygiene related knowledge and behavior. Materials and messages including a Public Service Announcement by the *Sisimpur*/Sesame Workshop disseminated in schools and community center areas contained lessons on using the latrine, wearing sandals and washing hands. The research assessed the exposure to two different versions of the intervention materials where one emphasized personal motivations (the "individual" intervention in Bhurbhuria) and the other underlined social motivations behind healthy behavior (the "collective" intervention in Bhararura) while Satgaon served as the control. The School of Public Health, University of Maryland's Institutional Review Board examined and approved the protocols and instruments. As the local partner, BCCP engaged a team experienced in working with young children and trained to collect reliable, and valid data from both parents and children in their preferred language.

A power analysis identified the minimum number of participants needed to measure significant differences in the outcomes. A total of 80 community children between the ages of 3 and 8 years were randomly selected. One-on-one interviews using semi-structured questionnaires were held with the consent of the parent/guardian and child. Many improvements were observed in the target behavior while comparing responses from before and after the interventions. Those in the "individual" group saw significantly stronger gains in the attitude among adults, reported use of a latrine, and parents needing to remind their children to wear shoes. On the other hand, the "collective" group had more favorable attitude scores in regard to sanitation and hygiene-related behavior. Also, greater receptivity of *Sisimpur* characters among children significantly predicted improved outcomes.

The research study was funded by Sesame Workshop through a grant from the Bill and Melinda Gates Foundation.



Peers Volunteer to Create a Network for TB Case Detection

A peer group of 50 grassroots level volunteers equipped with communication materials led a community awareness intervention on tuberculosis (TB) in select urban slums in five wards of Mirpur, Dhaka. This innovative intervention increased TB case detection, promoted timely care-seeking, provided referral for TB services, expanded patient follow-up and ensured adherence to treatment standards through home visits, group discussions and TB awareness programs that consisted of enter-educative videos, street dramas and interactive discussion. Slum leaders were involved to create a supportive environment and to counter the stigma attached to the disease.

Under the TB CARE II Bangladesh project, with financial support of the University Research Co., LLC, BCCP also built a successful partnership with the five NGO-run urban clinics in the intervening wards that act as referral sites and have TB case detection and DOTS services. BCCP oriented the clinic staff on effective ways to communicate with clients. The successful referral network of private medical practitioners thus established from grassroots to service delivery point contributed considerably to increase case detection, serving smear positive TB cases with DOT therapy and receiving extra-pulmonary TB and child TB cases.



23
slums

45,000
households

200,000
slum-dwellers

April 2013
to March 2015



BCCP's strategy of engaging and empowering peers to deal with suspected TB case detection in 23 slums having 45,000 households with around 200,000 slum-dwellers is proving positive. The project ended in March 2015. A paper on the success of this model project was presented at the 12th International Conference on Urban Health held in May 2015 in Dhaka, where delegates from 66 countries attended.

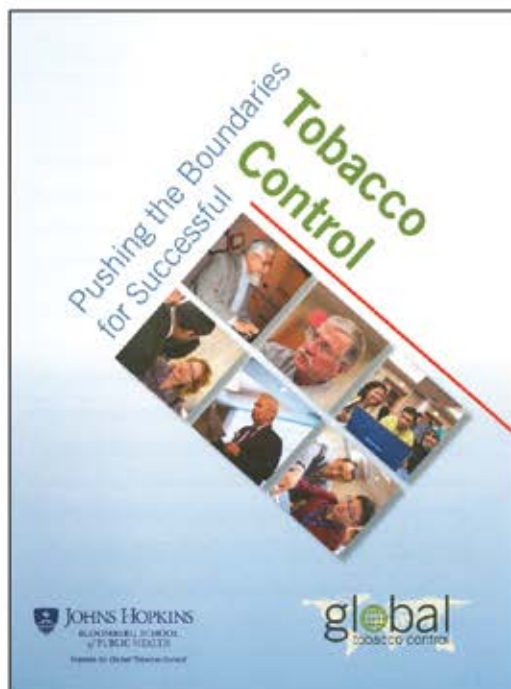


Capacity Building by Transferring Knowledge

Sessions Abroad

IGTC at Johns Hopkins Bloomberg School of Public Health organized the 10th Annual Global Tobacco Control Leadership Program in Baltimore, USA where participants from 25 countries gathered to enhance their skills in developing a Country Leadership Action Plan, guided by a faculty of international experts. On IGTC's invitation, Mr. Mohammad Shahjahan, Director and CEO, BCCP facilitated a session on "Developing a Leadership Action Plan: The Case of the Bangladesh Tobacco Control Research Network".

