

ANNUAL REPORT

2024 - 2025



**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.



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



As I reflect on our work over the past years, I am deeply moved by the resilience of the communities we serve and the dedication of our staff and supporters. In a landscape that continues to present complex dynamics – from economic shifts, climate change, or local challenges, BCCP has remained steadfast in our way of implementing projects with high quality, on time delivery and at an appropriate price.

As we move into future, our focus will remain on organizational culture and trust and empowerment of younger generation using AI. We are not just looking to expand our reach, but to deepen the quality of our impact, ensuring that our projects create sustainable change.

Being an ever-learning organization, BCCP always adopted appropriate policies that encouraged the employees to embrace change at every juncture of its journey to move forward. BCCP has been designing and implementing development projects with support from different donors and stakeholders for the last 29 years. The journey was not always smooth. We had to face different global and local challenges, but we barely stumbled. We coped with every situation and changed our role as per the requirements of the projects to ensure desirable outcome of the assignments. We believe that responsibilities need to be gradually shifted upon the younger, tech savvy generation, blending it with the expertise from the experienced group.

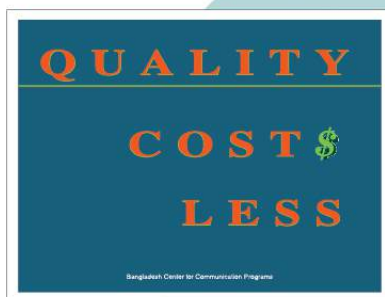
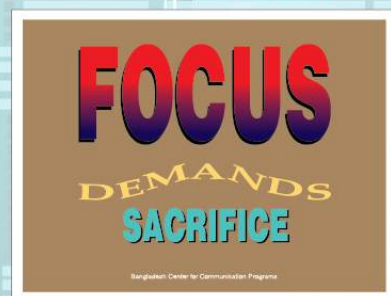
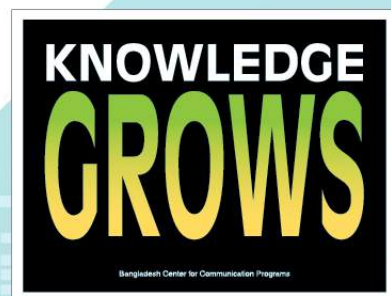
While working with the Government of Bangladesh and other national and international development partners, BCCP performed various assignment for improving public health through awareness generation, promoting Public Procurement reforms for better transparency in the procurement system, promoting social cohesion in the humanitarian context, SBC capacity strengthening of the partners and stakeholders, particularly younger generation, through Training of Trainers and making sure that every concerned individual don't just listen to reply rather listen to understand in any scenario, promoting a healthy and clean city (out of 6 selected global cities), contributing to climate change and health through promoting energy efficiency and making the concerned professionals ready for any adverse situation. At the same time, empowering women, trying to build women entrepreneurship and promoting SME for economic progress are other areas worth mentioning.

Shaping a tobacco-free nation has been a significant strive by BCCP for long. We are contributing to the formation of a vibrant future generation for the country with sound mental health. BCCP has been implementing these different projects capitalizing on technological advancement, keeping the focus on capacity building, awareness raising, and behavior change of the target groups. In its drive, BCCP has always placed high importance on client satisfaction. Since service quality determines client satisfaction, we ensure competency and efficiency within our team by strengthening the professional staff pool with expertise in the desired fields to maintain the highest quality. In realizing its objectives, the organization has always been receiving important guidance from the Executive Board. With their spontaneous guidance and support, the organization hopes to flourish beyond expectations.

We sincerely believe that with the readiness of the professional group, we will continue to rise and be able to build a more equitable and resilient future and contribute further to the socio-economic development of the country with support and engagement from our beneficiaries, valued partners and stakeholders.

Mohammad Shahjahan
Director & CEO

Communication themes that BCCP focuses



The Executive Board of BCCP



Communication continues to play a dominant role in bringing positive changes in the lives of people in every society, particularly when programs are designed strategically, keeping in mind the needs of the target audience. Therefore, BCCP, as the leading one-stop communication organization in the country, continues to strengthen and modernize communication efforts through continuously adopting innovative approaches not only for itself, but also for other organizations and institutions operating in the Social and Behavior Change (SBC) field in Bangladesh. In assisting organizations to strengthen their communication capacity-building efforts, BCCP follows several steps, from target audience setting, message and material development, message dissemination plan, up to communication strategy development. At every step, BCCP applies state-of-the-art technologies that turn the programs developed with these technologies into more appropriate and effective ones than other normally developed programs. This scientifically proven approach has put BCCP clearly ahead of many other organizations that are actively engaged in the communication field in the country.

BCCP has been constantly following this approach for a long time that helped it to position itself as the leader in the strategic communication field. Many Government and Non-Government organizations and private sector agencies now rely on BCCP whenever the question of communication program development arises. Because of its uniqueness, BCCP was rightly chosen by the Government as the only NGO to be included as a Member in the Information, Education and Communication (IEC) Technical Committee formed by the Ministry of Health and Family Welfare, which is the apex body to verify and give clearance to all the communication messages and materials developed by any agency before those are disseminated.

The image BCCP possessing today has been possible mainly due to the fact that it receives proper guidance and suggestions, and effective support from its capable, efficient and a 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 provide guidance that supports BCCP to march forward in achieving its mission and vision.

In view of the current challenging situation mainly resulted from the donor fund shrinkage, BCCP now concentrates more on attaining sustainability by adopting a number of strategic options, including diversification of both the donor-base and areas of operation and by applying required cost-cutting measures. BCCP has a long experience in facing challenging situations and in capitalizing on opportunities which is a great intangible asset that helps the organization to overcome any critical situation. For coming to this stage, we owe immensely to all the dedicated staff members, the respected Members of the Executive Board whose expertise, wisdom, and leadership were instrumental in attaining the strength BCCP is having today.

Public Procurement: Empowering Transparency and Driving Sustainability – From Awareness to Action

Established in 2023 and evolving from the Central Procurement Technical Unit (CPTU), the Bangladesh Public Procurement Authority (BPPA) is leading key reforms in public procurement, with a strong focus on sustainability, transparency, competitiveness, and digital transformation. Under DIMAPPP (2nd and 3rd Revised), the Bangladesh Center for Communication Programs (BCCP) was engaged to build awareness about BPPA's transition and function, strengthen stakeholder engagement, and promote transparent public procurement practices. This includes nationwide awareness of BPPA's role, wider adoption of the e-GP system, and increased understanding and application of Sustainable Public Procurement (SPP).

BCCP, moving with the assignment, executed a series of well-structured and coordinated activities, guided by the Strategic Communication Process. During this reporting period, BCCP accomplished several activities to reach the desired outcomes in accordance with the action plan.

Transitional Campaign to promote & brand BPPA

A transitional campaign was implemented to promote and brand BPPA through updated communication materials, mass media outreach, and digital engagement. Key activities included printing and distribution of revised SBC materials, development of a campaign jingle, audio and print advertisements, TV scrolling messages disseminated on national TV channels (Jamuna TV and ATN News), and social media Public Service Announcements (PSAs). Content for a café table book, and video documentaries on use of e-GP by the women tenderers, etc. were also developed ensuring sustained visibility and awareness of BPPA and e-GP nationwide.

