

# Plan 2010-2011



International Federation  
of Red Cross and Red Crescent Societies

## Bangladesh

### Executive summary

Bangladesh Red Crescent Society (BDRCS) as the leading humanitarian organization plays the leading role in responding to any disaster in Bangladesh and is working with the most vulnerable section of the population in a comprehensive and integrated manner.

The BDRCS priority areas are disaster management, health and care and organizational development focusing on the global agenda goals. The **disaster management (DM) programme** will focus on the following key issues: i) improving BDRCS's ability to predict and plan for disasters, so to mitigate the impact on vulnerable communities, and respond to and effectively cope with the consequences of a natural disaster; ii) improving disaster response assistance to meet the needs of people affected by disasters; iii) ensuring that communities are aware of disaster hazards and are capable of acting effectively to them during disasters; and iv) improving assistance to restore or improve pre-disaster living conditions and reducing the risk of future disasters. Besides the four main issues, the BDRCS's DM programme will also be focusing on Climate Change Adaptation activities, and preparing the communities to cope with the adverse effects of climate change. As the possibility of earthquakes taking place in Bangladesh is increasing, BDRCS is trying to create awareness among the people of Bangladesh through activities on earthquake preparedness and rescue programmes.

Under global agenda Goal 1 the **community development initiative (CDI)** is also included. The programme will be implemented in four under privileged districts of Bangladesh: Magura, Kushtia, Natore and Nilphamari. CDI takes a holistic approach focusing on disaster management, health and care; and other components that contribute to the national society's capacity building.

The **health and care programme** will give priority to increased healthy communities which are able to cope with health and disaster challenges achieved through: i) community based integrated health and first aid activities; ii) increased access to health services to reduce mortality and morbidity from immunizable diseases and malaria; and iii) increased awareness and improved access to reproductive health services in targeted communities. BDRCS's focus will be in areas prone to road accidents. Two areas: the first, the Dhaka-Sylhet highway, and the second, the Dhaka-Jessore highway will be targeted as sites for the implementation of risk reduction measures with the local communities. Target communities will benefit from BDRCS's training and capacity building initiatives on injury prevention and trauma care.

The **organizational development** programme will focus on ensuring that BDRCS has a well functioning organization with sustainable systems, procedures and staff with desired levels of managerial and technical competencies; strengthening existing partnerships and forming new ones. To achieve those, BDRCS is expected to revamp their human resources (HR) division. The changes in HR will include: i) introducing an HR policy; ii) a membership policy; iii) a volunteering policy; iv) updating the current youth policy; v) the code of conduct for all BDRCS personnel; and vi) replacing existing standing orders, administration and service rules with a comprehensive HR manual that will provide the guidelines, procedures and templates required for effective HR management.

The total budget for 2011 is CHF 2.5 million.

[Click here to go directly to the attached budget summary of the plan.](#)

## Country context

Bangladesh is prone to a variety of natural hazards, and has experienced some of the worst natural disasters in the world from tropical cyclones and storm surges. Floods and local seasonal storms are annual events which cause a loss of lives and damage to housing, agriculture and economy. The country is also exposed to the risk of earthquakes and the possibilities tsunami too. There are other natural hazard concerns such as coastal erosion and rising sea levels due to global warming, which also need to be dealt on a long term basis.

Indicators	Values
Population (million)	
Life expectancy at birth in years	65.7
Adult literacy rate percentage from age 15 up	53.5%
Combined gross enrolment ratio	52.1%
GDP per capita (PPP US\$)	1,241
Human Poverty Index (HPI-1)	36.1
Probability of not surviving to age 40	11.6%
Adult illiteracy rate from age 15 and up	46.5%
People not using an improved water source	20%
Children underweight for age 5 and below	48%
As per the human development report 2010	

Bangladesh is located close to the plate boundary between the northward moving Indian plate and the Eurasian plate. Over the last two months, five earthquakes with a magnitude  $M \geq 4$  have affected parts of Bangladesh. Two of them had their epicentres inside Bangladesh. A repeat of similar earthquakes which appears to be quite likely can cause great devastation in densely populated urban areas. Even moderate earthquakes close to the urban cities may cause great havoc as buildings and homes were constructed without quality control and without an earthquake resistant design. Rural areas are areas of high seismic risk as people commonly live in mud walled houses; and these houses leave their inhabitants highly vulnerable. During the last seven or eight years, the occurrence and damage caused by some earthquakes (magnitude between four and five), in the south-eastern part of the country, has raised the level of earthquake awareness in Bangladesh.