Mr. Shahjahan instilled an understanding of "opportunity" and "timing" in bringing about change and the importance of accountability in leadership to explain how BCCP successfully established the Bangladesh Tobacco Control Research Network. He also familiarized the participants with the mechanism to achieve success. The IGTC personnel and the Head of JHU Training Division were highly appreciative of Mr. Shahjahan's role as facilitator. The presentation equipped participants with the knowledge to conceptualize and develop their respective country-specific Leadership Action Plans.



In June 2015, Dr. Benjamin Lozare, Director (Training and Capacity Building), CCP invited Mr. Shahjahan to the Leadership in Strategic Health Communication Workshop in Baltimore, USA. There Mr. Shahjahan facilitated a session on "Operational Effectiveness: A Key to Sustainability (BCCP Case Study)". The workshop was a learning opportunity for decision-makers, administrators, health educators, program officers, and others involved directly or indirectly in BCC and social mobilization activities.



Technical Assistance Visit

The BCCP team made the 4th and final technical assistance visit to Muhammadiyah Tobacco Control Center (MTCC), Indonesia in 2015 to assist research grantees under the Tobacco Control Research Grant Program prepare for the Research Findings Dissemination Conference. Ms. Yasmin Khan, Program Director and Mr. Mohammad Shamimul Islam, Program Manager from BCCP assisted in reviewing research abstracts and presentations for the Mentoring Workshop; and in developing a comprehensive plan for the conference. They also facilitated sessions on Effective Presentation and Facilitation Skills.



Advances in Strategic Communication Workshop 2015

In organizing the Advances in Strategic Communication Workshop since 1994, BCCP has had a profound impact on the capabilities of SBCC professionals in the country. The 20th Advances in Strategic Communication Workshop held during February-March 2015 at BCCP's own premises in Mirpur, Dhaka provided comprehensive, up-to-date learning on Strategic Communication for mid- to senior level professionals from various government, non-government and private organizations.

This unique, custom-made workshop takes into account recent changes in communication technology such as use of social media, to influence social and behavior change. The extensive participatory approach used is intended to help participants design strategic, systematic and effective SBCC programs. The workshop exposed participants to state-of-the-art communication tools and techniques and focused on team-building activities as well. Experienced in-house and external facilitators led the workshop.

Online Courses

Learning from the Experts

"Learning from the Experts: A Course for Healthcare Professionals" is a free, time-saving online course reflecting the global concern regarding public health issues created by tobacco consumption. This course is designed for busy healthcare professionals interested in learning more about tobacco control.

In 2015, BCCP organized four symposiums at the Bangladesh University of Health Sciences, Sylhet MAG Osmani Medical College, Southern Medical College in Chittagong and Rangpur Medical College and facilitated sessions on tobacco abuse and its devastating outcome and another on the role of healthcare professionals in tobacco control along with a web-based demonstration of the course. In order to promote the course, BCCP presents these symposiums with technical assistance from JHSPH and in collaboration with various medical colleges and public health universities. Registration of a significant number of participants on-site is a testament of their willingness to know more in this field.

eLearning Courses for SBCC Professionals

BKMI in its quest to strengthen SBCC capacity in the health care delivery system has developed ICT based eLearning courses for enhancing the skills of Program Managers and Planners in SBCC. The 'Message and Material Development' and 'Introduction to Monitoring and Evaluation for SBCC Programs' courses are available online in English and Bangla at <http://bdsbcc.org>. These courses provide hands-on exercises, videos and illustrations to help SBCC professionals get the most out of the learning experience. A video-based course is available in Bangla for fieldworkers at the same address. Participants receive certificates upon completion of the course.



Internship Program

BCCP fosters student internships nominated from various national and international universities including the Johns Hopkins Bloomberg School of Public Health, Baltimore, USA. This entails prepping the students for the professional world. Being a leading strategic communication organization, BCCP imparts hands-on training to develop various communication interventions keeping at par with the student's academic requirement and integrating them into BCCP projects in turn benefits the organization. The individually designed programs include specific work plans, timeframe, reporting line, working base and expected outcome. These may involve developing media, messages and materials; assisting to conduct formative researches and communication-based assessments; and providing input to survey instrument development, field data collection, data entry and data analysis.

Developing Promising Public Health Experts

BCCP provides an opportunity to complete the USAID Competitive Fellowship Award Program through a process of learning by doing. This sometimes creates job opportunities for the interns based on organizational needs and the interests of the concerned individual.