Engagement of Prime Stakeholders to Connect with Public Procurement Reform

A series of workshops were organized targeting key stakeholders to strengthen public procurement practices and reform the Public Procurement Rules (PPR), 2008. Sessions were attended by Audit and Accounts officials, Technical Working Group members, Selected Public Sector Organizations, National Trainers, Senior Ministry Officials and women tenderers. Participants provided practical feedback, gained hands-on experience, and discussed critical issues, all of which were documented and submitted to BPPA to guide reforms and enhance transparency, efficiency, and compliance in public procurement.

Stakeholder engagement to enhance understanding of BPPA functions & facilitate adoption of e-GP

Twelve district-level interactive workshops were conducted to promote full utilization of e-GP and enhance understanding of BPPA's functions. The sessions facilitated stakeholder engagement, experience-sharing, and resolution of technical queries, while gathering feedback to improve the e-GP system. The workshops received wide media coverage.



Citizen Engagement on Public Procurement

Experience-sharing and orientation sessions were held at the upazilas to raise awareness about BPPA, sensitize stakeholders on e-GP, and encourage citizen engagement in public procurement. These sessions provided detailed presentations on BPPA and e-GP, screened informative videos, and offered hands-on training by technical experts. Participants gained practical knowledge on using e-GP for tendering, received clarifications on key issues, and found the sessions highly interactive, educational, and helpful. Display Board on e-GP and Helpdesk information installed at the UNO Office served as reference for tenderers and citizens, promoting e-GP and the BPPA Help Desk to make public procurement accessible and user-friendly.



Media Leveraging in the Transformation of Public Procurement

Media engagement activities were carried out to promote BPPA and e-GP, including newspaper advertisements, success stories, and journalist orientations. During this period, 9 advertisements with approximately 13,14,930 views, and 39 news articles were published, reaching over 75 million people, with BCCP supporting content development and ensuring accurate reporting.

Documentation and Knowledge Management

BCCP supported BPPA in project documentation through daily media tracking and e-clippings, updating the digital archive and preparing bilingual newsletters and the Annual Report. These efforts ensured continuous monitoring, record-keeping, and dissemination of BPPA's activities and achievements. The BCCP team implemented activities in line with the work plan, customizing approaches and leveraging expertise to effectively achieve the project's objectives and planned outcomes. During the reporting period, advocacy and capacity-building activities were conducted nationwide, including district- and upazila-level workshops, policy-level dialogues, and experience-sharing meetings engaging over a thousand stakeholders from government, private sector, media, and civil society.

It is believed that these activities will have a lasting impact on the stakeholders and tenderers' minds and they will be more knowledgeable and interested in following BPPA rules while submitting tender through e-GP.

From Sea to Hills: A Tale of Empowerment and Resilience in Cox's Bazar

Along the sun-swept shores of Cox's Bazar, where the waves whisper stories of journeys undertaken under fear and hope, and winding trails of the surrounding hills, where children laugh amidst rustling leaves and mountain winds, lies a narrative of survival, resilience, and transformation. This is the story of communities, the Rohingya, or Forcefully Displaced Myanmar Nationals (FDMN), and their Bangladeshi hosts, bound together by circumstance, compassion, and shared humanity.

Since late 2017, when systematic violence in Myanmar's Rakhine State forced over 750,000 Rohingya to flee, Bangladesh has opened its doors to one of the largest refugee populations in the world. Again, between 2023 and 2025, renewed conflicts triggered further displacement, swelling the FDMN population in Bangladesh to over 1.3 million. Children and women make up the majority, many bearing the scars of trauma, hunger, and loss. Their lives are largely passed in the 32 overcrowded camps, often in fragile shelters with limited access to clean water, sanitation, education, or economic opportunity.

Yet, amid these difficulties, hope has been nurtured, particularly through the Emergency Multi-Sector Rohingya Crisis Response Project (EMCRP), funded by the World Bank and implemented by the Local Government Engineering Department (LGED), the Department of Public Health Engineering (DPHE), and the Ministry of Disaster Management and Relief (MoDMR). Central to this effort, the Bangladesh Center for Communication Programs (BCCP) spearheaded the Communication and Awareness Services (CAS) as the partner of LGED, transforming interventions into human-centered change rather than mere infrastructure development.



Voices from the Camps: In Camp 15, a young Rohingya woman, Amina, sits by a handpump with her daughter clinging to her side. "Before these sessions," she says softly, "I didn't know that clean water, handwashing, and safe toilets could protect my children from diseases. Now, I talk to other mothers. We feel stronger, safer."

Amina's story is echoed by many. Majhis (FDMN community leaders in Camp) and religious figures have become agents of change, guiding their neighbors to adopt WASH practices, attend disaster preparedness workshops, and actively participate in community decision-making. Children, who once wandered aimlessly through the narrow alleys, now learn in makeshift learning centers, receiving not just literacy lessons but life skills and hope for a brighter future.

Across the hilltops, host community members like Reza, a small-scale fisherman, initially wary of the growing Rohingya population, have become collaborators rather than competitors. "The Communication and Awareness (CA) sessions showed us that helping the FDMN also protects our community," Reza remarks. Through joint forums, shared resources, and participatory planning, tensions over water, jobs, and schools have gradually eased, fostering mutual understanding.

Communication as the Heartbeat of Change

BCCP's CAS approach is more than public information; it is storytelling that transforms lives. Courtyard sessions brought people together beneath the shade of trees; youth dialogues sparked debates that echoed across camps; cultural performances and street theatre blended entertainment with lessons on hygiene, disaster preparedness, and forest conservation. Community radio & FM radio broadcasts, posters, social media posts, and video campaigns amplified these stories, ensuring even the most remote households could learn, adapt, and contribute.

Outcome at a glance

- 866,625 people were directly engaged
- 1.49 million reached through mass media
- 2.35 million lives touched in total
- 92% adoption of WASH practices
- 87% satisfaction with EMCRP services

Real-time monitoring allowed the CAS team to adapt messages to community needs, ensuring trust, relevance, and participation. Women and youth, once marginalized, emerged as champions, turning households into centers of learning, awareness, and preparedness.



From Tragedy to Triumph: Personal Stories

Among the inhabitants from hilly region of Ukhiya, 12-year-old Rahim learned about disaster preparedness in a CA session. Weeks later, when a sudden storm caused flooding, Rahim guided his younger siblings to elevated shelters, using the knowledge he had gained. "I was scared," he recalls, "but I remembered what we were taught. We saved our family."

In the camp of Kutupalong, Majhi Mohammad reflects on the impact of EMCRP and CAS: "Before, we waited for aid. Now, we lead, decide, and act. We are no longer just survivors; we are stewards of our future."

These stories illuminate a larger truth: development is not measured solely by structures or statistics, but by the lives uplifted, the dignity restored, and the empowerment of communities to shape their own destinies.

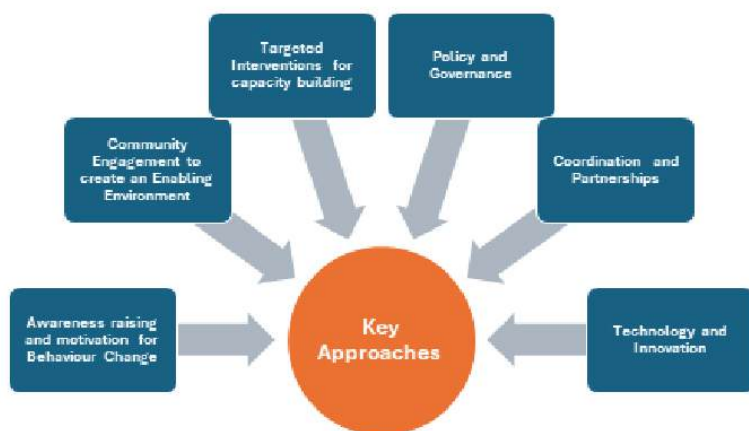
This tale from sea to hills is a story not only of survival, but of humanity in action. It reminds us that when communities are partners, not just recipients, change is no longer temporary, it becomes woven into the social fabric, shaping generations to come.

