

# FORM FD-6

(Project pro-forma for foreign assisted projects)

1. Name of the Non-Government voluntary Organization (NGO) responsible for execution of the project. : MANAGEMENT AND RESOURCES DEVELOPMENT INITIATIVE (MRDI)
2. Registration No. Under the Foreign Donations (Voluntary activities) Regulation Rules, 1978 : Registration No-1962 dated 21.09.2004 Under Foreign Donations (Voluntary activities) Regulation Ordinance 1978
3. Full Address : 2/9 Sir Sayed Road (3<sup>rd</sup> floor), Block A, Mohammadpur, Dhaka 1207
4. Name of the Project : **“Bridging Media and Ethnicity”**
5. Project Number : 1 (one)
6. Location of the Project : MRDI Office is located in Dhaka. MRDI will work in Tangail, Moulavibazar, Rangamati and Dhaka

Union	District
Thana	
Dhaka city	Dhaka
Madhupur	Tangail
Kamalganj	Moulavibazar
Rangamati Sadar	Rangamati

7. Project Description
  - (i) Background
 

: Bangladesh is one of the world’s least developed countries ranked at the bottom of UNDP’s Human Development Index. The country also secures a deplorable position in the global rights index. The media coverage of ethnic issues is scanty and the ethnic people are hardly aware of their rights.

The ethnic minorities and the organisations working with the ethnic issues in Mymensingh, Sylhet and the CHT too have little access to the media mainly due to their lack of capacity as well as their own reluctance. Lack of desired extent of interaction between the ethnic population and the mainstream culture widens the gap often resulting in misunderstanding and an environment of intolerance. A gap also exists between media and NGOs/CBOs.

MRDI with the funding support of EU Delegation has taken-up this project to mainstream ethnic communities through nurturing a culture of human rights and promoting equality, tolerance and peace. To attain this broader objective, MRDI aims to strengthen capacity and reporting skills of working journalists on ethnic rights/issues, mainstream a group of trained ethnic youth having primary level of journalism skills to represent their socio-economic and cultural aspects, enhance the media understanding of NGOs/CBOs working for ethnic rights/issues and bridge the gap between media and NGOs/CBOs working for ethnic rights.

(ii) Objectives (Please specify the relevance of the project to the national plan objectives and sectoral objectives)

(a) Long-term objective

: To mainstream ethnic communities through nurturing a culture of human rights and promoting equality, tolerance and peace

(b) Immediate Objectives

- : 1. To strengthen the capacity and reporting skills of working journalists on ethnic rights/issues by organising national level training for journalists, in-house training for local/community newspapers on ethnic issues, human rights, laws relating to ethnic rights and general reporting skills and awarding fellowship to the journalists.
2. To mainstream a group of ethnic youths having primary level of journalism skills to represent their socio-economic and cultural aspects through training and internship.
3. To enhance media understanding of NGOs/CBOs working for ethnic rights/issues
4. To bridge the gap between media and NGOs/CBOs working for ethnic rights

(iii) Targets

: Journalists, media gatekeepers, local/community newspapers, ethnic youths and NGOs/CBOs working on ethnic issues and indigenous communities (i.e. Garo, Monipuri, Rajbongshi, Marma, Chakma & Tripura) of Tangail, Moulavibazar & Rangamati.

iv) Major physical components of the project with their financial implication

Personnel	29,37,600.00
Training	26,61,699.00
Workshop (Roundtable)	3,30,030.00
Office accommodation	5,50,800.00
Office equipment	3,19,830.00
TA/DA Consultant & Project staff	3,96,023.00
Contingencies	8,35,706.00
Other: (Programme cost)	28,13,869.00
<b>Total</b>	<b>1,08,45,557.00</b>

v) Linkage with other projects, if any

: N/A

vi) Describe briefly the Operational/ Management aspect of the project including organogram.

: All the activities of the project will be implemented under the overall supervision and direction of the Executive Committee of MRDI. All its policies to be implemented by the modest project staff and members of the organization headed by the Executive Director who will be accountable for successful implementation of the programme.

#### Organogram of MRDI: Attached (annex D)

8. Estimated Cost (in Foreign Currency and in Taka) :

(i) Total

(ii) Local Currency (Taka.)