The Fellowship is offered by the James P Grant School of Public Health at the BRAC Institute of Global Health, BRAC University as part of the Next Generation Public Health Experts Program, with the objective of giving public health professionals an opportunity to gather work experience in renowned public health organizations of Bangladesh.



BCCP's Presence on the International Platform

Over the years, BCCP presented itself in various international forums. The delegation of senior members in international events including CCP's Worldwide Meeting, the International Communication Association's (ICA) Annual and Regional Conferences and Symposium on HealthCAM during the reporting period not only added value to BCCP's future undertakings but also helped the professionals to develop further and weave their newfound experiences into their work and within their teams to contribute to the continued development and sustainability of BCCP.

Experience sharing, presenting abstracts on current issues, facilitating sessions abroad, exchanging success stories and best practices, taking note of input from international programs, integrating ICT and knowledge management, exploring potential client base – all have led the organization to plan and execute effective social and behavior change communication programs, carving its way through the age of digital and social media. This is more evident in BCCP's participation in learning forums like webinar, an advanced web-based version of a seminar, including the ones for the Bangladesh Springboard members organized this year by HC3. Keeping abreast of ever-changing times, BCCP has also begun to develop and introduce short, easy-to-do, free online courses that cater to the needs of busy SBCC professionals.



Dr. Joanna Cohen
Mr. Stephen Tamplin
Ms. Kirsten Böse
Mr. Gary Saffitz
Mr. Peter Connell
Prof. Dr. Ainun Nishat
Ms. Anna Kalbarczyk
Ms. Emily Combs
Mr. Atsushi Yoshino
Ms. Kei Yoshidome

Special Visits

Dr. Joanna Cohen, Director and **Mr. Stephen Tamplin**, Associate Scientist, IGTC at the Johns Hopkins Bloomberg School of Public Health came to BCCP in January 2015 to attend the Research Findings Dissemination Conference. They chaired a couple of scientific sessions and also spoke at the opening and closing sessions.

Ms. Kirsten Böse, Project Director, HC3 visited Bangladesh in January 2015 to provide technical assistance during the FP BCC Campaign Sharing Workshop and on sharing methodology for HPN Program Practices. Through an interactive session with the BCCP team she shared her thoughts on the relationship between Gender Transformation and Family Planning Programs. She also discussed capacity strengthening approaches and tools with the BKMI team. Moreover, she provided support to BCCP in planning the Asia Regional Springboard meeting and shared her thoughts regarding the upcoming Springboard Advisory Council meeting.

Mr. Gary Saffitz, a former Deputy Director at CCP and Senior Associate Faculty member at the Bloomberg School of Public Health, currently working as a consultant to CCP, visited Bangladesh in January 2015 to provide technical assistance to the BKMI team on various capacity building approaches including facilitating the FP BCC Comprehensive Campaign Sharing Workshop. He also discussed some innovative approaches and best practices from around the globe.



Mr. Peter Connell, International Consultant on Management and Public Health, visited Bangladesh on an appraisal mission. BCCP shared the current scenario of the health, population and nutrition sector development program (HPNSDP). Mr. Connell was Chief of Party in a pioneer program of USAID – Urban Family Health Partnership (UFHP) under National Integrated Population and Health Programs (NIPHP).

Prof. Dr. Ainun Nishat facilitated a session at the 20th Advances in Strategic Communication Workshop. He shared his experiences on strategic communication concerning climate change and environment. Prof. Nishat, an internationally acclaimed Environment and Climate Change Expert, is Professor Emeritus at the Centre for Climate Change and Environmental Research, BRAC University, Dhaka.

Ms. Anna Kalbarczyk, Assistant Director and **Ms. Emily Combs**, Program Coordinator, Johns Hopkins Center for Global Health visited BCCP in August 2015 to get to know BCCP's views on the Global Health Established Field Placements Program in Bangladesh. The Program supports placement students in their efforts to gain experience working on development projects in the developing world. BCCP accepted a number of graduate and undergraduate students from the Johns Hopkins Bloomberg School of Public Health including two students in 2015.

Mr. Atsushi Yoshino, Chief Technical Advisor and **Ms. Kei Yoshidome**, Program Specialist of JOICFP visited BCCP in September 2014. The purpose of the visit was to know more about BCCP and its message and materials development unit as they are entrusted to develop the C4D tools for the Community Actions for Child Protection from Violence (CACPV) project.