Guiding Communities Toward Climate-Smart Health Choices

Bangladesh's rapid urbanization, particularly in Dhaka and Chattogram, has created serious public health challenges marked by extreme air and noise pollution, intensified by climate change, industrial growth, and rising vehicular emissions. These environmental risks disproportionately affect vulnerable urban populations, including the poor, elderly, children, and individuals with pre-existing health conditions.

To address these challenges, the World Bank Group has initiated a project to strengthen urban primary healthcare and reduce climate-induced health risks, with Social and Behavior Change as a central component. The World Bank Group assigned the Bangladesh Center for Communication Programs (BCCP) to develop targeted, evidence-based Social and Behavior Change (SBC) messages and materials to address health risks from extreme heat, air pollution, and sound pollution to support the "Improvement of Urban Public Health Prevention Services Project (IUPHPSP)" under the Local Government Division, Ministry of Local Government, Rural Development and Cooperatives (MoLGRD&C).

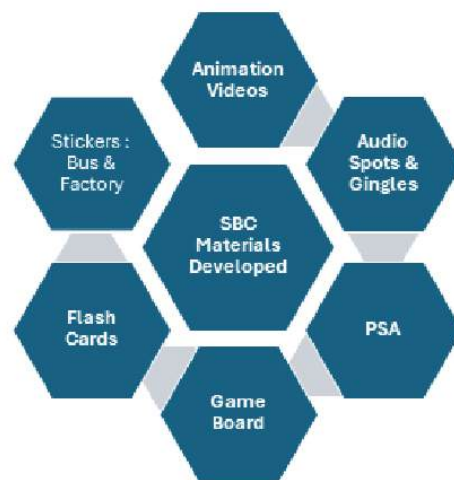
During the reporting period, BCCP successfully completed a full cycle of interlinked activities, including inception, situation analysis, strategy formulation, message development, material production, and pilot-testing. The assignment commenced with an inception meeting followed by a comprehensive literature review and mixed-method formative research, including key informant interviews, focus group discussions, participatory assessments, and a KAP survey across Dhaka, Chattogram, Savar, and Tarabo areas to assess knowledge gaps, behavioral barriers, and preferred communication channels.



Key findings of the survey were validated through stakeholder consultation and strategy development workshops held in June and July 2025, ensuring a participatory and evidence-based communication framework. Guided by the COM-B and Social Ecological models, the strategy promotes awareness, adaptive behaviors, community engagement, service provider capacity, and policy advocacy across individuals, community, organizational and policy levels.

A unified tagline “শব্দ ও বায়ু দূষণ এবং তাপ প্রতিরোধ করি, সুস্থ-সুন্দর পরিবেশ গড়ি” and a diverse set of culturally appropriate SBC materials—covering interpersonal, outdoor, advocacy, and mass media channels—were developed and pilot-tested to ensure clarity, relevance, and field readiness for broader dissemination through mass media, digital platforms, and community outreach.

The final Communication Strategy and SBC materials were formally disseminated at a national workshop in August 2025 with participation from government agencies, development partners, and civil society. The completed outputs are now ready for integration into the program.





It is firmly believed that with institutional support, multi-sectoral coordination, and continued monitoring, the strategy will offer a sustainable pathway to strengthen community resilience and protect public health in an increasingly climate-vulnerable urban context.



Continuing to Generate Evidence for Policy and Social and Behavior Change in Tobacco Control in Bangladesh

Every year, more than 8 million people worldwide die from tobacco use. Most tobacco-related deaths occur in the low and middle-income countries. According to the Global Adult Tobacco Survey (GATS) 2017, the burden of tobacco use in Bangladesh is alarming: around 35% of the adults currently use tobacco in either smoked and/or smokeless form. In addition, 43% of adults are exposed to secondhand smoke in their workplaces. Bangladesh bears a significant burden of tobacco-related illnesses while also being a major tobacco-producing country.



Prior to 2013, tobacco control research was neither a priority for the Government of Bangladesh nor a focus within the academic community. This resulted in a lack of local data to support evidence-based policy interventions, and the effective implementation of Social and Behavior Change (SBC) communication programs. To address this gap, the Bangladesh Center for Communication Programs (BCCP), with support from the Johns Hopkins Bloomberg School of Public Health, introduced a competitive and innovative research grant program on tobacco control.

During the reporting period, a total of seven studies were conducted focusing different issues including marketing of e-cigarette; tobacco imagery in Over-the-Top (OTT) platforms and its compliance with Existing Tobacco Laws in Bangladesh; Assessing Knowledge, Attitudes, and Challenges of Bangladesh Railway Employees in Enforcing and Complying with Tobacco Control Law and Policies within Railway Jurisdictions; Supply Chain of Smokeless Tobacco in Rural Bangladesh: Gaps in Regulation and Policy Needs; The Impact of social media and Peer Influence on the Rising E-Cigarette Use among the Youth: Behavioral Trends and Public Health Implications; and The Presence and Regulation of On-Campus Tobacco Sales: Evidence from Public Universities in Khulna and Barishal Divisions.



BCCP follows a rigorous process for selecting research proposals through a Review Panel of distinguished national and international experts. Its skilled team manages the grant program with strong technical and managerial expertise. Grantees receive continuous mentorship throughout the research process. Media agencies are invited to dissemination conferences to highlight study results. BCCP also supports grantees in manuscript development and selecting suitable journals to assist them in getting their research article published. This comprehensive guidance ensures high-quality research outputs and builds local capacity for effective tobacco control policy and practice in Bangladesh.



As of 2025, one hundred thirty-seven young researchers from various universities and institutions have been awarded research grants. The program has achieved remarkable results in strengthening the research capacities of its grantees. Thirty-nine studies have already been published in international journals, and forty-one studies have been presented at various national and international conferences. Different government departments and NGOs utilize the study findings to develop and implement effective SBC communication programs on tobacco control in the country.

This initiative has the potential to establish some sort of control over tobacco use in lower-income countries like Bangladesh, which carries an above-average burden of tobacco use. Focusing on locally driven research and capacity development fills a crucial gap in the local evidence base for public health interventions and policies. The competitive research grants and structured mentorship programs have empowered a new and innovative generation of tobacco control researchers. Their study publications and presentations at international conferences and national forums have enhanced Bangladesh's prominence in tobacco control and SBC policy research. Improved local SBC policies and programs are now responding to these research findings. Tailored, evidence-based tobacco control initiatives are being designed by government ministries and local NGOs using the results.



The Bangladesh Tobacco Control Research Network continues to foster greater integration, collaboration, and actionable research. This initiative represents a new paradigm, demonstrating the powerful impact of research capacity development in guiding policy at various administrative levels, and serves as a positive model for other countries.

