



PROGGA Knowledge for Progress

PROGGA

2025

Brief Organizational Profile

+88 02 48033119
+88 01729096105

progga.bd@gmail.com
progga.ad@gmail.com

www.progga.org
www.craftbd.org

House 6 (3rd Floor), Main Road 3,
Block A, Mirpur 11, Dhaka 1216.



INTRODUCTION

PROGGA (Knowledge for Progress) is a Bangladesh-based non-profit organization for research, advocacy, communication, campaign and capacity building.

In Bengali, the word ‘PROGGA’ means wisdom, the decision-making and reasoning skills as well as intuition one earns through knowledge and experiences. Much like its name, PROGGA aims at fusing the tradition with innovation and utilizing the outcome for better grasp on its surrounding and charting the way forward.

PROGGA was established from a critical stance that prefers shifting our traditional culture from working for ‘development’ to working for ‘Progress’. For PROGGA, progress encompasses not only material wealth, but also political, social, and even more importantly, cultural well-being of people.

Name of the organization : PROGGA (প্রজ্ঞা)

Year of Establishment : 2008

Registration Authority : Registrar of Joint Stock Companies and Firms, Bangladesh (Registered as *A Company Limited by Guarantee*, licensed under section 28 of the Company Act 1994). Registration No. T.O. 690, dated 28th January 2008.
 : NGO Affairs Bureau of Bangladesh, Prime Minister’s Office. Registration No: 3313, dated 4th September 2022.

Working Area : Whole Bangladesh

Website : www.progga.org
 : www.craftbd.org

Facebook Page : www.facebook.com/PROGGA
 : www.facebook.com/tobaccoindustrywatchbd
 : www.facebook.com/hearthealthalertbd

TEAM PROGGA

PROGGA cashes heavily on the skills and creativity of its young and energetic team with a diversified academic background, capable of meeting any intellectual needs of today’s development field. The staff members available at PROGGA includes economists, sociologists, anthropologists, urban planners, public health experts, statisticians, graphic designers and creative content writers, social media campaigners, among others.

VISION

A wisdom-built society.

MISSION

Creating and redefining knowledge for progressive application.

SPECIALIZATION

RESEARCH

PROGGA specializes in socioeconomic and cultural research using both qualitative and quantitative approaches. It has a deep conviction in the participatory approach to research and development. The team of researchers available at PROGGA includes economists, sociologists, agronomists, anthropologists, livelihood experts, urban planners and statisticians among others. The organization is in a position to undertake research and knowledge-based activities in the diverse fields of the development sector such as needs assessment, baseline survey, monitoring and evaluation, capacity assessment, plain documentation and any type of socio-economic study. In addition, PROGGA has a pool of experts drawn from different organizations, universities and institutes who regularly take part in its study/research projects. It has also a very good connection with numbers of part time field researchers for conducting large scale researches within a reasonably short period.

Apart from conducting research, PROGGA also ensures effective dissemination of the findings and contributes at the policy level.

Research Projects/Assignments

- **Development of implementation framework and guidebook to establish Health-Promoting schools (HPS) in Bangladesh**

The project is being carried out under a contract with WHO Bangladesh to develop an implementation framework highlighting the overall strategy and directions for establishing Health-Promoting Schools (HPS) in Bangladesh in consultation with the government counterparts and WHO. The project also aims at developing detailed guidelines on how this needs to be implemented, to support policymakers and stakeholders in establishing HPS in Bangladesh. The project started in October 2023 and is expected to be completed by October 2024.

- **Situation Analysis on Implementation of Health Promoting School (HPS) in Bangladesh**

The study was conducted under a contract with WHO Bangladesh with an aim to understand the situation regarding the implementation of HPS and provide technical support to the

Government of Bangladesh (GoB). More specifically, the assignment assessed the overall situation of the public schools of Bangladesh, mapped the ongoing HPS initiatives, identified gaps and challenges to implement HPS against the eight global standards and thirteen implementation guidance. The study started in October 2022 and ended in March 2023.

- **Compliance Status of the SF and TAPS Provisions of the Tobacco Control Law in Bangladesh**

The workshop was conducted under a contract with WHO HQ. Under the assignment, a rapid assessment report prepared by reviewing existing literature on implementation of smoke-free (SF) and Tobacco Advertising, Promotion and Sponsorship (TAPS) related provisions of tobacco control Act, conducting key informant interviews (KIIs) at local-level and Focus Group Discussions (FGDs) at central-level using structured questionnaire and checklist respectively. A workshop was organized in December 2022 with 58 relevant stakeholders including GoB Officials (i.e. Ministry of Health, Ministry of Home, Ministry of Railway, Ministry of Agriculture, Ministry of Youth and Sports, Ministry of Finance etc.), WHO officials, NGO activists, Academicians and Media to disseminate the rapid assessment findings and gather recommendations to strengthen SF and TAPS implementation in line with WHO FCTC, MPOWER package and regional best practices. A 3-months assignment started in October 2022 and ended in December 2022.