Making a *Big Difference*

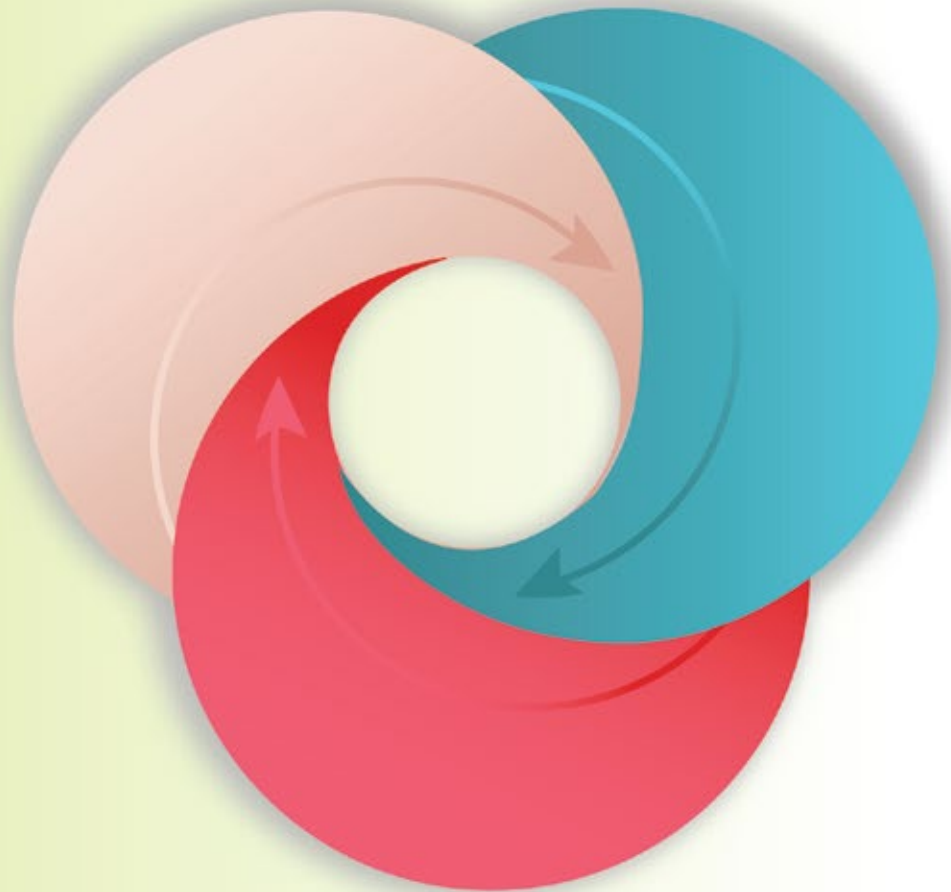


Introduced in 2013, the research seed grant program, the first of its kind in Bangladesh, stemmed from a dearth of research resources on tobacco control in the country. The systematic research capacity building program conducted by BCCP in collaboration with the Institute for Global Tobacco Control at the Johns Hopkins Bloomberg School of Public Health, USA, addressed the need to popularize tobacco control research, especially among young researchers, and generate local evidence to support tobacco control interventions.

All Bangladeshi postgraduate students and researchers aspiring to contribute to tobacco control were eligible and encouraged to apply for the grants. The grantees participated in capacity building workshops focusing on different aspects of research. An experienced support team provided one-on-one mentorship throughout. Consequently the researchers presented their findings before tobacco control stakeholders, decision-makers and the media. Furthermore, the Bangladesh Tobacco Control Research Network (BTCRN) was formed to provide ongoing support and guidance to the tobacco control researchers. Several research findings have already been published in international journals and two have been presented at international conferences with large multi-national audiences.

As NGOs and the government are already utilizing the research findings to design and implement SBCC programs to eliminate tobacco use, the systematic research capacity building program is making a big difference by elevating tobacco control as a priority research agenda, thereby contributing to a smoke-free Bangladesh.

Communication through Innovation





BCCP – An Avant-garde Strategic Communication Organization

The past year has been significant for BCCP in many different ways. During this period BCCP made concerted efforts in applying state-of-the-art ICT solutions to strengthen Knowledge Management SBCC projects and the organization itself. To name a few ICT features, BCCP is utilizing eCommunication through emails, social media, online email marketing, SMS campaign, mobile applications, online papers, cloud storage and sharing and websites as tools to disseminate and store messages and information to bring about positive behavior change.