Bangladesh has achieved success in disaster management, in particular with early warning systems, and in post disaster management related to floods and tropical cyclones. Bangladesh received the United Nation's award for its commendable achievement in reducing child mortality following the Millennium Development Goals (MDGs).

## National society priorities and current work with partners

Bangladesh is facing challenges like climate change and health hazards, in light of which BDRCS is trying to reach the most vulnerable section of the population to address their needs. BDRCS focuses on: i) disaster response, ii) health and care, and iii) the development of the national society as a well functioning organization. The national society is working with a number of partner national societies (PNSs) and other agencies. Movement partners include the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (IFRC); and PNSs include the: Swedish Red Cross, German Red Cross and British Red Cross.

BDRCS's Disaster Risk Management (DRM) Strategy 2010 adopted in 2009 will be approved as a policy document for the DM programme.

In-country Movement Partners	Programme areas
ICRC	Restoring family links, relief assistance, safer access frame work for violence victims, information and dissemination on emblem and Red Cross Red Crescent (RCRC) principles and values, water and sanitation
German Red Cross	Community disaster preparedness, primary health care, emergency health and HIV (many districts across the country)
Consortium of British, German and Swedish Red Cross Societies	Building community disaster preparedness capacity in cyclone prone areas of Bangladesh. (Barguna, Chittagong, Noakhali and Patuakhali districts)
Swiss Red Cross	Primary health care, water and sanitation. (Chapai Nowabganj district)

In order to help make communities more resilient to disasters, emphasis will be given to community level disaster risk reduction. These interventions include reaching people with appropriate early warning, awareness raising and capacity building, small scale disaster mitigation, livelihood support and disaster risk reduction in flood, cyclone and earthquake-prone areas. Ensuring community participation and recognizing the importance of community involvement vulnerability and capacity assessments will be used as a key tool for programme planning and implementation. Disaster preparedness programmes in schools will be initiated with the aim to disseminate the message among a large number of young people as children are good ambassadors in sharing knowledge. BDRCS will build the capacity of volunteers in first aid and search and rescue to ensure effective response in any emergency.

In June 2009 at the collaboration meeting between Movement partners, it was recognized that OD is a crucial programme for BDRCS, if the national society is looking to achieving its goals and objectives. BDRCS faces a number of constitutional, structural and operational challenges, which requires focus, committed leadership, technical and financial support.

To address national society challenges it is also helpful to have a window of opportunity when internal and external factors combine to make the timing conducive for intensive OD transformation. For a variety of reasons such a window exists at this time.

In recent years contributing partner national societies to the OD programme have been, the British Red Cross, the Japanese Red Cross and the Swedish Red Cross. While this support has had important impact it is recognized that much of the development has been targeted to hardware rather than institutional support including: constitutional reform; HR development and restructuring; unit development; youth and volunteer management systems; procedural development; management and leadership development; and “planning, monitoring, evaluation and reporting” for accountability.

The 2005-2008 BDRCS Strategic Plan identified HR reform as its number one priority. In 2007 the partnership meeting further highlighted OD priorities and agreed to a list of remedial measures that would have an immediate and long-term impact. This being said the national society has struggled to move forward with those recommendations. Thus, it is most strongly recommended that Movement partners recognize the collective responsibility to provide hands on solutions to support national society organizational development, without which no programme can be sustainable.

## Secretariat supported programmes in 2011

### Disaster Management

#### a) The purpose and components of the programme

<b>Programme purpose</b>
Save lives, protect livelihoods, and strengthen recovery from disaster and crises

The disaster management programme budget for 2011 is CHF 2.1 million.