- **Understanding the Reasons Behind Bidi Workers' Protests in Bangladesh: A Qualitative Investigation**

This study aims at investigating how the protests of the bidi workers are being staged across the country years after years; how spontaneous these movements are; and what the real purpose of the movement is. The study conducted under a contract with the Campaign for Tobacco Free Kids (CTFK), USA. The research was conducted from December 2020 to March 2021. Study findings were released in March 2022. A blog article was published in BMJ Tobacco Control based on the findings of the study in May 2022: <https://blogs.bmj.com/tc/2022/05/02/bangladesh-bidi-industry-forces-workers-to-demand-tax-reduction/>

- **Study on Designated Smoking Area (DSA) in Bangladesh**

The study was conducted under a contract with the Institute for Global Tobacco Control (IGTC) based at the Johns Hopkins Bloomberg School of Public Health (JHSPH), USA. This study aims to assess the proportion of eligible venues (i.e. Residential Hotels, Restaurants and Trains) that have a Designated Smoking Area (DSA) and assess the compliance of identified DSAs with the existing Tobacco Control Law (TCL) requirements in Bangladesh. A 5-months study started in September 2021 and ended in January 2022.

- **Study on demystifying tobacco industry interferences to undermine graphic health warning implementation in Bangladesh**

The study conducted with the objective to unmask tobacco industry interferences to undermine graphic health warning implementation in Bangladesh. The study supported by Bangladesh Center for Communication Programs (BCCP) in collaboration with the Institute for Global Tobacco Control based at the Johns Hopkins Bloomberg School of Public Health, Baltimore, USA under the Seed Research Grant Program on Tobacco Control 2020. The results of the study presented in the Tobacco Control Research Findings Dissemination Conference held in March 2021. A research article was published in BMJ Tobacco Control based on the findings of the study in April 2023: <https://tobaccocontrol.bmj.com/content/early/2024/02/13/tc-2022-057538>

- **Short-term (private) gains at the cost of long-term (public) benefits: child labour in bidi factories of Bangladesh**

The research aimed at investigating child labour situation in bidi factories operating in the northern part of Bangladesh. The research was conducted by the own funding of PROGGA. A journal article was published based on the findings of the research in 2019. <https://www.inderscience.com/info/inarticle.php?artid=101525>


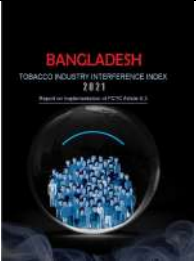
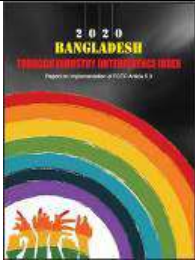


- **Compliance Survey on Implementation of Graphical Health Warning (GHW) on Tobacco Packs in Bangladesh, (first round in April 2016 and second round in November 2016) for Tobacco Free Kids (CTFK)**

This research aims at assisting the National Tobacco Control Cell (NTCC) under the Ministry of Health and Family Welfare (MoHFW) in implementing the tobacco control law across the country by proving evidences of GHW implementation status. PROGGA along with six other anti-tobacco organizations conducted the field investigation. PROGGA also provided technical assistances including data analysis and report preparation. The research was conducted simultaneously in eight divisional cities from November 16 – 23, 2016, after eight months of its initiation. A journal article was published in BMJ Tobacco Control based on the findings of the study in April 2019: <https://tobaccocontrol.bmj.com/content/28/3/261>



- **Bangladesh Tobacco Industry Interference Index: Report on Implementation of WHO FCTC Article 5.3**

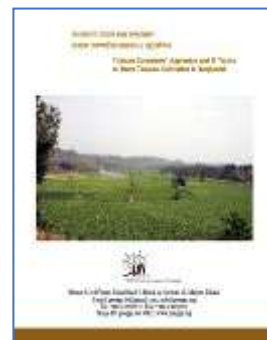
The study has conducted annually by PROGGA with support from Global Center for Good Governance in Tobacco Control (GGTC) since 2018 to assess how the Government of Bangladesh is implementing the WHO Framework Convention on Tobacco Control (FCTC) Article 5.3 guidelines based on the publicly available incidents during the particular year. The information of the Bangladesh report was included in the Global Tobacco Industry Interference Index. The study report officially released in Bangladesh in presence of policymakers and media personnel.

Index Report 2023	Index Report 2021	Index Report 2020	Index Report 2019	Index Report 2018
				
Download	Download	Download	Download	Download

- Tobacco Companies’ Aggression and Ill Tactics to Boom Tobacco Cultivation in Bangladesh**

The study was conducted by PROGGA own funding in 2016 in order to document tobacco company’s tactics to expand tobacco farming in the country.

http://www.tobaccoindustrywatchbd.org/contents/uploaded/tobacco%20and%20health/TI-Aggressions-Tactics-to-expand-Tobacco-Cultivation-in-Bangladesh_Final.pdf



- Survey on Patterns of Activities for Comprehensive Explorations (SPACE) of Mobile Phone Users in Dhaka for The University of Tokyo, Japan**

The survey conducted under a contract with The University of Tokyo, Japan for carrying out household and community surveys to gather information on general demographic attributes, mobile phone ownership and calling behavior of the mobile phone users in Dhaka. Besides, the assignment also hands over the duty to roll up supplementary data to profile mobile phone users, which support to do sampling and to link between behavioral patterns and calling behavior extracted from Call Detail Record (CDR) and GPS data. The survey was supported by Shibasaki Laboratory, The University of Tokyo which commenced in October 2013 and ended in February 28, 2014.

As a follow-up to SPACE 2013, PROGGA carried out a Panel Survey among SPACE 2013 households to collect additional and updated information from all members. The survey was carried out over the period from September 30, 2014 to February 5, 2015.



- **Evaluation of Core Comprehensive Programme for RDRS Bangladesh**

The study conducted under a contract with RRDS Bangladesh for the evaluation of its Core Comprehensive Programme. The overall purpose of the assignment is to evaluate the Core Comprehensive Programme in terms of relevance, effectiveness, efficiency, sustainability, impact and coherence. The evaluation will be ended in February 2013.