Under BKMI, a number of online resources were developed for the Bureau of Health Education and the Institute of Public Health Nutrition of the Directorate General of Health Services; and the Information, Education, and Motivation Unit of the Directorate General of Family Planning to strengthen capacity to design, implement, manage and evaluate data-driven, audience-centered and harmonized SBCC; facilitate coordination; and preserve institutional memory and improve knowledge sharing. These resources include digital archives, eLearning courses for Program Managers as well as field workers; eToolkits for Program Managers and field workers; and websites.

An Android mobile application for CPTU, Ministry of Planning under PPRP II (2nd Revised) will act as a simple gateway to attract the procuring entities and bidders with effective information. The users will have the updated list of both e-GP and non-e-GP advertisements, CPTU acts and rules, tender submission guidelines and other relevant information and also a 24/7 hotline access. Digital interventions also include an SMS campaign, email marketing and online advertisements. Selected images of different activities like the e-GP awareness workshop and *Kroi Sanglap* have been uploaded into the flickr gallery. An active database contains the list of participants of these events. As part of the online cloud sharing media, a Google Drive Account has been configured to archive important documents, video clips and other files. The Facebook page is being shared in various forums and bidders communities. An updated version of the existing CPTU website will wear a new look. Digital billboards are going to be placed soon.

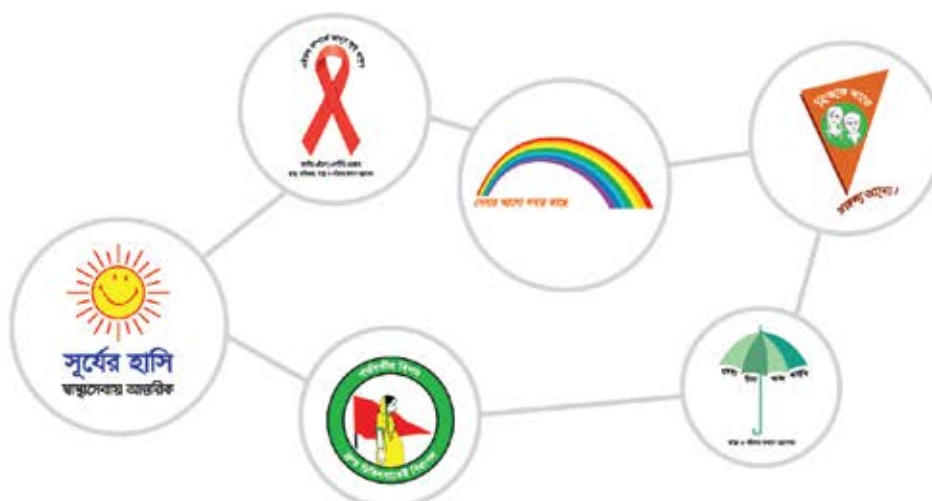
Being the Secretariat for the Springboard Asia region since 2014, BCCP focused on the development of the Springboard community around the region and organized country Springboard launches in India and Nepal. Springboard is an ultimate virtual platform for SBCC professionals' exchange of experience, ideas and knowledge. The face-to-face meetings are essential components of Springboard and are also reflected in a virtual platform.

With a view to foster positive climate change, CRPARP is contributing to the building of long-term resilience of selected communities in coastal and hilly areas. The project's own website will give an insight into all the project activities that include but will not be limited to reducing forest degradation and increasing forest coverage through a participatory approach. Designated persons will receive training on site administration.

The SLDW in Rajshahi will use a web-based application to track participants and activities from each workshop and seminar. A continuously maintained knowledge management database will contain relevant and distributable teaching material, participants' information, photos from the workshops, etc. which the students will have access to.

BCCP uses library management software to manage its Media Material Center (MMC). Following up on CCP's software, the SCOPE software has also been developed for the Advances Workshop in the Bangladesh context.

A separate Knowledge Management unit has been created to establish a more effective mechanism for preserving, protecting, sharing and increasing knowledge. BCCP is also in the process of fleshing out its short, medium and long-term ICT strategy so that its SBCC strengths built in two decades can effectively and efficiently be transformed to nicely fit into ICT arenas. BCCP already has a well-established IT infrastructure staffed with a combination of IT as well as ICT professionals. With this strength the organization is responding well to existing project needs. However, BCCP's ICT vision includes mainstreaming ICT within the organization so that this powerful media can be used as a 'natural choice' for designing SBCC projects, while remaining the avant-garde in SBCC producing sustainable results.