<b>Programme component 1: Community preparedness</b>
<b>Component outcome 1:</b> Communities are safer and more resilient to floods, cyclones, earthquakes and other potential hazards, disaster risk reduction (DRR), mainstreaming Climate Change Adaptation

#### Key Activities:

- Awareness raising on disaster preparedness and Climate Change Adaptation through organizing sessions and meetings; and handing out information, education and communication (IEC) materials; and staging folk performances
- Development of community action plans through conducting intensive vulnerability and capacity assessments

- Implementation of small scale mitigation and livelihood support
- Capacity building of community volunteers on disaster response
- Awareness training on Climate Change Adaptation to school students and community people
- Develop a position paper based on the climate change framework
- Participate in the conference of parties from the framework convention on climate change, with country experience on climate change adaption
- Publish a report on Climate Change Adaption activities in Bangladesh
- Earthquake preparedness programmes in schools
- Provide training on earthquake preparedness and response to the volunteers
- Development of unit contingency plan on earthquake response and disseminate it to relevant organizations, agencies and communities
- Supporting women operated seed bank
- Establishing community based flood early warning system

<b>Programme component 2: Organizational preparedness and response</b>
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<b>Component outcome 1:</b> BDRCS is able to reach and respond to the needs of the most affected people in disasters
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**Key Activities:**

- Finalization of disaster response plan
- Linking National Disaster Response Team (NDRT) with community and unit response teams
- Provide refreshers training to NDRTs
- Repair and renovate BDRCS warehouse
- Community level cyclone preparedness drive
- Improve quality and expansion of Cyclone Preparedness Programme services in geographical areas identified through the study carried out in 2010.
- Establish and maintain CPP volunteer database.
- Provide support toward improving the communication network on disseminating early warnings for cyclones
- Maintenance of cyclone shelters
- Strengthen the Bangladesh disaster management working group at BDRCS
- Establish local weather station at schools

**Community-based Development Initiatives (CDI) Programme**

The overall goal of the CDI programme is to increase the communities' resilience to disasters and raise income levels and living conditions of over 10,000 people in eight impoverished communities in four districts of Bangladesh by 2012. The CDI programme has been designed based on the needs and priorities of targeted communities identified through the a detailed baseline survey conducted in June 2010. The CDI Programme covered areas are: water and sanitation; shelter; livelihood and income generation; education; health; farm and food security; skills training and employment creation; empowering women; promoting environmentally friendly and sustainable technologies; information and communications; capacity building of BDRCS's district units and community organizations; disaster risk reduction; and dissemination of Red Cross Red Crescent principles and humanitarian values.

<b>Programme Component: Socio-economic vulnerability of targeted households is reduced and their resilience to future disasters improved.</b>
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<b>Component outcome 1:</b> Basic health, education and economic status of the targeted vulnerable communities are improved
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<b>Component Outcome 2:</b> Traditional practices, which may be considered dated, such as dowries, and child marriage; and domestic violence are eliminated from targeted communities through effective awareness campaign on gender equality, women's rights, human rights and other social issues.
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<b>Component Outcome 3:</b> Water, hygiene and sanitation situation in targeted villages are improved significantly. Prevalence of water borne diseases reduced.
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<b>Component outcome 4:</b> There is an increased level of understanding of Red Cross and Red
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Crescent Movement humanitarian values and principles because of the dissemination of Movement information in communities at grass roots level.