- **Baseline survey of the project “Creating Climate Resilient Communities: Bangladesh Lighthouse Project” for Christian Commission for Development in Bangladesh (CCDB)**

This baseline survey was completed in February 2012. Under the assignment PROGGA surveyed a total of 6,971 participating households of Naogaon, Barguna, Bagerhat and Satkhira districts through administering a 9 pages pre-structured questionnaire. After entering, checking, cleaning and analyzing field data by using SPSS, a baseline data set and a report were produced for CCDB.

- **Mapping Illicit Tobacco Trade in Bangladesh**

The study funded by World Health Organization (WHO) aimed at sketching illicit tobacco trade in Bangladesh with analysis of strategies and implications. PROGGA, knowledge for progress, and Dhaka Ahsania Mission (DAM) jointly completed the study in April 2011.



- **Baseline Survey of Green Hill (GH)**

The project was the outcome of a contract between Green Hill and PROGGA in July 2011. As per the contract, PROGGA will conduct a Baseline Survey in order to sketch the baseline situation of the project **PROGGATI** (Promoting Good Governance among Tribal Inhabitants in Bangladesh).

- **Baseline Survey and Need Assessment Survey of Children Development Program (CDP)**

The project aimed at conducting a Baseline Survey and a feasibility study for CDP and was conducted under a contract between CDP and PROGGA in March 2011.

- **Impact Study of Disaster Management Program of KOINONIA in Borguna**

This project was conducted under a TOR between PROGGA and KOINONIA in May 2011. According to the TOR, PROGGA provided technical supports to conduct an impact study of a community-based cyclone shelter, crop diversification and DMP training of KOINONIA in Borguna district.

- **Study on Urban Water Supply and Sanitation of Department of Public Health Engineering (DPHE)**

Under a contract between PROGGA and DPHE in May 2011, PROGGA provided technical supports to DPHE to prepare a factsheet on Urban Water Supply and Sanitation.

- **National Biogas Survey 2010**

The project was conducted under a MoU between PROGGA and International Development Enterprise Bangladesh (IDE-B) in June 2011. Under the MoU, PROGGA conducted the survey across the country. The survey was finished in August 2011.

- **Baseline Survey for Food Security Program of KOINONIA in Gopalganj**

This baseline survey was conducted in 2010 under a long-term MoU between KOINONIA and PROGGA. Under the MoU, PROGGA provided different technical supports (e.g. research, evaluation, trainings) for the Food Security Program of KOINONIA in Gopalganj district.

- **Final Evaluation of *Amader Adhikar* Project of Shushilan in Satkhira**

This evaluation was conducted in 2010 for Shushilan. The *Amader Adhikar* project was implemented over 3 years in Satkhira district as a follow-up of a 5-year project on livelihood security. The project is commissioned by Concern Worldwide. PROGGA conducted the final evaluation of the project and presented the final report to the client.

- **Study of Federations**

This study was conducted in 2008 for RDRS and tried to document the emergence and development of community-based organizations called Federations in the northwest Bangladesh facilitated by RDRS. The study was commissioned by RDRS.

- **Study on Hygiene and Sanitation for Stimulating Household Improvements Resulting in Economic Empowerment (SHIREE)**

This study was carried out in 2010 for SHIREE, the extreme poverty challenge fund of DFID, and tried to explore the relationship between poverty reduction and hygiene and sanitation practices.

ADVOCACY

PROGGA has been doing media advocacy and policy advocacy in the area of public health since its inception and contributed to amending national tobacco control law in 2013, finalizing tobacco control Rules in 2015, formulating and finalizing health development surcharge policy in 2017, formulating and finalizing trans-fat control regulation in 2021, and increasing tobacco prices and taxes. It has a pool of experienced professionals on advocacy programs and is ready to provide necessary support in terms of organizing advocacy programs, preparing advocacy materials like video documentation, research-based articles, publishing regular newsletters, and project promotional materials. PROGGA regularly trains and sensitizes media personnel to mobilize effective earned media advocacy on public health issues. It works as the secretariat of Anti-Tobacco Media Alliance (ATMA), a network of about 450 journalists working across the country.

Advocacy Projects/Assignments

- **Media and policy advocacy for strengthening tobacco control law, increasing tobacco taxes and prices and exposing tobacco industry tactics in Bangladesh.**



It is a current project of PROGGA passing the 13th phase after its inception in November 2009, and is being funded by Campaign for Tobacco Free Kids (CTFK). PROGGA is determined to consolidate the achievements of the earlier stages; building capacity among some 350 journalists on tobacco control, establishment of Anti-Tobacco Media Alliance, and pioneering of the tobacco control journalism award and tobacco control journalism fellowship to advocacy with media for tobacco control law amendment and tobacco taxation in this third phase. In the initial stage of the project, state-owned body, Press Institute of Bangladesh (PIB), accompanied PROGGA.

- **Earned media and social media initiatives to support hypertension control and implementation of TFA regulation in Bangladesh**

It is an ongoing project of PROGGA started in October 2019, and is being funded by Global Health Advocacy Incubator (GHAI), USA. The overall purpose of the ongoing initiative is to build support for prioritizing hypertension treatment/control, and implementation of TFA regulation through sustained traditional media and social media coverage in Bangladesh.