BCCP's Building Blocks

Since its inception BCCP has striven to remain on the cutting-edge. Community mobilization programs having innovative approaches such as the Jiggasha Approach, Future Search Conference, Life Skills Workshop and Consultative Workshop promote mass participation and commitment. Using traditional or digital media or a media mix, BCCP flourished in designing and implementing comprehensive media campaigns based on specific goals, and audience and context mapping data. Simultaneously, BCCP employs advocacy at policy level and at local level with a view to establishing a social support system to influence policy change, create an enabling environment and acquire program objectives. As the pioneer in utilizing the enter-educate approach in the country, BCCP has already made a name for itself through popular drama serials, magazine programs, sitcoms, cartoon series, comic books, folk music, and street dramas that people can relate to.

BCCP's strength lies in its prompt adaptation to changing times, learning new modes of communication while still remaining at the head of its parade. Its openness to embrace new ideas translated into many programs having ICT based components kept it at par with the quest for Digital Bangladesh and fully geared for rolling into the future.



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 just, healthy, enlightened, and poverty- and exploitation-free society.



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
- Community mobilization
- Entertainment-education
- Knowledge management
- Capacity strengthening for strategic communication



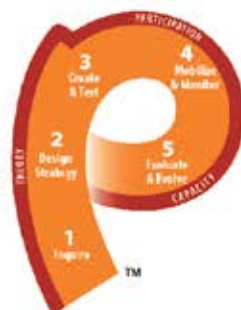
We follow

13 professional behaviors of highly effective people



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.