**Key activities:**

- Improve water and sanitation facilities of the communities through the installation of shallow and deep tube wells; repairing the existing tube wells and testing of all sources available in targeted communities
- Training on the installation of latrines and participatory health and sanitation transformation (PHAST) for volunteers
- Formation of a committee to advocate for the participatory approach to safe shelter awareness (PASSA) programme. Draw and develop PASSA tools. Training of Trainers on PASSA for volunteers, conduct community meeting on PASSA, monitoring of PASSA activities
- Training of selected beneficiaries on safe shelter awareness, provide corrugated galvanized iron (CGI) sheets and other materials following the need to provide shelter tool kits to households
- Organizing court yard meetings on hygiene and sanitation awareness, PHAST, IEC material, on income generating activities and homestead gardening, to discuss and raise awareness on disasters and risk reduction measures
- Skills training to households on homestead gardening, distribution of seeds and saplings for homestead gardening to all households
- Preparation of income generating activities (IGA) proposal for selected households, skill training to households related to their proposed IGA projects, opening of bank account for individual households'. Distribution of cash grants, monitoring of use of cash grants
- Non-formal classes for adolescents and non-formal classes for adults; and giving them incentives and financial support to poor students; and giving material support to schools
- Educational awareness campaigns; and campaigns against domestic violence and traditional practices that may seem dated and unsuitable for the twenty first century
- Promotion of environmentally friendly and sustainable technologies through promoting improved cooking stoves, training on improved cooking stoves (CS), developing entrepreneurs for the CS
- Training on compost pits (CP), develop entrepreneurs for CP, constructing compost pits at households level
- Create awareness concerning environmental and health hazards
- Form community information committees; have monthly coordination meetings of community information committees; set up community information centres; equip information centres with required communication tools -- computers, the internet, television, and mobile phones; and furniture as well as stationary items and solar systems for energy
- Through community initiatives establish a link road (2km) at community-8, Nilphamari
- Form a unit disaster response team (UDRT); create a unit disaster response fund (UDRF); provide disaster emergency response kits for two communities
- Renovate and upgrade of unit offices; preparing a database of Red Crescent Youth and Volunteers and build their capacities; training to unit members and volunteers on humanitarian programmes and disaster response
- Public health in emergencies (PhiE), community based first aid (CBHFA), first aid, psycho-social support (PSP) training to community volunteers; distribution of first aid kits to trained volunteers; health and hygiene awareness campaign and a CBHFA programme; training of mother and child health (MCH) workers volunteers; mobile health check-up units in communities (mobile clinic); reactivate blood bank in Natore unit
- Enhance farm productivity and food security through agricultural training, veterinary training, and micro irrigation training to volunteers, households and also link them to markets
- Promotion of Red Cross and Red Crescent Principles and Humanitarian Values to all households through various dissemination campaigns, distribute IEC materials on RCRC movement, observe Red Cross and Red Crescent Day.
- Training on disaster risk reduction for UDRT, disaster risk reduction training for community volunteers.
- Distribute emergency response kits, vulnerability and capacity assessment (VCA), local disaster risk reduction action plan (LDRRAP), advocacy meeting with Government and other agencies.

## b) Profile target beneficiaries

The disaster management programme strives to reduce vulnerability to natural and manmade disasters in the country. The programme aims at mitigating the impact of disasters by strengthening community coping strategies. A network of community-based volunteers will be trained in early warning techniques. Local disaster response teams and contingency stocks will be established closer to disaster prone.

The numbers of people reached by the disaster management programme, including volunteers who will benefit through the 2010-2011 plans are shown in the table given below.

Programme component	Estimated no. of people reached	BDRCS staff and volunteers
Programme component 1	248,650	3,272
Programme component 2	484,480	2,028
Community development initiatives	10,000	1,500

## c) Potential risks and challenges

Political instability, outbreaks of major diseases and social unrest can create problems in smooth implementation of planned activities. The increasing trend of disasters like monsoon floods, cyclones and tornadoes may create new challenges. Time-consuming administrative and procedural processes may further delay decision-making, affecting programme implementation and efficiency. The country office will assist the national society to strengthen the disaster management working group Bangladesh (DMWGB) and help build a separate Secretariat for it which will act as a platform in coordinating different disaster management programmes and building inter thematic links by providing services to people reached. The lack of understanding of the Red Cross Red Crescent Movement's Fundamental Principles in Movement work challenges the quality and the integrity of the service delivered by BDRCS. Technical and capacity building support from IFRC will benefit the national society more when the language and cultural context is well understood by both organizations.