Under the project, PROGGA has trained more than 150 on “Transfat and Heart Health” who are now publishing media stories interviewing key stakeholders including Bangladesh Food Safety Authority (BFSA), Bangladesh Standards and Testing Institution (BSTI), which is contributing to foster the process of formulation of TFA regulation in Bangladesh. With support of the project, on November 29, 2021, the Bangladesh Food Safety Authority (BFSA) set a strict new trans-fat limit (effect from December 31, 2022) - which stipulate that trans-fat content in fats, oils and foods must not exceed 2% of total fat, making Bangladesh is one of the 40 countries that have adopted trans-fat regulation measures in line with WHO recommendations.

The project has also trained around 200 journalists on “Hypertension and Heart Health” issues who are now publishing media stories interviewing key stakeholders including Non-Communicable Disease Control (NCDC) Unit of Director General of Health Services (DGHS), Essential Drugs Company Limited (EDCL) for prioritizing hypertension treatment/control in Bangladesh.



- **The Large-Scale Food Fortification Country Advocacy Bangladesh**



The project is supported by a grant from the Bill & Melinda Gates Foundation (BMGF) to the National Heart Foundation of Bangladesh (NHF). PROGGA is collaborating with NHF in carrying out media advocacy, capacity-building programs for journalists, and social media campaigns for mass awareness in the project. This project has been advocating for the government to implement a policy to phase out drum oil and ensure the quality fortification of edible oils. To achieve the goal, high-level policy advocacy, media advocacy, mass awareness, civil society movement, and mass media campaigns, including social media are being utilized. The journalists who are the key players in media advocacy, are being prepared through capacity-building training programs for effective media advocacy. In addition, sensitization and advocacy to media gatekeepers (editors) is underway to smoothen the continuous flow of media stories. Moreover, a continuous social media campaign is being carried out to create consumer awareness and increase their knowledge. This project, which began in May 2023, will run for a total of three years.

- **Bangladesh Health Promotion Initiative: A Sustainable Step toward Public Health Development**

Non-communicable diseases (NCDs), such as heart attack, stroke, cancer, diabetes, etc. are responsible for about 70 percent of total deaths in Bangladesh. Tobacco consumption, unhealthy diet, physical inactivity, alcohol consumption, and air pollution are some of the major risk factors of NCDs that can be entirely avoided, controlled, or prevented. However, it is quite difficult to rein in the burgeoning burden of NCDs by the health sector alone. The World Health Organization (WHO) has placed enormous emphasis on implementing a comprehensive approach that involves all relevant government and non-government sectors/organizations, including health, finance, transport, education, agriculture and planning.



In this context, PROGGA has been working for an independent health promotion authority in Bangladesh since 2022. PROGGA has prepared a background paper titled “Bangladesh Health Promotion Initiative: A Sustainable Step toward Public Health Development” and disseminated it among relevant stakeholders including the Ministry of Health and Family Welfare (MoHFW) and civil society organizations and journalists, etc. under a fellowship of the Southeast Asia Tobacco Control Alliance (SEATCA) and the Thai Health Promotion Foundation (ThaiHealth). PROGGA is the Associate Member of International Network of Health Promotion Foundations (INHPF) in Bangladesh.

- **Engaging consumers and other key stakeholders for safe & adequately fortified edible oil in Bangladesh**

PROGGA implemented the project in collaboration with National Heart Foundation of Bangladesh under a contract with Global Alliance for Improved Nutrition (GAIN). Under the assignment, PROGGA developed a communication and advocacy strategy; prepared communication materials and social media collateral; hold tri-patriate meetings with the Bangladesh Food Safety Authority (BFSA), Bangladesh Standards and Testing Institution (BSTI) and Directorate of National Consumer Rights Protection (DNCRP); and engaged private sectors including edible oil producers, packagers, and restaurant owners through roundtables. A 7-months contract started in April 2021 and ended in October 2021.

- **Bangladesh Tobacco Industry Interference Index: Report on Implementation of WHO FCTC Article 5.3**

The study has conducted annually by PROGGA with support from Global Center for Good Governance in Tobacco Control (GGTC) since 2018 to assess how the Government of Bangladesh is implementing the WHO Framework Convention on Tobacco Control (FCTC) Article 5.3 guidelines based on the publicly available incidents during the particular year. The information of the Bangladesh report was included in the Global Tobacco Industry Interference Index. The study report officially released in Bangladesh in presence of policymakers and media personnel.



- **Up-gradation of DRR Media Toolkit and orientation to media personnel for NARRI**

The assignment conducted under an agreement with Concern Universal and Concern Worldwide (on behalf of NARRI Consortium Member-National Initiative for Risk Reduction and Response Initiative) in February 2012. The assignment aims at reviewing and upgrading the existing DRR media toolkit, organizes orientation for selected media personnel on the toolkit through workshops and field visits.



- **Dissemination and Utilization of GATS Bangladesh Data 2009**

PROGGA undertook a package of activities around the official release of Bangladesh country report of the Global Adult Tobacco Survey (GATS) 2009 in December 2009. While the official release of the survey was a joint initiative of the Ministry of Health and Family Welfare (MOHFW) of the Government of Bangladesh and the World Health Organization (WHO), PROGGA initiative was focused on wider communication of the GATS finding through the media and utilization of the GATS data by the tobacco control NGOs. The package of activities supported by CTFK included a TV talk show ‘Road to Democracy’ on RTV, a special report on prime-time news of Desh TV and a training workshop for selected tobacco control organizations on Effective Utilization of GATS Data for Tobacco Control Advocacy in Bangladesh.



