

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 Sayed Road (3rd floor), Block A, Mohammadpur, Dhaka 1207
4. Name of the Project : **“Provision of Services for Campaigning and advocating for the achievement of the Millennium Development Goals (MDGs) in Bangladesh”**
5. Project Number : 1 (one)
6. Location of the Project

MRDI Office is located in Dhaka. MRDI will work in Dhaka City

Union	District
Thana	
Dhaka city	Dhaka

7. Project Description
(i) Background

: Bangladesh is a developing country of one of the least developed regions of the world. Like other countries of the world, efforts for development are there and ultimate objective of all these initiatives is to achieve the indicators of the Millennium Development Goals (MDG).

Bangladesh is on schedule to achieving MDG 1 by 2015. But its economic growth process has not sufficiently benefited the extreme poor. Over seven percent of the population is categorized by the United Nations Development Programme as "extremely poor". About a fourth of the population of Bangladesh is considered "extremely impoverished" , devoting nearly all of their daily income to food consumption. Economic and social inequalities prevail at large and a huge portion of the population is deprived of essential services and commodities.

MRDI has not directly implemented any poverty reduction project, but has demonstrated sustainable contribution to the development sector through media. Our regular media monitoring helps us design

projects and derive agendas to contribute to national development. Understanding of MRDI is that achievement of economic growth requires attention on different sectors such as: improving transparency, accountability and efficiency of the Government and in all key areas, including taxation, public procurement, land administration, justice, regulation of banking and credit market and ensure Right to Information in all sectors.

Income inequality in Bangladesh rose in nineties, particularly in urban areas. So the challenge is reaching the poor and promoting pro-poor growth. Creation of more jobs and opportunities for entrepreneurship and self employment by the poor will need to be speeded up. Alternative development fund should be considered instead of dependency on donor. Enhancing cooperation and partnership among Government, private sector and civil society will scale up MDG and PRSP.

In our country context some groups of the poor are chronically vulnerable, and face vulnerabilities that are regional or seasonal in nature. Targeted interventions will need to be designed and prioritized taking into sustainable safety net programme. Halving the proportion of people who suffer from hunger is being a challenging task for the government and donor.

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

To increase transparency of government's poverty reduction and MDG implementation programmes through greater media coverage by enhancing capacity of journalists.

(a) Long-term objective

: To increase transparency of government's poverty reduction and MDG implementation programmes

(b) Immediate Objectives

: To enhance capacity of Journalist on MDG reporting

(iii) Targets

: 85 national and Local journalist and 75 media Gatekeepers of national & local newspapers & members of national & local press club/Journalist union/Body/Association etc.

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

Personnel	1,50,000.00
Training	3,55,250.00
Other: (Programme cost)	9,90,760.00
Total	<u>14,96,010.00</u>

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 (Jan-Dec 2009)	FY-2	Total
8. Estimated Cost (in Foreign Currency and in Taka) :			
(i) Total	14,96,010.00	0.00	14,96,010.00
(ii) Local Currency (Taka.)	14,96,010.00	0.00	14,96,010.00
(iii) Foreign Currency (USD)	22,000.00	0.00	22,000.00
Please furnish District wise figure			
Dhaka	14,96,010.00	0.00	14,96,010.00
Total	14,96,010.00	0.00	14,96,010.00
9. Implementation Period			
(i) Commencement of the project	:	1 July 2009	
(ii) Completion of the project	:	31 December 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) (Please enclose letter of intent)	:	UN Millennium Campaign MDGs and Pro-Poor Development Cluster, UNDP	
12. Financing arrangements	:		
(i) Project Aid	:		
(a) Foreign Currency	:	USD 22,000.00	
(b) Local Currency (Tk..)	:	BDT 14,96,010.00	
(c) Reimbursable Project Aid (RPA)	:	Nil	
(d) Others, if any (Please specify)	:	Nil	
(e) Total	:	USD 22,000.00 equivalent to BDT 14,96,010.00	
(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 (July-Dec 2009)	FY-2
(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 (1 Local personnel)		60,000.00	Nil
b) Skilled (2 Local personnel)		90,000.00	Nil
c) Unskilled		Nil	Nil
(Details of the Consultants and Project personnel to be given in the format at Annex-A)			
(v) Office Equipment (for this project)		24,000.00	Nil
			24,000.00

(vi) Vehicles (for this project) (details of office equipment and vehicles are given in Annex-B)	Nil	Nil	Nil
(vii) Accommodation (for this project)	:		
a) Office/Institution	:	Nil	Nil
b) Residential	:	Nil	Nil
viii) Training/Seminar/Workshop		3,55,250.00	Nil
ix) Custom duty & Sales Tax, if any		Nil	Nil
x) Contingency		5,760.00	Nil
xi) Foreign exchange if any, to be remitted abroad		Nil	Nil
xii) Others (Programmes)		Nil	Nil
a) Develop and Publish a handbook on media reporting of MDG in bangla		4,20,000.00	Nil
b) Advocacy with media network		2,80,000.00	Nil
c) Fellowship for Journalists on Investigative Report and feature stories on MDG		1,25,000.00	Nil
d) Overhead cost 10% on total programme cost (Including Auditing Cost)		1,36,000.00	Nil
Total		14,96,010.00	Nil
			14,96,010.00

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) Contingencies:		
	Stationeries & office supplies		5,760.00
	(b) Overhead cost 10% on total programme cost (Including Auditing Cost)		1,36,000.00
	Total		1,41,760.00
(ii) Ratio between Overhead/Administrative Cost and Programme Cost In percentage(%)	Programme cost	Tk. 13,54,250.00	90.52%
	Overhead cost	Tk. 1,41,760.00	9.48%
			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
- One comprehensive handbook will be developed and 1,500 copies will be published. Knowledge of media professionals on MDG issues will be increased. 60 journalists will be oriented The intervention will enhance the capacity of local reporters to monitor budget implementation in concerned areas. This capacity will also help to facilitate to achieve the MDGs. The sharing meeting will bring together concerned media owners, editors, gatekeepers of local newspapers and key office bearers of press associations at district level Involvement of the local journalists leaders/gatekeepers will facilitate and guide the journalists who will be oriented through this project. 25 national journalists will be trained The intervention will raise capacity of political

reporters to cover in a more comprehensive, objective and in-depth way to aware the law makers about the compliance of election manifesto and commitments which were mainly related to achieving MDGs.

6 Journalists will be awarded fellowship

18 in-depth reports will be published under the fellowship programme.

Increased awareness and sensitization on MDGs among media and other non-state actors so that they can advocate for promoting transparency and accountability in implementation of MDGs in Bangladesh.

- ii) Please describe briefly the benefits to be the project on completion :
- 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. 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-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.