

FORM FD-6 (REVISED)

(Project proforma 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 Syed Road (3rd floor), Block A, Mohammadpur, Dhaka 1207
 4. Name of the Project : Connecting Media with Child Nutrition
 5. Project Number : 1 (one)
 6. Location of the Project : MRDI Office is located in Dhaka. MRDI will implement the project in Dhaka (20 National newspapers & TV channels who are located in the different thanas of Dhaka) and in Khulna (25 national newspaper & TV channel's district correspondents of Khulna & Sylhet who are located in different thanas of Khulna & Sylhet)
- | Approved by NGOAB for July 2010 to Jan 2011 | | | Revised proposal for July 2010 to Feb 2011 | | |
|---|-------|-------------|--|-------|-------------|
| Union | Thana | District | Union | Thana | District |
| N/A | N/A | Dhaka City | N/A | N/A | Dhaka City |
| N/A | N/A | Khulna City | N/A | N/A | Khulna City |
| N/A | N/A | - | N/A | N/A | Sylhet City |
7. Project Description
 - (i) Background

Each year 1.4 million children die as a result of poor Infant and Young Child Feeding (IYCF) practices, and millions more suffer long-term consequences. According to the 2007 BDHS, 43% of children under five are stunted or too short for their age. This indicates chronic malnutrition at national level. Exclusive breast feeding is a key to nutrition during early infancy but the situation is very unfortunate in our country. The IYCF practices recommend that breastfed children of age 6-23 months be fed food from three or more other food groups. Less than half (44%) of breastfed children met this recommendations. Other than this, inappropriate and inadequate complementary feeding practices are quite common. Even at age 6-7 months, three in ten breastfed children are not given any solid or semisolid food.

Child nutrition is not a top ranking national priority. Addressing under-nourished children of age 2 years is not seen as an urgent issue. As a result, future of the nation is at risk. To make policy makers keep infant and young child feeding high on public health agenda and obtain proactive support at all levels, advocacy is much needed. The best channels of communication for reaching decision makers are the media. Thus, capacity building of media professionals is also vital. Through this initiative, journalists, by enhancing their capacity, will be able to play a proactive role in drawing policy attentions.
 - (ii) Objectives (Please specify the relevance of the project to the national plan objectives and sectoral objectives)
 - To enhance capacity of health reporters for reporting thoroughly and effectively on IYCF issues.
 - To increase the salience and urgency of addressing IYCF among policy makers and opinion leaders.
 - (a) Long-term objective : To increase the salience and urgency of addressing IYCF among policy makers and opinion leaders.
 - (b) Immediate Objectives : To enhance capacity of health reporters for reporting thoroughly and effectively on IYCF issues.

(iii) Targets

:

60 National and local journalists of print and electronic media will be benefited directly by enhancing capacity through training under this project. Peoples of the country will be benefited through the writings and reporting of the Journalists.

From July 2010 to February 2011 the following activities will be organized:

Approved by NGOAB for July 2010 to Jan 2011	Revised proposal for July 2010 to Feb 2011
<ul style="list-style-type: none"> • Development of 1 training Content • 1 Training for National level Journalists • 1 Orientation for local level correspondents • Fellowship to 10 National level Journalists • 2 study circle • 3 field visit for Journalists 	<ul style="list-style-type: none"> • Development of 1 training Content • 1 Training for National level Journalists • 2 Orientation for local level correspondents • Fellowship to 15 National level Journalists • 3 Short Fellowship • 3 study circle • 2 field visit for Journalists • Evaluation & Reporting

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

:

Components	Approved by NGOB	Revised Proposal
Personnel	10,31,250.00	11,68,750.00
Accommodation (Office Rent)	2,10,000.00	2,40,000.00
Capacity building (Training)	22,87,800.00	37,35,300.00
Other: (Programme cost):	-	-
Overhead Cost	5,47,605.00	7,43,205.00
Total	40,76,655.00	58,87,255.00

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 (USD)

Approved by NGOB (July2010 –January 2011)	Revised Proposal (July2010 –February 2011)
40,76,655.00	58,87,255.00
40,76,655.00	58,87,255.00
59,513.00	85,945.00

Please furnish District wise figure

Dhaka

Khulna

Sylhet

Total

38,52,155.00	54,01,755.00
2,24,500.00	2,42,750.00
-	2,42,750.00
40,76,655.00	58,87,255.00