- **Movement for Implementation of Election Manifesto (MIEM)**

This is a core program of PROGGA by self-funding. The program organizes a movement for citizens’ monitoring of the election manifesto promises. The main output of the project is a yearly Citizens’ Report on the status of implementation of election manifesto based on opinions of the people living all over the country. The Citizens’ Report 2009 was formally released in June 2009.

- **Fellowship on Investigative Journalism for Tobacco Control in Bangladesh**

The project being conducted for Campaign for Tobacco Free Kids (CTFK) under a contract since November 2012. The objective of the fellowship program is to intensify the existing tobacco control advocacies (e.g. law amendment and tobacco taxation) by unveiling tobacco company’s interferences against tobacco control movement in Bangladesh. Under the program, as of now, PROGGA has provided fellowship to thirty (30) journalists who were working under senior journalists as their mentors.

CAPACITY BUILDING

PROGGA offers a wide range of training services both on demand and as regularly offered courses. The trainings are targeted for different types of clientele both in the development sector and outside. While regular trainings are offered for development professionals in general, other trainings target particular group like the journalists, the tobacco control groups, different professionals and other special groups as required.

Capacity Building Projects/Assignments

- **Media and policy advocacy for strengthening tobacco control law, increasing tobacco taxes and prices and exposing tobacco industry tactics in Bangladesh.**



It is a current project of PROGGA passing the 13th phase after its inception in November 2009, and is being funded by Campaign for Tobacco Free Kids (CTFK). PROGGA is determined to consolidate the achievements of the earlier stages; building capacity among some 350 journalists on tobacco control, establishment of Anti Tobacco Media Alliance, and pioneering of the tobacco control journalism award and tobacco control journalism fellowship to advocacy with media for tobacco control law amendment and tobacco taxation in this third phase. In the initial stage of the project, state-owned body, Press Institute of Bangladesh (PIB), accompanied PROGGA.

- **Earned media and social media initiatives to support hypertension control and implementation of TFA regulation in Bangladesh**

It is an ongoing project of PROGGA started in October 2019, and is being funded by Global Health Advocacy Incubator (GHAI), a program of the Campaign for Tobacco Free Kids (CTFK), USA. The overall purpose of the ongoing initiative is to build support for the adoption and implementation of TFA regulations and to create a favorable environment for prioritizing hypertension treatment/control through sustained traditional media and social media coverage in Bangladesh. Under the project, PROGGA has trained more than 150 journalists on “Trans-fat and Heart Health” issues, who have been publishing media stories interviewing key stakeholders including Bangladesh Food Safety Authority (BFSA), Bangladesh Standards and Testing Institution (BSTI), contributing to the formulation of the new TFA regulation in Bangladesh in November 2021.



The project has also trained around 200 journalists on “Hypertension and Heart Health” issues who are now publishing media stories interviewing key stakeholders including Non-Communicable Disease Control (NCDC) Unit of Director General of Health Services (DGHS), Essential Drugs Company Limited (EDCL) for prioritizing hypertension treatment/control in Bangladesh.



- **Regular Training Courses**

PROGGA offers regular training courses for development professionals on various development issues. The courses currently on offer include the following:

- Training of Development Management
- Partnership Management, Capacity Building and Organizational Development
- HR and Financial Management for Development Organization
- Writing Concept notes and quality project proposal
- Development Advocacy
- Development Photography
- Data Management using SPSS
- Training on Equality, Governance and Right-based Approach



- **Training Program for the Rohingya Refugees and the Staff of Islamic Relief in Teknaf**

PROGGA successfully conducted this large training program in February 2010 in Teknaf. It was a package of 5 trainings covering a total of 660 participants including the Rohingya Refugees and the staff of Islamic Relief Bangladesh.

- **Training on Partnership Management for the Staff of USC-Canada Bangladesh**

PROGGA was successfully conducted this five-day training program in February 2010 in Kuakata. All the staff members of USCCB participated in the training program.

- **Training of NGOs on Smoke Free Advocacy**

PROGGA organized this training jointly with YPSA (Young Power in Social Action) in Chittagong to build the capacity of the NGOs implementing projects on Smoke Free Environments in different regions of the country. CTFK sponsored the program.




COMMUNICATION

PROGGA has extensive experience in designing and implementing communication campaigns and developing supportive campaign materials. Very recently, under contracts with the World Health Organization (WHO), PROGGA developed/ adapted a set of communication materials (radio jingles, video spots, posters, banners and social media tiles) on tobacco control and administered a two-month long campaign through TV, Radio and social media.

Communication Projects/Assignments

- **Development and adaptation of an anti-tobacco media campaign and related materials to promote tobacco control in Bangladesh**

Under a contract with World Health Organization (WHO) signed in August 2021, PROGGA developed and adapted an anti-tobacco media campaign and related materials. The assignment includes mapping the ongoing anti-tobacco media campaign initiatives and available anti-tobacco campaign materials in Bangladesh, adapting anti-tobacco campaign materials developed by WHO to Bangladesh context, developing advocacy materials like radio jingles, video spots, posters, banners and social media tiles, paying special attention to World No Tobacco Day (WNTD) 2021 theme, TB and tobacco use, and COVID-19 and tobacco use, in consultation with the Government (Ministry of Health and Family Welfare, National Tobacco Control Cell) and relevant stakeholders. A 10-weeks assignment started in August 2012 and ended in October 2021.