(iii) Foreign Currency (Euro)

FY-1 (Jan-Dec 2008)		FY-2 (Jan-June 2009)		Total (Jan 2008-June 2009)	
Approved	Actual	Approved	Revised	Approved	Revised
69,88,223	65,23,695	38,57,334	43,21,862	1,08,45,557	1,08,45,557
69,88,223	65,23,695	38,57,334	43,21,862	1,08,45,557	1,08,45,557
68,512	63,958	37,817	42,371	1,06,329	1,06,329

**Please furnish District wise figure**

Dhaka	46,26,413	41,99,674	36,37,014	39,07,057	82,63,427	81,06,731
Tangail	7,87,270	7,74,674	73,440	1,38,268	8,60,710	9,12,942
Moulavibazar	7,87,270	7,74,674	73,440	1,38,268	8,60,710	9,12,942
Rangamati	7,87,270	7,74,673	73,440	1,38,269	8,60,710	9,12,942
<b>Total</b>	<b>69,88,223</b>	<b>65,23,695</b>	<b>38,57,334</b>	<b>43,21,862</b>	<b>1,08,45,557</b>	<b>1,08,45,557</b>

9. Implementation Period
- (i) Commencement of the project : 1 January 2008
- (ii) Completion of the project : 30 June 2009
10. a) Is the project a revision or extension of an earlier project? If so, please give particulars : N/A
- b) Whether this project or a similar project has been submitted earlier and rejected by Government of Bangladesh : No
11. Proposed donor(s) : **European Commission Delegation to Bangladesh**  
(Please enclose letter of intent) (Copy of Grant Contract enclosed)
12. Financing arrangements :
- (i) Project Aid :
- (a) Foreign Currency : EURO 95,696.09
- (b) Local Currency (Tk..) : BDT 97,61,001.00
- (c) Reimbursable Project Aid (RPA) : Nil
- (d) Others, if any (Please specify) : Nil
- (e) Total : EURO 95,696.09 equivalent to BDT 97,61,001.00
- (ii) Local finance and Source :
- a) Contribution by the NGO : BDT 10,84,556.00
- b) Other sources, if any : Nil
13. Project Inputs & Costs (with annual break-up) :
- |   | <b>FY-1</b>           |           | <b>FY-2</b>            |          | <b>Total</b> |           |
|---|-----------------------|-----------|------------------------|----------|--------------|-----------|
|   | <b>(Jan-Dec 2008)</b> |           | <b>(Jan-June 2009)</b> |          |              |           |
|   | Approved              | Actual    | Approved               | Revised  | Approved     | Revised   |
| (i) Physical Inputs<br>(Please specify item wise)   | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| (ii) Number of foreign Consultants/Experts /Advisers  | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| (iii) Number of Local Consultants   | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| (iv) Number of Personnel  |                       |           |                        |          |              |           |
| a) Managerial (4 Local personnel)   | 12,85,200             | 12,85,200 | 6,42,600               | 6,42,600 | 19,27,800    | 19,27,800 |
| b) Skilled (2 Local personnel)  | 6,73,200              | 6,73,200  | 3,36,600               | 3,36,600 | 10,09,800    | 10,09,800 |
| c) Unskilled<br>(Details of the Consultants and Project personnel to be given in the format at Annex-A) | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| (v) Office Equipment (for this project)   | 3,21,300              | 3,19,830  | Nil                    | Nil      | 3,21,300     | 3,19,830  |
| (vi) Vehicles (for this project)<br>(details of office equipment and vehicles are given in Annex-B)     | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| (vii) Accommodation (for this project) :  |                       |           |                        |          |              |           |
| a) Office/Institution   | 3,67,200              | 3,67,200  | 1,83,600               | 1,83,600 | 5,50,800     | 5,50,800  |
| b) Residential  | Nil                   | Nil       | Nil                    | Nil      | Nil          | Nil       |
| viii) Training/Seminar/Workshop   | 23,01,732             | 22,01,371 | 8,01,516               | 7,90,358 | 31,03,248    | 29,91,729 |