Accelerating gender-responsive, human rights–based climate action across Asia Pacific Region and Bangladesh

Since 2018, UN Women and the UN Environment Programme (UNEP) with support from the Government of Sweden have been working together on the project, “EmPower: Women for Climate-Resilient Societies” to accelerate gender-responsive and human rights-based climate actions across Asia and the Pacific and in Bangladesh. As a partner organization of UN Women, BCCP implemented the global project titled “EmPower: Women for Climate-Resilient Societies” (Phase II). The objectives of the assignment were to -

1. Develop time-bound (2025 - 2030) sectoral Gender Action Plans for Adaptation to Climate Change (GAPACC) for the seven (7) selected Ministries.
2. Enhance the capacity of the district and upazila level officials of the target (7) Ministries.
3. Develop gendered profile of climate induced disaster risks of the target areas (10 Upazilas of 5 Districts)
4. Raise awareness and undertake communications outreach on the interlinkages between gender, human rights, climate change, among broader stakeholders including government and other duty bearers



In line with this, BCCP contributed to accomplishing the following major activities:

GAPACC Development:

As part of timebound (2025-2030) sectoral Gender Action Plans for Adaptation to Climate Change (GAPACC) development process, respective Gender Action plans were addressed for detailing and feedback by the Government Officials from 7 ministries/divisions in line with the Bangladesh Climate Change and Gender Action Plans (BCCGAP). In the 1st round Consultation Workshops, a total of 112 participants from different ministries/divisions/agencies attended the workshops in 8 batches (MoEFCC, MoWR, MoWCA, MoDMR, MoA, MoFL, LGD and Bangladesh Climate Change Trust (BCCT) of which, 49 were women and the rest 63 were men officials. Besides, there were 72 officials from different ministries/divisions who participated in the 2nd round Consultation Workshops in 7 batches, including 46 women and 26 men.



Gender profile development:

Creating localized gender profiles is important for putting Climate Change Gender Action Plan (CCGAP) into practice at the grassroots level. It was meant to enable local institutions to create gender equitable and climate resilient development pathways which ensures everyone’s participation in Bangladesh’s climate change response. This effort was to bridge data and action gaps, supporting more equitable and resilient climate responses across vulnerable upazilas in Bangladesh.

BCCP M&E team with support from the Program team developed gender profiles for selected upazilas and supported evidence-based, gender-integrated planning through a formative study using a mixed-methods approach across five districts and ten upazilas. These districts and upazila were - Satkhira (Kaliganj and Shyamnagar), Khulna (Koyra and Dacope), Jamalpur (Islampur and Dewanganj), Kurigram (Sadar and Chilmari) and Cox's Bazar (Ckalaria and Teknaf). For data collection purpose, quantitative data were collected through socio-demographic data and GIS mapping, and qualitative data were collected through focus group discussions (FGDs), in-depth interviews (IDIs) along with informal discussion and key informant interviews (KIIs) with men, women, and gender-diverse groups and from relevant personnel of upazila level officials from the selected 7 ministries/departments.



The tools were validated after consultation with upazila level officials from 3 upazilas of 3 districts. Data was transcribed and analyzed, and upazila specific summary findings were developed and disseminated with the relevant upazila level officials at all 10 selected upazilas through a dissemination workshop. A total of 125 participants (Women 18, Men 107) were present at those workshops and provided their feedback.

Outreach Activities: As a part of communication interventions, BCCP developed a series of SBC materials including audio-visuals and print materials. A set of four audio-visuals were developed focusing different aspects and actions of Bangladesh Climate Change Gender Action Plan (CCGAP) and the role of its sectoral Ministries for implementation. The relevant ministries covered through these audio-visuals are - Ministry of Women and Children Affairs (MOWCA), Ministry of Environment, Forest and Climate Change MoEFCC), Ministry of Disaster Management and Relief (MoDMR), Ministry of Water Resources (MoWR), Ministry of Agriculture (MoA) and Ministry of Fisheries and Livestock (MoFL).

Along with the audio-visuals, BCCP developed a set of flash cards and a set of factsheets under this project. Those were used to counsel the local community through outreach events like courtyard meetings and AV Van show. The factsheets were developed focusing on different facts and figures of climate change and gender issues and disseminated to the policy makers and different stakeholders through different workshops, trainings, meetings and events.

Social media: A total of 9,695,490 views were generated through 29 boosted posts, which led to 104,488 interactions including 14,602 reactions, 1,287 comments, and 380 shares. The campaign's geographic impact was notable, with 64.1% of views coming from Dhaka and 10.9% from Chittagong. Furthermore, the messaging feature generated 2,194 conversations, which indicates strong engagement and a high conversion rate from the audience's interactions.

GIS Dashboard: The GIS Dashboard developed by BCCP team integrates gender-disaggregated data with climate risk assessments to highlight vulnerabilities across 10 upazilas in Bangladesh. It empowers stakeholders to prioritize gender-sensitive interventions that enhance resilience. Through GIS, PRA, and field data, the project emphasizes the importance of gender perspectives in climate adaptation, supporting women's leadership in disaster risk reduction and climate resilience efforts.

Capacity-Building Strategy for Community Engagement and Social Behaviour Change



UNICEF Bangladesh developed the SBC Capacity Building Strategy (2024–2028) to enhance SBC capacity systematically. This five-year strategy is structured in a phased manner to strengthen SBC capacities of UNICEF, its implementing partners, and other stakeholders. The strategy aims to achieve sustainable behavior change through a cohesive, collaborative, and evidence-based approach. Keeping the above in mind, UNICEF Bangladesh assigned the Bangladesh Center for Communication Programs (BCCP) for 'providing technical support to SBC Capacity Building Strategy Implementation – Phase – 1' for a period from December 2024 to December 2025.

The specific objectives were to:

- Finalize the master training module and support materials to conduct Training of the Trainers
- Conduct at least three batches of Training of the Trainers with the master training module
- Develop tools to enhance the SBC skills of key actor groups and enable them to enhance specific skills at their own pace.

As a part of this activity, BCCP team reviewed the documents to get a clear idea about the comprehensiveness of the SBC Capacity Building Strategy and the implementation plan. After internalizing the entire process of module development and the findings of desk review, BCCP team developed a Master Module for 12 days on SBC in consultation with UNICEF, which included adult learning techniques and innovative approaches.

Based on the module, BCCP conducted a daylong pretesting workshop on the master module on Community Engagement and Social Behaviour Change (CE-SBC) to get more insights and further improve the module. A total of 22 participants attended the workshop, who provided valuable comments to training module development. Based on the pretesting findings, BCCP finalized the module and conducted 3 batches TOT on CE-SBC at 3 different districts of 3 divisions.