Description	Image	Downloadable link
TVC (quit smoking)		https://drive.google.com/file/d/11EOAp8ixoY5u7x9Ti-wmzDI28iTKn2Kc/view?usp=sharing

TVC (quit smokeless tobacco)		https://drive.google.com/file/d/1tM7U-DCuKyMojYXeAbJTkXVjYFKUFGz/view?usp=sharing
Facebook Tiles		https://www.facebook.com/photo/?fbid=2757949534350657&set=a.388251701320464
Facebook Tiles		https://www.facebook.com/photo/?fbid=2759486387530305&set=a.388251701320464

- **Implement and monitor a targeted and cost-effective anti-tobacco campaign through Radio, Social Media and Television in Bangladesh**

A two-month-long anti-tobacco mass media campaign was conducted under a contract with World Health Organization (WHO) and in consultation with relevant Government authorities (Ministry of Health and Family Welfare, National Tobacco Control Cell) from November to December 2021. Under the campaign, Radio Jingles on state-owned radio station Bangladesh Betar (AM and FM) and 4 other selected FM channels [(Radio Foorti, Radio Today, DhakaFM), and Radio Bhumi during the 2021 ICC Men's T20 World Cup Cricket Match time] and TVCs on state-owned TV station BTV and 2 other selected private TV channels (Ekattor TV and My TV) have been broadcasted/telecasted and a set of social media tiles have been boosted on Facebook.

- **Technical Assistance for Communication to Kumudini Welfare Trust**

PROGGA provided technical assistance to the Kumudini Welfare Trust for its participation at 'India Trade Fair 2010' at Hotel Sheraton in February 2010. The services included development of communication materials for the Trust, including printed and audio-visual materials, and providing creative advices on presentation of the activities of the Trust at the Fair.

- **Technical Assistance for Communication to Flood Hazard Research Centre (FHRC)**

The Flood Hazard Research Centre (FHRC), a project of the Middlesex University, was working through Community Based Organizations (CBOs) in Bangladesh on floodplain management. PROGGA provided technical assistance to FHRC for arranging international conference for presenting its activities all over the country. PROGGA's services included development of communication materials and advices on presentation of the activities of FHRC.

CAMPAIGN

PROGGA has more than a decade-long experience in designing, developing and administering various media advocacy campaigns in Bangladesh. In tobacco control, the major anti-tobacco campaign accomplished by PROGGA includes mass media advocacy campaign to support passage of tobacco control law amendment in 2012 (TVC on smoking tobacco, TVC on smokeless tobacco), death clock campaign to push the passage of tobacco control law amendment in 2013, media campaign to popularize major tobacco control provisions in the 2013 amended law in 2014 (TVC, RDC & Poster on Smokeless Tobacco; TVC, RDC & Poster on banning sale of tobacco products to or by minors; TVC, RDC & Poster on the ban on point-of-sale tobacco advertisement), mass media campaign for popularizing smoke-free policies in 2015, media campaign for tobacco tax increase in the national budget FY 2016-2017 (Video Clip on Youth, Video clip on Poor), and 'Thank You Campaign' on Lawful Implementation of Graphical Health Warning (GHW) in 2017. Besides, it has a long experience in adapting campaign materials to Bangladeshi context including Bengali voice over, subtitles (WHO Video Clip on WNTD 2014 theme – Raise Tax, Save Life), and developing social media contents. Currently, PROGGA has been implementing an earned media campaign for the implementation of trans fat regulation in Bangladesh in order to achieve the WHO target of eliminating trans-fat from the global food supply by 2023. It has also been using Facebook, Instagram, and Twitter to promote and popularize the implementation of TFA control regulation since November 2019. Prioritizing hypertension control issue among mass and lawmakers is among the latest social media campaigns by PROGGA.

Campaign Projects/Assignments

- **Media campaign for mobilizing support to finalize Health Development Surcharge Policy and National Tobacco Control Policy (NTCP)**

The media campaign conducted with support from Campaign for Tobacco Free Kids (CTFK) through accomplishing a number of activities including organizing roundtable, follow-up roundtable, publishing special supplement, providing fellowship in collaboration with the country's leading newspaper, the Daily Samakal. Besides, the campaign facilitated to send letters from Samakal Editor to at least twenty-five (25) relevant Ministers and to earn at least