ix) Custom duty & Sales Tax, if any	Nil	Nil	Nil	Nil	Nil	Nil
x) Contingency	4,74,697	5,12,830	2,40,720	3,22,876	7,15,417	8,35,706
xi) Foreign exchange if any, to be remitted abroad	Nil	Nil	Nil	Nil	Nil	Nil
xii) Others (Programmes)						
a) Lobby Meeting (6 Meeting)	63,036	53,025	Nil	Nil	63,036	53,025
b) Hand book of human Rights of ethnic community	Nil	Nil	2,34,600	2,34,600	2,34,600	2,34,600
c) Newspaper Content analysis	55,080	54,974	Nil	Nil	55,080	54,974
d) Newspaper Gatekeepers Interview	18,564	18,400	Nil	Nil	18,564	18,400
e) Newspaper Readers Interview	40,800	40,700	Nil	Nil	40,800	40,700
f) Interview of NGO, CBO Representative	19,890	19,700	Nil	Nil	19,890	19,700
g) Training Module	4,57,470	4,29,014	Nil	Nil	4,57,470	4,29,014
h) Journalism Internship Programme	1,10,160	72,000	2,20,320	4,14,805	3,30,480	4,86,805
i) Fellowship	Nil	Nil	7,14,000	5,71,200	7,14,000	5,71,200
j) Evaluation & Auditing cost	Nil	Nil	1,91,250	1,96,962	1,91,250	1,96,962
k) Travelling Allowances and Daily Allowances for Resource Persons & project personnels to attend programme, Training & workshop	3,42,720	3,65,423	39,780	30,600	3,82,500	3,96,023
l) Administrative Cost	4,57,174	1,10,828	2,52,348	5,97,661	7,09,522	7,08,489
<b>Total</b>	<b>69,88,223</b>	<b>65,23,695</b>	<b>38,57,334</b>	<b>43,21,862</b>	<b>1,08,45,557</b>	<b>1,08,45,557</b>

14. (i) Break-up of overhead cost (including Head-office and/or branch offices in Bangladesh) of the NGO for implementation of the project.	(a) Contingencies:	
	Phone, fax, internet, postage etc	3,64,953.00
	Stationery	1,00,396.00
	Utilities	2,70,000.00
	Provision for contingency reserve	1,00,357.00
	(b) Administrative Cost	7,08,489.00
	<b>Total</b>	<b>15,44,195.00</b>
(ii) Ratio between Overhead/Administrative Cost and Programme Cost In percentage(%)	Programme cost	Tk. 93,01,362.00 85.76%
	Overhead cost	Tk. 15,44,195.00 14.24%
		100.00%

15. Project output
- i) Please state the targets of the project in qualitative and quantitative terms, as applicable, to show the expected benefits in respect of poverty alleviation, human resource development, rural employment generation, agricultural resources development, health and family planning etc, in context of the National 5 year plan
1. An assessment study conducted through newspaper content analysis and stakeholders' interview.
  2. Four training modules developed
  3. Twenty Dhaka-based reporters of national dailies trained on core issues
  4. Sixty ethnic youths received journalism training through 3 training courses
  5. Six in-house training courses organised involving 90 journalists of 6 local newspapers
  6. One media relations training organised involving 15 national and local level organisations to enhance the capacity of their organisations
  7. Ten journalists awarded with fellowships
  8. Twelve ethnic youths provided with 6-month internship in journalism and linked with local newspapers.
  9. Six lobby meetings organised in 3 locations with the management of 6 local newspapers
  10. Three roundtables organised in three locations involving

- media houses and local organisations.
11. One handbook for journalists on human rights of ethnic community published and distributed
- ii) Please describe briefly the benefits to be the project on completion : The project is expected to enhance capacity of the working journalists of the national print & electronic media; and also train some fresh energetic, intelligent and educated ethnic youths who will be linked with the mainstream media. Wider coverage of the ethnic issues over print & electronic media will help reach the maximum number of people with the message and thereby help connect the ethnic community with the mainstream society. Increased media relations capacity of the NGOs/CBOs working for ethnic rights will facilitate proper reflection of the ethnic issues in the media.
- iii) Please state how the physical facilities, if any developed under the project will be utilized on completion of project : N/A
16. Name(s) and brief outline of other on going project (s) undertaken by this NGO : N/A
17. Affiliation of the Project Executing organization with any other NGO within the Country/abroad : N/A
18. Banking Arrangements
- i) Name of the Bank with Address : South East Bank Limited  
Dhanmondi Branch, Dhaka  
House#23 (New), Road#16 (New) 27 (Old)  
Dhanmondi, Dhaka-1209
- ii) Account Number(s) : STD A/C Number- 01211100006616
- iii) Name(s), designation(s) and address(es) of authorised person(s) operating the project fund : 1. Dr Baquirul Islam Khan, Chairman, MRDI  
2. Hasibur Rahman, Executive Director, MRDI
19. Name and designation of the project Director/ Director in-charge of the project (also Tel. No.) : Hasibur Rahman  
Executive Director  
MRDI  
Tel-9134717, 9137147 Mobile-01819200500

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Name, Signature, Designation and address with Tel. No., if any of the officer who prepared this document.

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Name, Signature and address of the Chief executive of the NGO sponsoring the project.