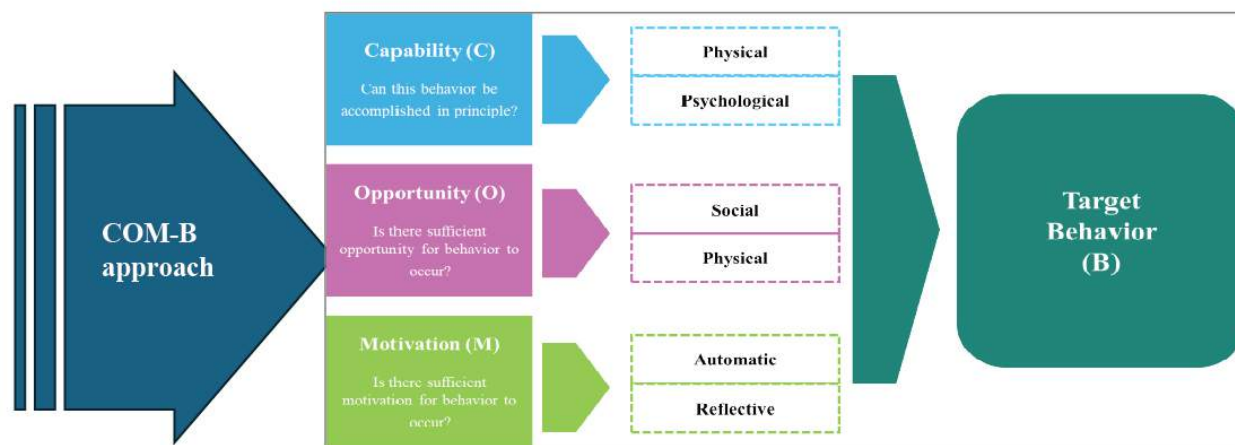
It is firmly hoped that these TOT and its SBC components will bring different implementing partners, and other stakeholders on the same page and after being capacitated on SBC, they will act hand in hand tunelessly for the benefit of the community they serve through the different UNICEF Projects.

Promotion of Male Engagement, Family Support, and Adherence to Multiple Micronutrient Supplements during Pregnancy in Bangladesh

Promoting Multiple Micronutrient Supplements (MMS) need to align with cultural dietary guidelines for pregnant women as maternal malnutrition remains a significant public health challenge in Bangladesh, with high rates of anemia (49.6% of pregnant women) and other micronutrient deficiencies among pregnant women. Despite implementation efforts, optimal uptake and adherence to MMS remain suboptimal in Bangladesh.

Additionally, it was noted that the decision to seek care is often affected by the lack of female health workers and frequent stockouts of supplies.

In this context, Hellen Keller International (HKI) assigned BCCP to conduct this study to explore how family support systems and male engagement affect the adherence to MMS among pregnant women in Bangladesh. The objective was to assess the relationship between specific family support behaviors and self-reported MMS adherence patterns among pregnant women in Bangladesh, identify key attitudinal and knowledge factors among the male partners and the family members that correlate with MMS adherence, assess current male involvement in maternal nutrition support and identify cultural facilitators and barriers to engagement through the lens of the COM-B framework.



A cross-sectional mixed-methods design was implemented across eight districts. Data collection included administration of the validated Family Support Scale (FSS), 24 IDI with pregnant women and 16 with health care providers, 6 FGD with male partners and 5 with mother-in-law/mother/other family member, and 8 home or antenatal care (ANC) observations. Quantitative and qualitative analyses were integrated and mapped to COM-B domains.

Family support emerged as a critical and multi-dimensional driver of antenatal multiple micronutrient supplements adherence. Quantitatively, women with high family support (FSS ≥ 64.8) were significantly more likely to strongly believe MMS is effective (80.8% vs. 59.9%), view daily intake as very important (83.9% vs. 67.2%), feel very confident in sustaining daily intake (81.6% vs. 53.1%), routinely integrate MMS into their daily habits (98.0% vs. 75.0%), compared to those with low support (all $p < 0.001$).



Husbands were cited as the primary support source (72.3%), providing practical help such as reminders (77%) and procuring tablets (57.7%), with mothers-in-law also contributing notably (16.8%). Qualitative findings reinforced these trends. Conversely, lack or loss of support, sometimes fueled by misinformation or traditional beliefs, undermined women's confidence. As part of the assignment, 6 SBCC prototypes were also developed for the communication and awareness campaign.



Key Messages:

- High family support, especially from husbands and mothers-in-law significantly improves pregnant women's MMS adherence in Bangladesh.
- Maternal nutrition programs should prioritize family-centered strategies, directly involving key household decision-makers to optimize MMS uptake and sustainability.
- Targeted outreach is needed for women lacking family support to ensure equitable improvements in adherence.

Family support, especially from husbands and mothers-in-law, plays a decisive and multi-faceted role in shaping both attitudes and daily behaviors surrounding MMS adherence in pregnancy. These findings underscore the necessity of integrating family-centered approaches into maternal nutrition programming in Bangladesh. Family systems offer a pivotal lever for behavioral interventions aiming to improve maternal and child nutrition outcomes.

Significant drive for addressing Mental Disorders in Korail urban slum of Dhaka

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

BCCP contributed to easing access to care for Serious Mental Disorders at Korail Slum through the following interventions:

Development and dissemination of Newsletter via online and offline:

English and Bangla versions of four newsletters (# 5 to # 8) were developed and printed highlighting the TRANSFORM project's activities. The newsletters were shared 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.

Development and display of posters and banners in the community: BCCP produced SBCC materials (posters and banners) and displayed them to create awareness among dwellers of the Korail slum as a part of the Community Engagement Activity and. 3 posters and 3 banners were developed during this year. A total of 1400 posters and 320 banners were printed. The themes of the posters were "If Serious Mental Disorder patients do not take medication regularly and for a long time, the illness can return." "It is the responsibility of all of us, you and I, to rehabilitate recovered, Serious Mental Disorder patients through social reintegration." and "When Serious Mental Disorder is cured, income also returns."



And the themes of the banners were "If a person with a Serious Mental Disorder goes for regular follow-ups with the doctor, they remain well." "Recovering Serious Mental Disorder patients have equal rights in society and at work." and "If a person with Serious Mental Disorders is treated well, their income will increase, and they can take on family responsibilities." Posters and banners were displayed in different areas of the Korail slum. Besides, 3 types of communication material were also posted to social media platforms to raise mental health awareness.



Development of the Photo Album:

Under the TRANSFORM Project, BCCP developed and printed 13 pieces of the Photo Album. The purpose of creating the Photo Album is to showcase all the TRANSFORM project work activities that were done by the TRANSFORM - Bangladesh. Also, seeing it, people understood the whole activity of the TRANSFORM project.

Community Engagement Meeting: “Hearing Voices from the Community for Policy Integration and Sustainability”:

BCCP, with the support of TRIN Ltd., organized a community meeting at Hotel Abakash, Dhaka, to discuss integrating the TRANSFORM learnings into policy and sustaining referral and early identification of Serious Mental Disorders (SMDs). About 50 participants from Korail, including CHWs, TFHs, kobiraj, medicine sellers, teachers, students, patients, and caregivers, joined alongside the research team. Facilitated by PI Dr. Tanjir Rashid Soron, group discussions explored ways to align the project with policy and sustain activities in the community. The meeting concluded with a consensus that sustainable policy-level planning is essential for proper care and support for people with SMDs.

Yearly Program Review Meeting:

This was a day-long meeting where year three activity progress, as well as barriers and challenges, were presented by BCCP. Later, they reviewed next year's plan and realigned the following year's plan based on a participatory discussion. At the end of the day, the revised work plan for 2025 was finalized without changing the total budgetary benchmark and signed by both BCCP and Telepsychiatry Research and Innovation Network (TRIN) Ltd.

Overview of the TRANSFORM Project:

BCCP developed an Overview of the TRANSFORM Project for TRIN as part of the extended activities under the TRANSFORM Project. The overview presented a comprehensive summary of all project activities from inception to completion-including training, workshops, meetings, research initiatives, field visits, dissemination and distribution efforts, publications, and the contributions of partners and stakeholders.