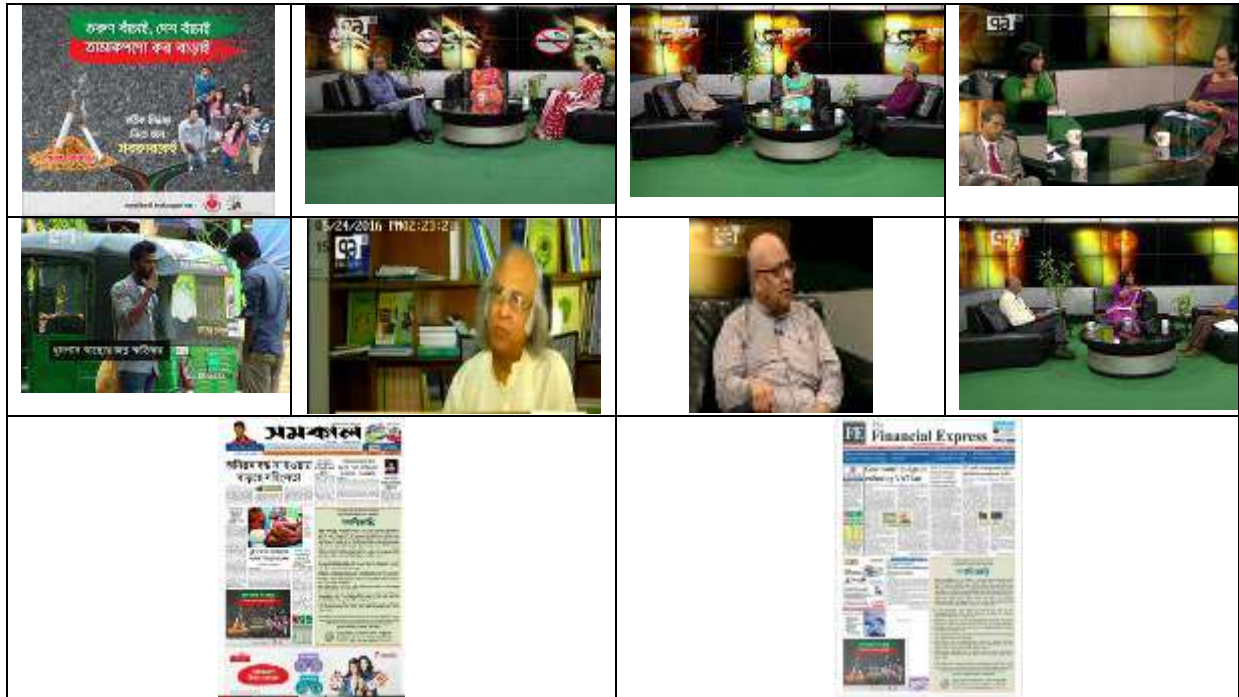
twenty (20) special media story with aim to push the finalization of Health Development Surcharge (HDS) Management Policy at first and then the National Tobacco Control Policy (NTCP). The power of media gatekeepers has also been taped to earn key Ministers’ support to approve the policies in the Cabinet meeting finally. The campaign has contributed significantly to get the Health Development Surcharge Management Policy approved on 16th October 2017. It has also mobilized greater supports from the key policymakers to approve the National Tobacco Control Policy (NTCP) which is being in the queue to be placed in the Cabinet. The campaign was commenced on 15th November 2016 and ended on 16th October 2017.



- **Paid media campaign for Tobacco tax increase in the national budget FY 2016-2017**

Centering the national budget of 2016-17 fiscal years with support from Campaign for Tobacco Free Kids (CTFK), the Paid Media Campaign conducted through accomplishing number of activities including publishing 16 press advertisements on two national leading dailies (Samakal and the Financial Express) during the month of May 2016, arranging 05 TV talks in a popular news-based private TV channel - Ekattor TV accompanied by three thematic video clips. In addition, 03 special reports have been published on The Daily

Prothom Alo and 02 special reports were telecast on the Ekattor TV under the campaign. The campaign commenced on 9th May 2016 and ended on 15 June 2016.



• **Mass Media Campaign-2014 for Tobacco Control**

In 2014, the campaign run under a contract with Campaign for Tobacco Free Kids (CTFK) followed by the recently passed ‘Smoking and Tobacco Product Usage (Control) (Amendment) Act 2013’ in Bangladesh at aiming to inform government officials and policymakers about selected components of the law amendment and urge them to move forward with plans to implement the components on schedule. The Media Campaign has



been successfully completed through airing of 3 produced TVCs in 5 popular TV channels (ATN Bangla, BanglaVision, Desh TV, Ekattor TV, and Independent TV) and 1 radio (ABC Radio), in total 1500 times (03 TVCs, each of 30 seconds) that started on 10 January, 2014 and ended on 8 February, 2014.

Before the campaign, a substantial number of posters on three TVCs were printed and disseminated across the country, and a grand rally was held in the launching day in participation of the other tobacco control organizations in Dhaka.

- **TV Talk-show and Documentary on TAPS for EC Bangladesh**

The project was the outcome of a contract between EC Bangladesh and PROGGA in April 2013. As per the contract, PROGGA arranged a TV talk-show and prepared a documentary on Tobacco Advertising, Promotion and Sponsorship (TAPS).

- **Mass media campaign for Tobacco Control Law Amendment in Bangladesh**

In October 2012, the campaign starts under a contract with Campaign for Tobacco Free Kids (CTFK) aimed at supporting the passage of tobacco control law amendment in Bangladesh particularly at the very crucial stage of final decision by the Cabinet and then by the parliament. The campaign tries to draw attention of the policy makers to the urgency and importance of the law amendment, and to create public support for law amendment. The campaign is consisting of a roundtable with the leading daily newspaper of the country, few reports coupled with talk shows in 4 TV channels, broadcast of 2 TV spots made on the need for law amendment and broadcast of the video documentary on industry interference to weaken the process of law amendment in the same TV channels.



- **Paid Media Campaign for Tobacco Control in Bangladesh**

In 2011, the campaign run under a contract with Campaign for Tobacco Free Kids (CTFK) aimed to strengthen the on-going advocacy for tobacco control law amendment through greater involvement of the media and to involve the policy makers in the discussion on tobacco control law amendment passage in Bangladesh. The Media Campaign has been successfully completed through airing of 9 TV talk shows and 452 TV spots in total (04 spots, each of 30 seconds) that started on 14 September and ended on 10 October 2011. In the nine TV talk shows, 6 Cabinet members (Ministers and State Ministers), one Member of Parliament (MP), the Secretary of Ministry of Health and the Program Manager for Tobacco Control attended as main discussants. Each of the talk shows was attended by one more discussant representing the tobacco control community.