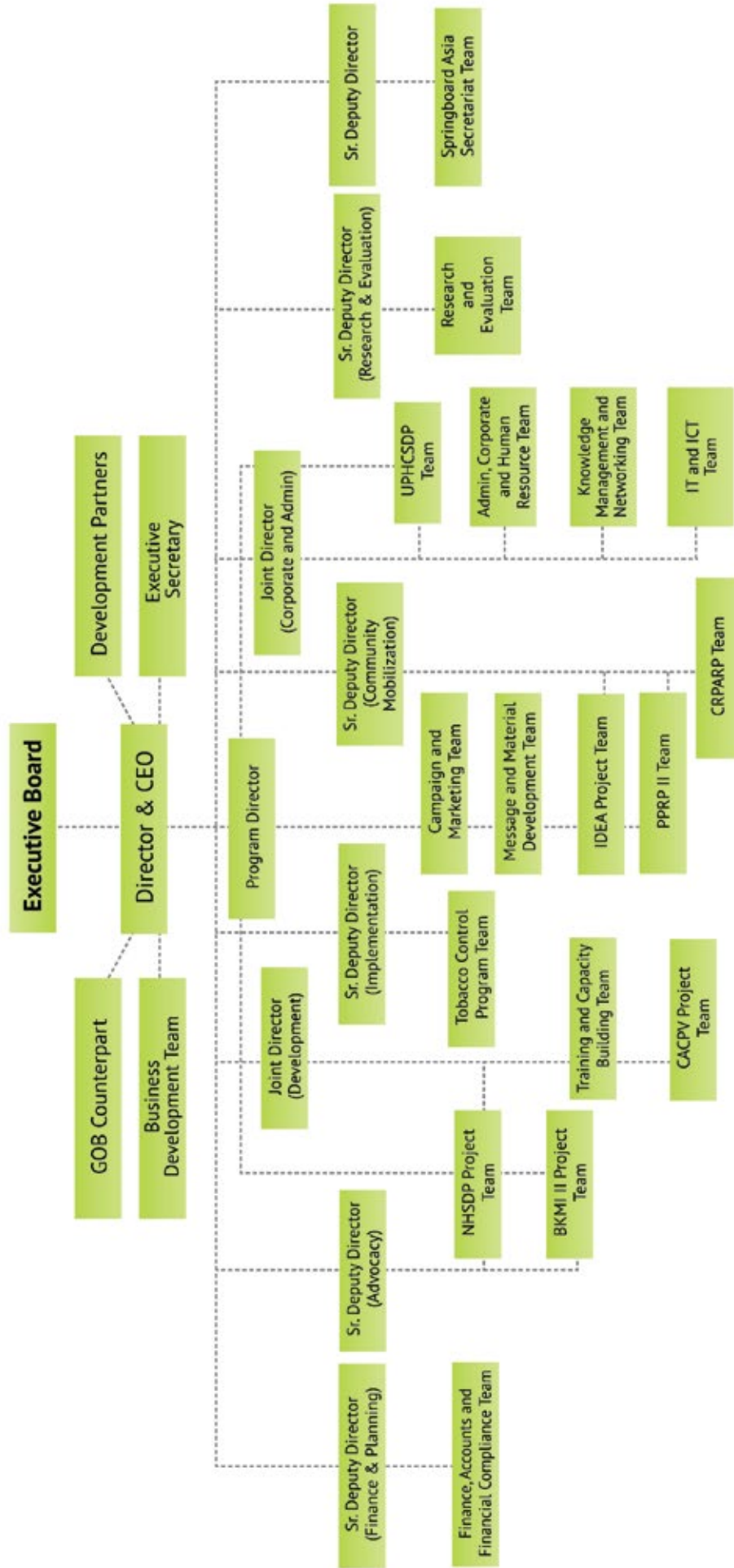


Courtesy: Johns Hopkins Bloomberg School of Public Health Center for Communication Programs (JHU-CCP)

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



BCCP Organogram





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's Senior Professionals and Expertise

Mohammad Shahjahan

Director & CEO

Communication Policy, Strategic Design and Management Specialist

Key Program Professionals

Yasmin Khan

Program Director

Program Planning; Campaign;
Message and Material Development

A. K. Shafiqur Rahman

Joint Director (Development)

Program and Organizational Development;
Capacity Building

Dr. Zeenat Sultana

Senior Deputy Director (Advocacy)

Advocacy; Program Management and
Implementation

Tawfique Jahan

Senior Deputy Director

Program Conceptualization and Implementation

Dr. Nazrul Haque

Senior Deputy Director (Implementation)

Program Implementation; Emerging and
Re-emerging Diseases

Khadija Bilkis

Senior Deputy Director (Community Mobilization)

Community Mobilization; Program Management
and Implementation

Dr. Shahida Haque

Senior Deputy Director (Research & Evaluation)

Research Design, Program Evaluation and
Result Dissemination

Dr. Md. Shahidul Alam

Deputy Director (Training)

Capacity Building; Project Implementation

Kanta Devi

Deputy Director (Knowledge Management &
Networking)

Communication; Documentation and
Knowledge Management

Dr. Md. Kapil Ahmed

Deputy Director (Research & Evaluation)

Research Design, Program Evaluation and Result
Dissemination

Meher Afroze

Assistant Director (Program)

Program Implementation

Badal Krishna Halder

Assistant Director (Training)

Capacity Building, Program Management

Tofail Md. Alamgir Azad

Sr. Communication Specialist

Program Management

Mohiuddin Ahmed

Sr. Communication Specialist

Program Management

Md. Mamunur Rashid

Sr. Communication Specialist

Program Management

Mahin Akhter

Campaign and Marketing Specialist

Media Management

Gautam Shuvra Biswas

Research Manager

Research, Monitoring & Evaluation

Mohammad Shamimul Islam

Program Manager

Program Management & Implementation

Abu Hasib Mostafa Jamal

Program Manager

Program Management & Implementation

Key Corporate, Finance & Admin Professionals

Md. Motaheerul Haque

Joint Director (Corporate)

Corporate Affairs; Program Management

Waliul Huq Khandker

Audit and Financial Compliance Advisor

Management of Financial Audit and
Donor Compliance

Mohammad Yousuf

Senior Deputy Director (Finance and
Planning)

Financial and Accounts Management

Jahangir Hossain Sharif

Deputy Director (Business Development)

Program Conceptualization,
Coordination and Proposal Development

Biman Barua Chowdhury

Deputy Director (Administration)

Program Support, Logistics, Maintenance

Md. Ahsan Ullah

Assistant Director (Finance)

Accounts and NGOAB

Maloy Biswas

Assistant Director (Contract & Audit)

Contract, Accounts and Audits

Israt Shaila

HR Manager

Human Resource Management &
Operations

Md. Khairuzzaman

IT Manager

Information Technology
Management & Support

Kazi Jamal Hasan

Administration Manager

Program Support, Logistics,
Maintenance

Md. Shirajul Islam

Estate and Maintenance Manager

Building, Assets and Transports
Maintenance



BCCP recognizes technical and financial support from
GoB, ECB,
USAID, ADB, WB, DFID, IGTC,
BKMI, European Union, CRPARP, NHSDP, TB Care II Bangladesh,
JHSPH, URC and University of Maryland
for accomplishing current programs.