## Health and Care

### a) The purpose and components of the programme

Programme purpose
Enable healthy and safe living

Health and Care budget for 2011 is CHF160,246.

Programme component 1: Public Health Emergency and Public Health in Emergency
Component outcome 1.1: Improved health preparedness and resilience in emergencies

#### Key activities

- Train volunteers and staff on prevention of emerging and re-emerging diseases
- Train volunteers and staff from different disaster prone districts around cyclone shelters in the event of public health in emergencies
- Update the database established for volunteers trained in emergency health across the country
- Arrange refresher training of 300 volunteers
- Train health personnel and NDRTs
- Conduct review of programme impact and lessons learnt workshop

Programme component 2: Community Based Health and First Aid
Component outcome
2.1 Immediate accessibility to first aid services by road accident survivors
2.2 Community awareness on prevention of anaemia increased
2.3 Early detection and treatment for malaria ensured

## **Key activities**

### **Outcome 2.1**

- Select and intensively train four to five volunteers from each location in first aid and facilitate transfer of casualties in accidents
- Provide first aid boxes, aprons, stretchers, registers and referral slips to the volunteers on completion of the training
- Put up sign boards with volunteers' names and contact numbers in accident prone locations along the national highways
- Observe World First Aid Day

### **Outcome 2.2**

- Select two vulnerable communities with a population of 5,000 each, preferably one in urban and one in rural settings
- Replicate positive lessons from previous interventions
- Select 20 volunteers from each community and train them on the CBHFA approach and anaemia prevention
- Arrange haemoglobin estimation of detected anaemic cases
- Supply deworming and blood forming medicine and vegetable seeds

### **Outcome 2.3**

- Communicate with Government Health and WHO and select a malaria prevalent community
- Train volunteers on CBHFA approach to aggress malaria
- Aware community on prevention of malaria through IEC materials
- Facilitate early diagnosis and treatment of malaria cases

<b>Programme component 3: HIV</b>
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<b>Component outcome 1:</b> Vulnerability to HIV infection and its impact is reduced among the target population.
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## **Key Activities**

- Identify seven districts, one from each divisions
- Train RCYs and selected teachers on prevention of HIV/AIDS
- Conduct sessions in different education institutions with teachers and students
- Communicate local organizations for motivating injecting drug users (IDUs)
- Communicate to sex workers and organizations in sexual services to promote condom use
- Conduct refresher training for the trainers
- Observe World AIDS Day
- Develop a database of volunteers trained under the HIV programme in different districts and compiling it at the national level by the end of 2011

<b>Programme component 4: Maternal, newborn and child health (MCH)</b>
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<b>Component outcome 1:</b> Maternal and child health improved.
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## **Key Activities**

- Assess the quality of services in one BDRCS maternity hospital and five MCH centres.
- Refresher training of service providers on different protocols.
- Ensure supply.
- Monitor service receivers expectation.
- Improve local level management.

### **b) Profile of target beneficiaries**

The BDRCS trainers and volunteers will benefit from training activities in community-based health first aid, and malaria prevention and control. Training components will consist of first aid, health education, and community-based mitigation measures in response to climate change. The Red Cross Red

Crescent Movement's Fundamental Principles will also be included in all training activities under the health and care programme. Gender balance will be promoted in training activities.

The intervention will also benefit selected communities which are most affected by health problems or health related consequences of climate change and river erosion. Activities will be carried out in several districts.

The number of beneficiaries over 2010-2011 is targeted at 351,728 in total.

<b>Programme Component</b>	<b>Estimated no. of people reached</b>
Programme Component 1	278,000
Programme Component 2	41,728
Programme Component 3	14,000
Programme Component 4	18,000

### **c) Potential risks and challenges**

Outbreak of major diseases and any natural disaster is always a risk for smooth implementation of the programme. Potential risks and challenges in programme implementation include increased demand by the target population of the services and interventions done by the Red Cross and Red Crescent Societies (RCRCS) versus the delivery capacity. The social economic status of the target beneficiaries is a risk in programme implementation. The target population is from poor communities in Bangladesh. Availability of funding has been an issue for programmes in 2010 and will continue to be a challenge for 2011.