9. Implementation Period

:

i) Commencement of the project

ii) Completion of the project

July 2010	July 2010
January 2010	February 2011

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) (Please enclose letter of intent)	:	GMMB (enclosed Exhibit B for additional activities & budget)	
12.	Financing arrangements	:	Approved by NGOB (July 2010 –January 2011)	Revised Proposal (July 2010 –February 2011)
	(i) Project Aid	:		
	(a) Foreign Currency	:	USD 59,513.00	USD 85,945.00
	(b) Local Currency (Tk..)	:	BDT 40,76,655.00	BDT 58,87,255.00
	(c) Reimbursable Project Aid (RPA)	:	Nil	Nil
	(d) Others, if any (Please specify)	:	Nil	Nil
	(e) Total	:	USD 85,945.00 equivalent to BDT 40,76,655.00	USD 85,945.00 equivalent to BDT 58,87,255.00
	(ii) Local finance and Source	:		
	a) Contribution by the NGO	:	Nil	
	b) Other sources, if any	:	Nil	
13.	Project Inputs & Costs (with annual break-up)	:	Approved by NGOB (July 2010-January 2011)	Revised Proposal (July 2010 –February 2011)
	(i) Physical Inputs (Please specify item wise)	:	Nil	Nil
	(ii) Number of foreign Consultants/Experts /Advisers	:	Nil	Nil
	(iii) Number of Local Consultants	:	Nil	Nil
	(iv) Number of Personnel	:		
	a) Managerial (4 Local personnel)	:	10,31,250.00	11,68,750.00
	b) Skilled	:	Nil	
	c) Unskilled (Details of the Consultants and Project personnel to be given in the format at Annex-A)	:	Nil	Nil
	(v) Office Equipment (for this project)	:	Nil	Nil
	(vi) Vehicles (for this project) (details of office equipment and vehicles are given in Annex-B)	:	Nil	Nil
	(vii) Accommodation (for this project)	:		
	a) Office/Institution	:	2,10,000.00	2,40,000.00
	b) Residential	:	Nil	Nil
	viii) Training/Seminar/Workshop	:	22,87,800.00	37,35,300.00
	ix) Custom duty & Sales Tax, if any	:	Nil	Nil
	x) Contingency	:		
	xi) Foreign exchange if any, to be remitted abroad	:	Nil	Nil
	xii) Others (Programmes)	:		
	a) Overhead cost	:	5,47,605.00	7,43,205.00
	Total	:	40,76,655.00	58,87,255.00
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) Administrative cost	:	1,47,000.00	1,68,000.00
	b) Audit fee	:	30,000.00	40,000.00
	c) Overhead cost 10% on total programme cost	:	3,70,605.00	5,35,205.00
	Total	:	5,47,605.00	7,43,205.00
	(ii) Ratio between Overhead/Administrative Cost and Programme Cost In percentage(%)	:		
	a) Overhead/Administrative cost	:	5,47,605.00	7,43,205.00
	b) Programme cost	:	35,29,050.00	51,44,050.00
	Ratio	:	13.43% : 86.57%	12.62% : 87.38%

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
- One Training Content will be developed for national and local journalist Training.
 - Knowledge of media professionals on IYCF issues will be increased. 70 journalists will be trained. The intervention will enhance the capacity and understanding of national and local media journalist on quality reporting on IYCF issues.
- 15 Journalists will be awarded fellowship. At least 45 in-depth reports/features will be published under the fellowship programme.
- ii) Please describe briefly the benefits to be the project on completion : This capacity will help to reach national and sub national audiences and will help to promote program and policy change nationwide.
- 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 :
- Name of the project: Training Journalists to use Bangladesh Demographic and Health Surveys
- Objective of the p[roject : To ensure important findings of Demographic Health Surveys reach national and sub national audiences and are used to promote program and policy change nationwide through media coverage by enhancing capacity of journalists.
- Project duration: 10 months.
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 : Hasibur Rahman, Executive Director, MRDI
2/9 Sir Sayed Road (3rd floor),
Block A, Mohammadpur, Dhaka 1207
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-01819 200 500

(Hasibur Rahman)
Executive Director, MRDI
2/9 Sir Sayed Road (3rd floor), Block A,
Mohammadpur, Dhaka 1207, Tel: 9134717

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

(Hasibur Rahman)
Executive Director, MRDI
2/9 Sir Sayed Road (3rd floor), Block A,
Mohammadpur, Dhaka 1207, Tel: 9134717

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