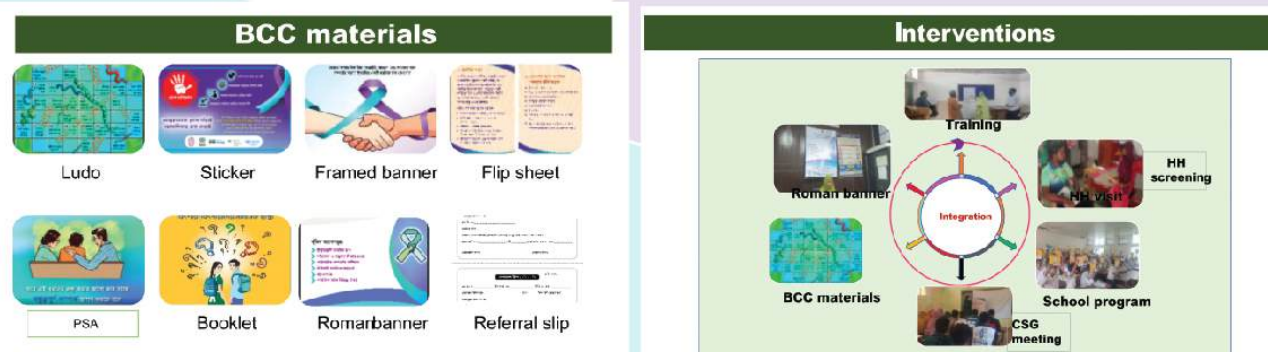
This document aimed to help community members, stakeholders, policymakers, partners, and donors gain a clear understanding of the project's scope, achievements, and the processes through which each activity was implemented.

It is believed that all these activities along with other components of the project made a lasting impact on the minds of the dwellers of Korail slum and they will lead a sound life leaving behind all the mental challenges.

Paving the way for " Community-Based Surveillance and Intervention for Suicide Prevention in Bangladesh "

Disrupted Mental Health leads people to various untoward activities such as drug addiction, craziness, hurting others and even taking on one's own life. Mental illness typically affects more than 90% of suicidal efforts or suicide victims. There may always be someone in this world who is so depressed that he/she would rather die than face their issues. 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 the data from police files, the media, courts, hospitals, and other sources.

Being entrusted by WHO in May 2024, the Bangladesh Center for Communication Programs (BCCP) has put forth a novel and all-encompassing strategy for suicide prevention by establishing a community-based surveillance system and intervention program in two Bangladeshi Upazilas. Purpose of the assignment was to determine the prevalence of suicide and suicidal attempt 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.



Collaboration and technical support with the concerned agencies: 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.

Activities at surveillance stage:

Community-based Suicide Surveillance: Because community-based suicide surveillance (CBSS) 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.

Activities at Intervention stage:

Community mental health task force: To raise awareness and understanding of mental health concerns and suicide risks, this assignment outlined a strategy for creating a Community Support Network that included frontline healthcare professionals and important community members. This network was essential for detecting those who are at risk, offering psychosocial support, and making mental health services more accessible. Creating Community Mental Health Task Forces and training a group of community volunteers to actively recognize, assist, and refer to people who are at risk of suicide were two components of the approach.



School-based awareness program: These activities, which were held at the schools of the intervention areas, were designed to raise awareness of mental health issues and suicide prevention among young people in an approachable and entertaining way.

Awareness sessions with small groups of community members: Some interactive awareness sessions in small groups across the community were organized to address various aspects of mental health by the volunteers regarding social determinants of mental health, understanding stigma and discrimination, identifying signs and symptoms, navigating access to services.

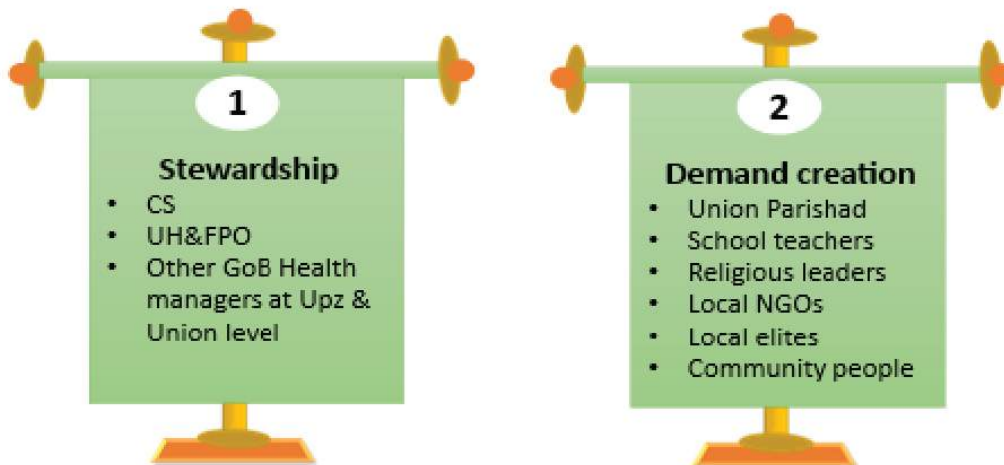
Contributing Factors:

The contributing factors for suicide and attempting to suicide cases at two Upazilas were found as financial crisis and loan installment, socio-cultural issues, availability of pesticide, gambling and drugs, early marriage and dowry, media influence, and lack of law enforcement. The main means of suicide and attempting to suicide cases were poisoning and hanging.

Collaboration with other stakeholders: The team worked with the Agriculture Officers to counsel the farmers about pesticide use. They conducted counselling for the pesticide sellers on the harmful effects of selling open pesticides. They interacted with the youth leaders and visited their clubs to discuss the MH. They interacted with religious leaders and people during Jummah prayer.

It is sincerely hoped that the interventions will pave the way for a stable society where people will be mentally sound and will not be suicide prone to any personal or family issue. Rather, they will be able to face it and overcome it with mental strength.

Our work to Sustainability



Identifying Climate Change Impact on Nutrition in Bangladesh and suggesting the way-forward

As the world's seventh most climate risk-affected country, Bangladesh faces severe risks from climate change due to its geography, population density, and socioeconomic condition. 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 like; over 30% of children under five suffer from stunting, with undernutrition disproportionately affecting rural areas, and deficiencies in vitamin A, iron, and zinc are widespread, further exacerbating vulnerabilities to disease and poor health outcomes.

Considering this, in September 2024, the World Health Organization (WHO) bestowed Bangladesh Center for Communications Programs (BCCP) with conducting vulnerability and adaptation assessment of climate change impact on nutrition at 12 climate stress areas in Bangladesh.

The Objectives of the assignments were to-

- Identify the causal pathways of climate change impact on present and future of nutrition.
- Identify nutritional risk factors from the impact of climate change
- Assess the effectiveness of policies to reduce food insecurity & malnutrition
- Evaluation of existing health and food sector programs and plans and draw recommendations.



Climate-induced Risk	
<p>The climate-induced hazards exacerbate nutritional risks in the study areas through:</p> <ul style="list-style-type: none"> ▪ income loss in reducing agricultural production ▪ rising inequalities in access to resources ▪ enhancing the rate of migration and displacement ▪ rising gender inequalities in access to food ▪ limiting access to health and nutrition services 	<p>The climate-induced nutritional risk map of the assessment areas depicts that the coastal districts are in position of high nutritional risk zone while plain and hilly districts are in moderate nutritional risk zone.</p>

BCCP team provided Long-term, Mid-term and Short-term recommendations after the assessment which are believed to provide a good effect on climate change and nutrition if properly implemented.