## **Organizational Development**

<b>Programme purpose:</b>
<b>Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</b>

Organizational development budget for 2011 is CHF 221,780.

### **Organizational Development programme's long-term vision**

To support the national society, the organizational development (OD) programme has formed an OD steering committee which includes key decision makers and influencers as well as technical working groups who actually do the work. Participants include representatives from BDRCS, IFRC, PNSs and ICRC. Over the years, various strategies have been implemented by the national society to assist beneficiaries in accomplishing targeted activities. Some strategies succeeded while others failed, therefore to further support the national society's "staff on loan" to the Planning and Development Department (P&D) has been set up on a trial basis. Below are some of the key actions that have started to take place. Impact can only be seen in the near future:

- The OD technical committee takes up various activities of the national society so to progress in the positive direction within a given time frame.
- BDRCS P&D department and IFRC's OD Manager along with the Strategic Planning Consultant is supporting the national society to formulate Strategic Plan 2011-2015. The bottom up approach in developing Strategic Plan 2011-2015 assists in accomplishing the targeted activity jointly by the units and the headquarters (HQs). This long term strategy is endorsed by senior management and approved by the governing board.
- As per action one in IFRC's Strategy 2020 building-up and sustaining a well-functioning national society will continue. The capacities will continue to adapt and increase to take on increased responsibilities within specific contexts, so to match growing needs and vulnerabilities of the communities.
- Based on needed and desperate recommendations from the last 15 years, the changes in HR, or HR reform is expected to include: i) introducing an HR policy; ii) members policy; iii) volunteering policy; iv) updating the current youth policy; v) the code of conduct for all BDRCS personnel; vi)

replacing the existing Standing Orders and Administration and Service Rules with a comprehensive HR Manual that will provide the guidelines, procedures and templates required for effective HR management; vii) re-organizing the way BDRCS supports and delivers programmes; viii) and replacing the current Personnel Department with a Human Resource Development Department.

**OD programme: Ongoing short-term support**

The OD programme is continuing to make short term interventions in developing the skills and institutional capacity in BDRCS. The programme will work towards the outcomes through the provision of training sessions to BDRCS’s governing board, senior management and staff.

**Programme component 1:** Supporting national societies and the organizational development process

**Component outcome 1:** BDRCS’s legal base has been revised in order to strengthen and focus the service delivery to the most vulnerable

**Key Activities**

- Support the process of constitutional revision
- Disseminate the revised constitution to all levels of BDRCS.
- Unit Delegates’ Orientation meeting to ensure delegates fully understand the expectations of the wider Movement, and to enhance their appreciation of the importance of working in accordance with the Fundamental Principles, and the advantages of doing so in terms of positive humanitarian consequences and an improved public image of the national society.

**Programme component 2:** National society leadership development

**Component outcome 1:** Improve the effective utilization of human and financial resources of BDRCS supported by effective leadership at all levels

**Key Activities:**

- Staff seconded from IFRC to support the P&D department.
- For efficient and effective delivery of programmes and services to vulnerable people and communities – HR reformation restructuring is needed. In addition, the replacement of the current Personnel Department with a Human Resource Development Department is on the way
- Develop and translate all policy revised documents into Bangla for dissemination to all units
- Develop, and disseminate a volunteer data base system (VDBS).
- Adapt and implement gender policy and an action plan to integrate it into OD, DM and health and care programmes at all levels and conduct 10 gender sensitization workshops
- Develop BDRCS capacity in regard to financial management through various training and workshops

