

FORM FD-6

(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 : How to best Change Tobacco Control Policies in Bangladesh
5. Project Number : 1 (one)
6. Location of the Project : This is a Research Project which will be conducted in Dhaka. All the activity will be held in Dhaka.

Union	Thana	District
N/A	N/A	Dhaka

7. Project Description
(i) Background : Bangladesh was the first country to sign the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) on June 16, 2003, and was among the first 40 countries to become a Party to the FCTC. Bangladesh made a further commitment to tobacco control in 2005 with the passage of the Tobacco Control Act (TCA), whose provisions, including enhanced warning labels, smoke-free legislation, and advertising and promotion restrictions were implemented in 2006. The government is considering raising tax on smoking, non-smoking and chewing tobacco products in its budget for FY 2010-2011. Government also agreed on the need for a policy framework to control tobacco to develop short and long-term guidelines under which the government could put all-out effort and pro-active budgetary allocations annually.

Tobacco use in Bangladesh has increased considerably compared to last five years. 8.7 million People are using tobacco, including 2.5 million more smokers (overall increased 20.9% to 22.00%). There are now 41.1 million people in Bangladesh who use tobacco, including 20.9 million who smoke either cigarettes or *bidis* or both. ¹

Despite the harmful impact and annual health budget drained in health diseases caused by tobacco,

¹ International Tobacco Control (ITC) Bangladesh Survey April 2010—a face-to-face cohort survey of a national sample of 2,510 adult smokers and 2,116 adult non-smokers selected from 80 villages/wards in Bangladesh, including the tribal populations of Garo and Chakma by university of Waterloo, University of Dhaka and ITCP evaluation project.

government has not taken any tough policy for the tobacco control. There is an argument of tobacco producer that tax increases will result in a significant loss of government revenue and impose an unfairly high tax burden on the poor.

The low price is one of the major factors underlying the increase in tobacco use despite the Tobacco Control Act. Cigarettes have become more affordable in recent years.

In Bangladesh there are number of campaigns like promoting oral saline, reducing tuberculosis quite successfully. However, in case of tobacco control, the scenario is quite dismal. Its campaign is still yet to reach sustainable effectiveness. There are many non-government organisations who have taken initiative in implementation of TCA which are still to become effective.

With this as the backdrop, MRDI will contribute to assess the existing policy factors in the country and will analyze and provide recommendations on how to change tobacco control policies in Bangladesh through identification of key policy actors, interviewing, political mapping, comprehensive media scanning and cases studies. An inclusive communication strategy will be developed through these assessments which will analyse the whole chain of the tobacco sector.

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

(a) Long-term objective

- To analyze and provide recommendations regarding how to best Change Tobacco Control Policies in Bangladesh
- :
- To develop a communication strategy through these assessments which will analyse the whole chain of the tobacco sector

(b) Immediate Objectives

- :
- To analyze and provide recommendations regarding how to best Change Tobacco Control Policies in Bangladesh

(iii) Targets

- :
- MRDI will contribute to assess the existing policy factors in the country and will analyze and provide recommendations on how to change tobacco control policies in Bangladesh through
- identification of key policy actors,
 - interviewing,
 - political mapping,
 - comprehensive media scanning and
 - cases study
 - policy dialogue

From October 2010 to June 2011 the above mentioned activities will be done.

iv) Major physical components of the project with their financial implication	:	Personnel	24,70,000.00
		Accommodation (Office Rent)	2,70,000.00
		Capacity building (Training)	Nil
		Seminar/Workshop/discussion	14,00,000.00
		Other: (Programme cost):	17,30,260.00
		Total	58,70,260.00

- 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)

		FY-1	FY-2	Total
		(October 2010 – June 2011)		
8. Estimated Cost (in Foreign Currency and in Taka)	:			
(i) Total		58,70,260.00	Nil	58,70,260.00
(ii) Local Currency (Taka.)		58,70,260.00	Nil	58,70,260.00
(iii) Foreign Currency (USD)		85,697.00	Nil	85,697.00

Please furnish District wise figure

	FY-1	FY-2	Total
	(October 2010 – June 2011)		
Dhaka	58,70,260.00	Nil	58,70,260.00
Total	58,70,260.00	Nil	58,70,260.00

9. Implementation Period
- (i) Commencement of the project : 01 October 2010
- (ii) Completion of the project : 30 June 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) : Campaign for Tobacco Free Kids (CTFK) (enclosed letter of intent)
- (Please enclose letter of intent)
12. Financing arrangements :
- (i) Project Aid :
- (a) Foreign Currency : USD 85,697.00
- (b) Local Currency (Tk..) : BDT 58,70,260.00
- (c) Reimbursable Project Aid (RPA) : Nil
- (d) Others, if any (Please specify) : Nil
- (e) Total : USD 85,697.00 equivalent to BDT 58,70,260.00
- (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) :
- | | FY-1 | FY-2 | Total |
|--|-----------------------------------|-------------|--------------|
| | (October 2010- June 2011) | | |

(i) Physical Inputs (Please specify item wise)	Nil	Nil	Nil
(ii) Number of foreign Consultants/Experts /Advisers	Nil	Nil	Nil
(iii) Number of Local Consultants	Nil	Nil	Nil
(iv) Number of Personnel			
a) Managerial (4 Local personnel)	24,70,000.00	Nil	24,70,000.00
b) Skilled	Nil		
c) Unskilled	Nil	Nil	Nil
(Details of the Consultants and Project personnel to be given in the format at Annex-A)			
(v) Office Equipment (for this project)	Nil	Nil	Nil
(vi) Vehicles (for this project)	Nil	Nil	Nil
(details of office equipment and vehicles are given in Annex-B)			
(vii) Accommodation (for this project)	:		
a) Office/Institution	:	2,70,000.00	Nil
b) Residential	:	Nil	Nil
viii) Training/Seminar/Workshop		14,00,000.00	Nil
ix) Custom duty & Sales Tax, if any		Nil	Nil
x) Contingency			Nil
xi) Foreign exchange if any, to be remitted abroad		Nil	Nil
xii) Others (Programmes)			
a) Identification of Key Policy Actors influencing Tobacco Control Policy		95,000.00	Nil
b) In-Depth Interviews with key policy actors		50,000.00	Nil
c) Political mapping		2,59,000.00	Nil
d) Media content analysis		5,73,600.00	Nil
e) Overhead cost		7,52,660.00	Nil
Total of other programmes		17,30,260.00	Nil
			17,30,260.00
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		1,89,000.00
	(b) Audit fee		30,000.00
	(c) Overhead cost (10% on total programme cost)		533, 660.00
	Total of overhead		7,52,660.00
(ii) Ratio between Overhead/Administrative Cost and Programme Cost In percentage(%)	Programme cost	Tk. 51,17,600.00	87.18%
	Overhead cost	Tk. 7,52,660.00	12.82%
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	:	<ul style="list-style-type: none"> • One report on interview of key policy actor will be prepared. • One final assessment report of political mapping with recommendation on tobacco control policy of Bangladesh will be developed • Two policy dialogue will be organized in partnership with two daily newspaper of Bangladesh and report will be prepared. 	
ii) Please describe briefly the benefits to be the project on completion	:	<ul style="list-style-type: none"> • An inclusive communication strategy will be developed through these assessments which will analyse the whole chain of the tobacco 	

sector. This communication strategy will contribute to develop effective campaign of best change of tobacco control policies in Bangladesh.

- 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: How to best Change Tobacco Control Policies in Bangladesh
- Objective of the project : To analyze and provide recommendations regarding how to best Change Tobacco Control Policies in Bangladesh Project duration: 9 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.