A special move to Reduce Dietary Salt and Sodium Intake in Bangladesh

Excessive intake of dietary salt and sodium poses a significant and growing public health challenge in Bangladesh. Strong scientific evidence links high salt and sodium consumption to elevated blood pressure, a major risk factor for cardiovascular diseases (CVDs) such as heart attacks and strokes, which account for a substantial proportion of morbidity and mortality in the country. Despite this, the average daily salt intake in Bangladesh is approximately 9 grams per person which is nearly double of the World Health Organization (WHO) recommended limit of 5 grams per person per day.



On this backdrop, under the World Health Organization's biennial work plan with the Government of Bangladesh, the Non-Communicable Disease Control (NCDC) Program of the Directorate General of Health Services (DGHS), in collaboration with BCCP, initiated the development of an Awareness Communication Strategy to Reduce Dietary Salt and Sodium Intake in Bangladesh. As part of this initiative, a set of campaign activities was piloted in the areas of Khulna City Corporation.

As part of the strategy development process, a secondary data review was conducted alongside formative research. A Technical Committee and a Technical Working Group, headed by the Additional Director (Planning) and the Program Manager, NCDC, DGHS, respectively, were formed and actively engaged in developing and reviewing the communication strategy.

The pilot campaign implemented a range of activities aimed at reducing dietary salt intake and assessing their effectiveness, many of which were later proposed for inclusion in the final communication strategy. These activities included developing a campaign logo and tagline; designing and displaying rickshaw and autorickshaw stickers; installing roll-up banners at clinics and diagnostic centers; distributing desk calendars among school-going adolescents; displaying framed banners on school premises; developing pot songs and presenting them during adolescent sensitization programs in schools; and developing an e-Healthy Tiffin Recipe Book. In addition, a Facebook page titled Healthy Cities of Bangladesh was created, through which multiple social media creatives were developed and disseminated.

Pre- and post-test assessments were administered before and after the school-based Adolescent Sensitization Programs to evaluate changes in participants' knowledge, attitudes, and skills resulting from the intervention. The post-test evaluation showed significant improvements across these areas. In addition, exit interviews were conducted after the campaign activities, and the audience provided positive feedback, noting increased awareness and intentions to reduce salt consumption.

It is expected that this effort in Khulna will make the target beneficiaries aware of the impact of dietary salt and they will spread out the message to others so that everyone can be aware about the harmful effect of salt if taken beyond the recommended limit.

Community Led Campaign to Make Khulna an Active, Clean and Healthy City

Urbanization is progressing rapidly, bringing both opportunities and challenges for public health. As cities expand, the urgency to address urban health determinants becomes increasingly critical. On this backdrop, the Healthy City Initiative was jointly launched by the World Health Organization (WHO) and the Swiss Development Corporation in 2019 to ensure the health and well-being of urban residents through the active participation of relevant government authorities and non-government stakeholders, including the City Corporations.

Initially, WHO selected five cities worldwide, including Khulna (Bangladesh), to implement this initiative. To transform Khulna into an “Active, Clean, and Healthy City,” the Bangladesh Center for Communication Programs (BCCP) was tasked with executing a comprehensive, community-oriented health promotion campaign and complete it by June 2025. The initiative aimed to improve dietary habits, increase physical activity, and promote civic responsibility for cleanliness. The primary objective was to develop a healthy city that meets international standards for future generations. This was to be achieved by encouraging collaboration among different city organizations and inspiring citizen participation in the pursuit of health and well-being.

BCCP adopted a participatory, evidence-driven methodology, integrating formative research, human-centered design, and strategic Social & Behavior Change (SBC) to ensure that interventions are locally relevant and sustainable. The campaign activities were designed based on the outcomes of a Community Outreach Activity Planning Meeting that included representatives from relevant government agencies, non-governmental organizations, and community leaders. Additionally, one formative research was conducted to assess the knowledge, attitudes, and practices of city dwellers, as well as to identify communication interventions needed to build a healthy city. All the campaign activities were designed and integrated with a well-articulated campaign logo.



As planned, a series of campaign activities were designed and implemented under three specific themes, including healthy diet, physical exercise, and city cleanliness, in line with both the umbrella and specific campaigns. Under the umbrella campaign, school-based health and wellness seminars, health and wellness fairs, and branding of rickshaw/autorickshaw were organized. For the specific campaign on Healthy Diet, the Sugar and Sweetened Beverage (SSB) boards were designed and placed at strategic locations across the city. A healthy tiffin competition was also organized, based on a recipe book developed in collaboration with school-gate mothers, to raise awareness among the mothers about preparing nutritious tiffin. To encourage physical activity, a cycle rally, a marathon competition, and in-school physical exercise demonstrations conducted by a renowned city instructor were held between two classes.

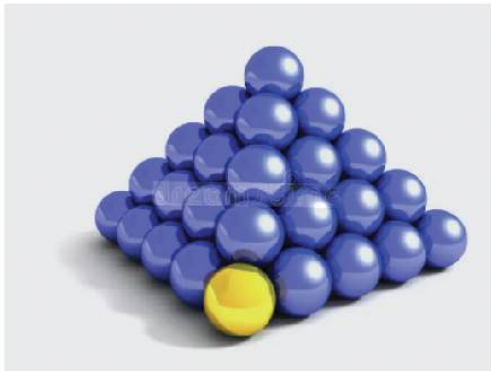
To promote cleanliness in the city, a Cleaning Day was held, with participation from the residents, community clubs, and city corporation cleaning staff. Additionally, a social media campaign was launched by developing and uploading awareness materials on various topics, including healthy diet, physical exercise, and city cleanliness. Before organizing the events, a series of meetings were held to get relevant community stakeholders involved. The City Corporation was very supportive of organizing the meetings.

Following this success, the Khulna City Corporation (KCC) created an official list of volunteers. Cleaning equipment and other sanitation logistics were incorporated into its financial planning to ensure that the activities could continue regularly in the future.

Inspired by this model, different wards of KCC also began to adopt similar initiatives. KCC and Khulna Metropolitan Police also decided to regularly organize cycling rallies and marathons that involve youth participation. In addition, during school breaks, students and teachers started participating in short exercise sessions regularly.

It is hoped that this intervention will raise awareness among the city dwellers to keep their city clean even after the project is completed and other cities will also be motivated to follow their footsteps to make their respective cities clean and healthy.

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.



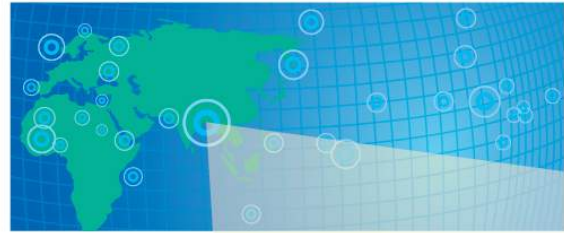
The **Rainbow** logo stands as a symbol of quality primary health care services for the urban population in Bangladesh. Promoted through well-orchestrated campaigns both at central and local levels, this brand now links the health service seeking urban population, specially the poor including women and 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

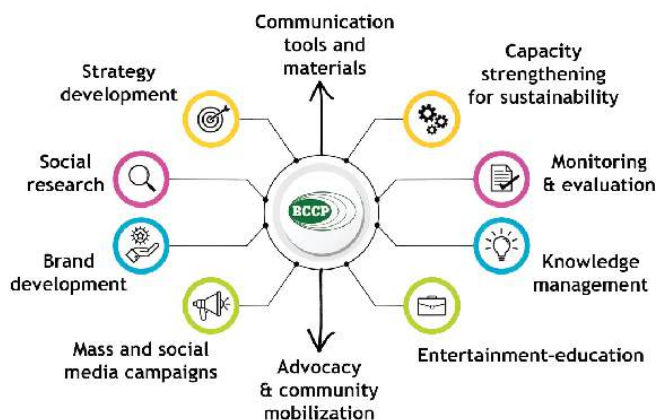
We empower people through strategic communication to build a society that enables a healthy, poverty-free better life.