**Programme component 3:** Performance

**Component outcome 1:** Improve and strengthen the quality and accountability of BDRCS service delivery

**Key Activities:**

- Develop and adopt tools and formats to be used by the respective dept for effective monitoring, evaluation and reporting of programmes and projects.
- Field visits with the respective programmes for monitoring and evaluation of the on-going programmes/projects
- Compile and prepare appeal-based programme updates, annual report, pledge based reports as well as emergency appeal operation updates and final report as required in consultation with the programmes
- Participate in various external trainings, workshops and meetings as required
- Develop BDRCS Strategic Plan 2011-2015.
- Monitor and follow up of unit level RCY activities.
- Unit assessment capacity to understand the status of all 68 Units and where there is a need of assistance
- Partnership meeting to share on the achieved performance

## a) Profile of target beneficiaries

This is a support programme enabling other programmes to achieve their intended objectives. The ultimate beneficiaries of this programme are the same beneficiaries under the disaster management and health programmes of BDRCS. The long-term impact on the provision of services to vulnerable people will be measured through the indicators at programme purpose level for disaster management, health and principles and values programmes. However, the immediate impact of OD will be measured in terms of its reach to the NS staff and system.

From OD programme 158,000 people will be benefitted.

<b>Programme Component</b>	<b>Estimated no. of persons reached:</b>
Programme Component 1	58,000
Programme Component 2	48,000
Programme Component 3	52,000

## b) Potential risks and challenges

The OD process will require BDRCS's ongoing will and commitment of the board, senior management and staff at all levels. While the OD programme is a priority of the national society, new or emerging disasters may impact the implementation of this programme. Government adoption of a revised constitution is ultimately the decision of the Government of Bangladesh. There is a need for national society ownership of a new strategic plan. Funding for long term OD activities is critical if the OD programme is to continue to develop and support BDRCS.

## Principles and Values

<b>Programme purpose:</b>
<b>Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion</b>

The Humanitarian Values budget for 2011 is CHF 13,520.

The programme seeks to disseminate the Movement's principles and values to increase the knowledge of key staff, volunteers and persons reached. It aims to raise awareness of Red Cross Red Crescent principles and values as a cross cutting issue in all programmes throughout the country by organizing workshops and seminars for board members, selected unit executive committee members, senior red Crescent Youth volunteer life members. Distribution of printed Information, Education and Communication (IEC) materials on humanitarian value (HV) messages and ensuring a close collaboration with other programmes where the HV messages are disseminated.

BDRCS units and programmes establish coordination with stakeholders to incorporate HV topics into training curriculum and other activities. Publish case studies and success stories from the effective contribution by the volunteers regarding dissemination of HV messages. Humanitarian values will be included in all programmes as a cross cutting issue through various workshops, trainings, and meetings.

<b>Programme component 1:</b> Understanding of fundamental principles and humanitarian values and integration of HV into the DM and OD programme
<b>Component outcome 1:</b> Enhance awareness and skill of BDRCS staff and volunteers in promoting humanitarian values in order to ensure dignity of the communities and persons reached

### Key Activities

- Organize workshop on Red Cross and Red Crescent fundamental principles, Movement history and humanitarian values at all levels of BDRCS

- Design, print and distribute IEC materials (booklets, posters, leaflets) on HV topics and messages
- Coordinate with BDRCS to ensure that HV messages are fully emphasized at every workshop and training session at the community level
- Prepare and publish case studies and success stories on the role of volunteers at community level with regard to HV
- Coordinate with relevant department and programmes to incorporate HV issues and messages into their publications

**Programme component 2:** Advocacy on Red Cross Red Crescent Fundamental Principles and Humanitarian Values

**Component outcome 1:** Disseminate messages on humanitarian values among BDRCS stakeholders and humanitarian partners in order to extend better services for the communities and person reached through ensuring respect.

**Key Activities**

- Facilitate Information dept. on publication of HV related issues in daily newspapers and in organizing TV and Radio talk show for wider dissemination of the Red Cross and Red Crescent Movement principles and values and BDRCS humanitarian work
- Coordinate with BDRCS stakeholders and humanitarian partners to invite for delivering HV messages while they conduct relevant external trainings and workshops

**a) Profile of target beneficiaries**

The ultimate beneficiaries of these components are those who benefit from the other programmes of BDRCS, but especially those not well covered before, specifically women, communities which were affected from various disaster regularly. Total 2,018,679 people will benefit from the activities.