- **Tobacco ‘Death Clock’ Campaign in Bangladesh**

The campaign was conducted for Campaign for Tobacco Free Kids (CTFK) under a contract since November 2012. With a view to get the attention of policy makers and gain public supports to pass the draft of the tobacco control law amendment to prevent the mass death, PROGGA has installed a electronic ‘Death Clock’ at Bijay Sarani circle, Dhaka that was continuously update tobacco-related deaths in the country. The regular death updates was

also published on the Daily Prothom Alo during the month of January 2013. The clock was on throughout the winter parliament session and ended on March 2013.

মৃত্যু ঘড়ি চলছে

প্রতিবছর ৫৭০০০ প্রাণ কেড়ে নিচ্ছে তামাক
প্রতিদিন ঝরে পড়ছে ১৫৬ টি প্রাণ

২৭ আগস্ট ২০১২ থেকে গত ৯১ দিনে মোট মৃত্যু ১৪৮৩৫ জন

দ্রুত ব্যবস্থা নিন
তামাক নিয়ন্ত্রণ আইন সংশোধন করুন
স্বাস্থ্য: www.progga.org/tdc

প্রতিদিন ১৫৬ টি প্রাণ কেড়ে নিচ্ছে তামাক
গত ১৫৭ দিনে মোট ঝরে পরেছে ২৪৪৯২ প্রাণ
দ্রুত তামাক নিয়ন্ত্রণ আইন সংশোধন করুন

PROGGA Knowledge for Progress
প্রথম আলো
মাদকবিরোধী আন্দোলন

Knowledge Product Creation

PROGGA worships knowledge. Its mission is creation of knowledge and applying the created knowledge for the progress of mankind. To fulfill its mission, PROGGA has been producing and disseminating a wide range of knowledge products including newsletters, e-newsletters, booklets, factsheets, photography albums, and so.

Booklets			
<p>Tobacco of SDG</p>	<p>Public Health on Top</p>	<p><i>Chanakya Shloke</i></p>	<p><i>Amar Bangla- Images by Naib Uddin Ahmed</i></p>
Policy Briefs and Fact Sheets			
<p>Hypertension and Heart Health</p>	<p>Profiting off the backs of Bidi Workers</p>	<p>Implementation of the Vitamin 'A' Fortification Act in Edible Oil: Necessities, Challenges and Way Forward</p>	<p>Trans Fat & Heart Disease Risks</p>

E-newsletter

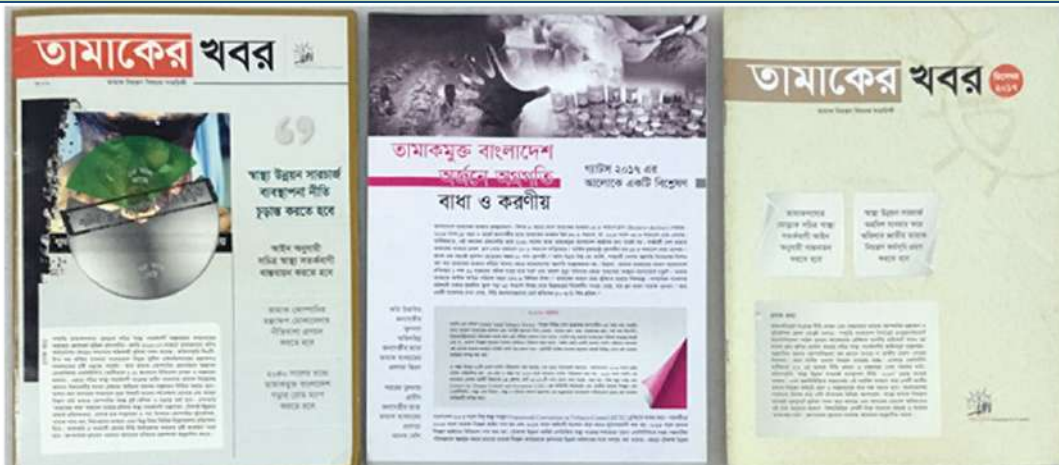


[Tobacco Industry Watch BD](#)



[Heart Health Alert BD](#)

Newsletter



Tamaker Khabor

Media Monitoring

• Media Monitoring on Tobacco Control in Bangladesh

The project was conducted for CTFK on an annual contract basis from June 2011 to February 2019. Under this project, PROGGA scanned, compiled and analyzed the media coverage of tobacco control issues in Bangladesh and disseminated the findings among target group.

CLIENTELE

PROGGA has worked with a number of reputed national and international organizations which include:

- World Health Organization (WHO), Bangladesh Country Office, Regional Office for South-East Asia and Headquarter;
- Campaign for Tobacco Free Kids (CTFK), USA;
- Global Health Advocacy Incubator (GHAI), USA;
- Bill & Melinda Gates Foundation (BMGF);
- Southeast Asia Tobacco Control Alliance (SEATCA);
- Global Center for Good Governance in Tobacco Control (GGTC) at University of Thammasat, Thailand;
- Johns Hopkins University (JHU), USA;
- University of Tokyo, Japan;
- Global Alliance for Improved Nutrition (GAIN), Bangladesh;
- Concern Worldwide Bangladesh.

INTERNATIONAL AFFILIATIONS

PROGGA also works alongside various regional and international tobacco control networks including:

- Global Alliance for Tobacco Control (GATC);
- NCD Alliance;
- Network for Accountability of Tobacco Transnationals (NATT);
- Prevent 20;
- Global Network for Tobacco Free Healthcare Services (GNTH);
- Stop Tobacco Pollution Alliance (STPA);
- Break Free From Plastic (BFFP);
- International Network of Health Promotion Foundations (INHPF).