USAID
 আমেরিকার উন্নয়নের শক্ত হাতে



TB CARE II
BANGLADESH



Auditor's Report



AHKC
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 Chartered Accountants
 Exclusive Correspondent Firm of PKF International

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Web : <http://www.ahkcbd.com>

Members of the Executive Board

Bangladesh Center for Communication Programs (BCCP)

House # 8, Road # 3, Block-A, Section-11, Mirpur, Dhaka-1216, Bangladesh.

We have audited the accompanying financial statements of "Bangladesh Center for Communication Programs (BCCP)" which comprise of the Consolidated Balance Sheet as at 30 June 2015 and related Consolidated Income and Expenditure Statement and Consolidated Receipts & Payments Statement for the year ended 30 June 2015 and a summary of significant accounting policies and other explanatory information. Management is responsible for the preparation and fair presentation of these financial statements in accordance with Bangladesh Financial Reporting Standards (BFRS). Our responsibility is to express an opinion on these financial statements based on our audit.

In our opinion, the financial statements referred to above give a true and fair view of the financial position of the organization as at 30 June 2015 and its financial performance for the year then ended in accordance with Bangladesh Financial Reporting Standards (BFRS) and comply with the applicable laws and regulations.

Bangladesh Center for Communication Programs (BCCP)
Statement of Expenditure
For the year ended 30 June 2015

(Figures shown in Taka)

PARTICULARS	IDEA Project Election Commission	PPRP-II Project MoP	CACP European Union	CRPARP	Student Leadership Development Program	Tobacco Control Program	USAID Funded Projects	Various Small Projects	Amount in the year 2014-2015	Amount in the year 2013-2014
1	2	3	4	5	6	7	8	9	10 = (2 to 9)	11
Technical Support and Management	22,197,308	7,004,788	6,176,087	994,392	2,492,084	17,200,038	57,815,174	12,290,330	126,170,201	103,984,000
Training Program Offered	1,915,593	23,322	418,614	20,030	2,710,931	4,601,359	13,642,368	4,245,366	27,577,583	35,493,437
Research and Evaluation	-	-	-	33,222	136,822	15,181,818	1,109,530	2,063,010	18,524,402	14,715,125
Materials Production and Dissemination	-	-	1,713,332	-	117,191	65,000	8,377,416	805,303	11,078,242	19,826,820
TOTAL	24,112,901	7,028,110	8,308,033	1,047,644	5,457,028	37,048,215	80,944,488	19,404,009	183,350,428	174,019,382

Legend:

IDEA = Identification System for Enhancing Access to Services; PPRP-II= Public Procurement Reform Project-II; MoP= Ministry of Planning; CACP= Community Action for Child Protection from Violence; CRPARP= Climate Resilient Participatory Afforestation and Reforestation Project; USAID= United States Agency for International Development.

A word cloud where the words are arranged to form the shape of a right hand holding a pen. The largest word, "CONTRIBUTE", forms the palm and fingers. Other prominent words include "CAP", "YEAR", "TAX", "SALARY", "INCOME", "SUPERANNUATION", "PENSION", "AGE", "LIMITS", "NON", "SMSE", "OPTIONS", "GENERAL", "CONCERNED", "BEFORE", "RECENT", "QUARANTEE", "JULY", "SAVINGS", "FINANCIAL", "PEOPLE", "PERIOD", "ALLOW", "AMOUNT", "THOSE", "VARIETY", "PENALTY", "REDUCE", "HIGHER", "CONTROL", "SMSE", "OVER", "MADE", "TIME", "SUCH", "LISTED", "COME", "SET", "ONCE", "MAYBE", "INCLUDES", "BENEFIT", "BRING", "EXEMPT", "CLIMATE", "STOCK", "WARRANT", "RISK", "PLACEMENT", "NEARLY", "FREE", "FORFEITURE", "EACH", "LARGE", "KIND", "SHORT", "APPLIES", "FACILITATE", "FIXED", "SUBJECT", "COVERAGE", "ACCESSES", "CHARGES", "LEFT", "TWO", "AND", "LESS". The colors used are primarily blue, yellow, and black.

Contribution of BCCP to Bangladesh Government Exchequer

Particulars	Financial Year 2014-2015	
	BDT	USD
Tax deduction at source by third parties	2,587,887.70	33,608.93
Tax deduction at source from third parties	2,837,480.72	36,850.40
Tax deduction at source from staff salary	2,323,563.00	30,176.14
VAT deduction at source by third parties	4,715,053.00	61,234.45
VAT deduction at source from third parties	2,716,361.36	35,277.42
Total	15,180,345.78	197,147.35

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