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
Sawapnochaya Sanchay O Rindan Somobay Samity Limited Since 2015	Housing and loan through cooperative effort	Contribute to the sustainability of BCCP through cooperative effort

BCCP: 1996-2026

Five Sister organizations contributing to BCCP's sustainability





BCCP's Executive Board

Dr. Salehuddin Ahmed
President
Renowned Economist

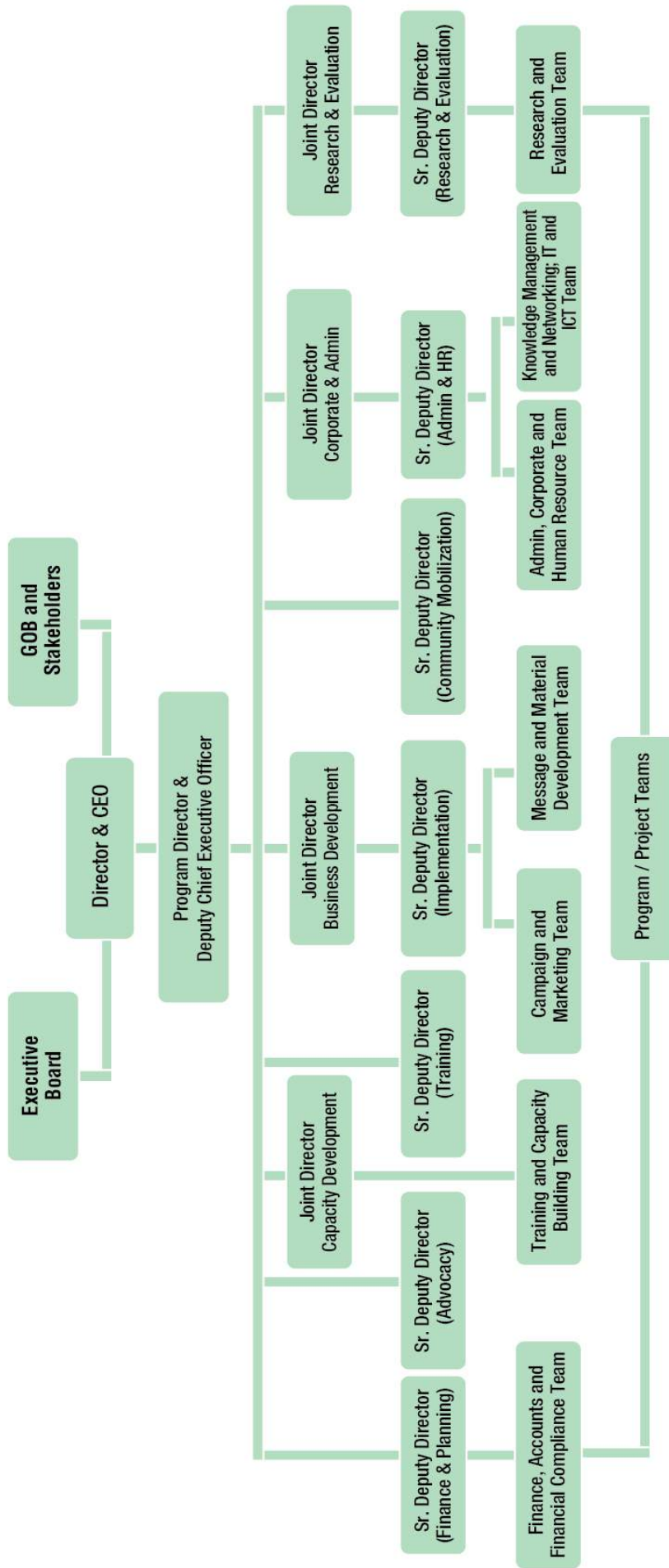
Mr. Ali Ashfaq
Treasurer
Renowned Chartered Accountant

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 and DCEO
Program Management & Implementation and Policy Advocacy

Dr. Shahida Haque
Adviser (Research & Evaluation)
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

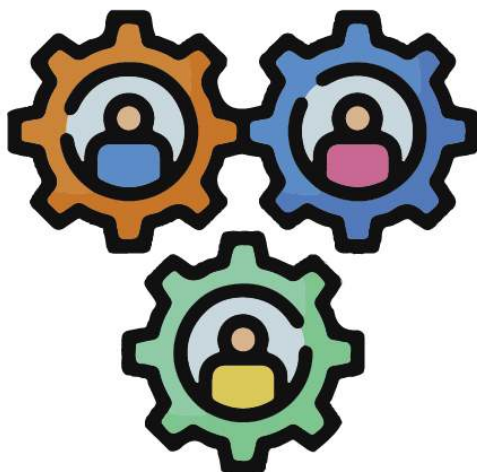
Meher Afroze
Deputy Director (Program & Gender)
Program Implementation & Gender Issues

Sonia Islam
Deputy Director, Campaign and
Material Development

Muhammad Abdus Salam
Assistant Director
Program

Umme Salma Mukta
Sr. Research Manager

Mohammad Shahabuddin
Project Coordinator



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
Consultant (HR, Admin & Corp.)
Human Resource, Administrative Management & Corporate Affairs

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

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

Anik Roy
Business Development Specialist



Contribution of BCCP to Bangladesh Government Exchequer



Contribution of BCCP to Bangladesh Government Exchequer			
Sl #	Particulars	Financial Year 2024-2025	
		BDT	USD
1	Tax deduction at source from staff salary	903,582	7,358
2	Tax deduction at source from third parties	1,793,736	14,607
3	VAT deduction at source from third parties	2,886,127	23,503
	Total	5,583,444	45,468

Auditor's Report



PKF Aziz Halim Khair Choudhury
Chartered Accountants
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Road # 5/A, Dhanmondi, Dhaka-1209

Tel: +8809613339090-92
E-mail: pkfahkc.co@pkfahkcbd.com
Website: www.pkfahkcbd.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 2025 and related Statement of Income and Expenditure and Statement of Cash Flows and Statement of Changes in Fund for the year ended 30 June 2025 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 2025 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 Auditors' 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 auditors' 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.

Aziz Halim Khair Choudhury Chartered Accountants is a member of PKF Global, the network of member firms of PKF International Limited, each of which is a separate and independent legal entity and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm(s).

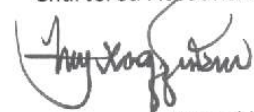
Auditor's Responsibility for the Audit of the Financial Statements

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

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

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

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



Signed by:

M. Mosharraf Hossain
FCA | PhD | PMP | CPFA | CISM | CISA
Partner
ICAB Enrolment No. 769
DVC: DVC: 2512150769AS169242

15 December 2025
Dhaka



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