Programme Component 1 and 2	RCY and Persons reached
Principles and values	2,018,679

**b) Potential risks and challenges**

Political stability and no outbreak of disaster will support and ensure progress of ongoing activities. Commitment of the governance, management and volunteers to treat principles and values as a priority issue is of great importance. Sound collaboration and coordination among the different programmes for successful integration of HV as a cross-cutting issue is a challenge.

**Role of the secretariat**

**a) Technical programme support**

In 2010-2011, the IFRC country office continues to support BDRCS in implementing and managing activities related to: disaster preparedness; community based disaster risk reduction; cyclones and early warning operations; community based health and first aid; malaria eradication and disaster response while improving efficiency and quality in implementation. IFRC will also support volunteer management and developing partnerships with other organizations. Besides, IFRC's South Asia Regional Office in Delhi, the Asia Pacific Zone office in Kuala Lumpur also provides continued technical support to the Bangladesh Country Office when needed.

**b) Partnership development and coordination**

In order to establish strong relations with humanitarian partners, IFRC would serve as a reliable link between BDRCS, PNSs, partners and operational alliances. The country office will continue to work closely with BDRCS to improve and sustain present and new partnerships to continue funding its programmes. Internal and external coordination meetings with different government and other agencies shall be organized monthly by the national society. IFRC will ensure the continuity of programmes and improved capacity to respond to the needs of people reached. BDRCS will be supported in reviews of existing and the development of new strategic plans. The BDRCS, with support from the IFRC, has been exploring partnerships with the American Red Cross, ECHO, and UNDP.

IFRC's Bangladesh Country Office supports stronger coordination of the national society in partnership development. Coordination meetings with BDRCS and partner national societies and ICRC take place every two months. New ideas have been sought to make the coordination forum more effective.

On a larger scale, with support of the regional office, the national society has hosted regional events such as the regional health management committee meeting, cross regional workshop on indigenous knowledge on DRR. Through hosting such events will help develop partnership development capacity of the national society.

### **c) Representation and advocacy**

The IFRC's active participation and exchange of experience in disaster preparedness and response within the national disaster management working group (DMWG) as well as with other stakeholders in the local forum is increasing BDRCS visibility in the country as a whole.

BDRCS is the largest volunteer network in Bangladesh, which makes it very well placed to have access to, and work in partnership with, the most vulnerable communities, while also having access to policy makers. The Secretariat will encourage and support the national society in advocating for humanitarian needs through public statements, quiet diplomacy, and face-to-face discussions with decision makers.

## Promoting gender equity and diversity

Women who are heads of families, pregnant continue to receive preference in BDRCS's assistance in health and care, income generation, and relief operations based on the fundamental principles of impartiality, unity and universality. Both men and women volunteers are active participants in national society programmes. By incorporating the gender perspectives into the programmes, BDRCS demonstrates its understanding that distinct groups have different needs, characteristic and behaviours and need different approaches if the quality of opportunities is to be achieved. Women and girls comprise a significant proportion of national society's staff and volunteers. More than 70 per cent of BDRCS's beneficiaries are female

## Quality, responsibility and learning

In order to improve the quality of its work, BDRCS organizes annual workshops on the continued training of volunteers, national society staff and governance. The volunteers are regularly trained in programmatic aspects in which they are involved. The national society staff also benefit from training sessions organized by IFRC at regional and international level. The governance too is periodically trained in national society management when General Assembly meetings are held. In this regard, it is necessary for IFRC to provide support to the training process.

The national society is also planning to have a functional and effective planning, monitoring, programme evaluation and reporting system in place. This will ensure transparency and accountability and also continued learning in programming and implementation, continuous monitoring during implementation, evaluation and reporting.

## How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations \(NGO's\) in Disaster Relief](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response](#) (Sphere) in delivering assistance to the most vulnerable.

The IFRC's vision is to:

Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of non-violence and peace.

## Contact information

**For further information specifically related to this operation please contact:**

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*<budget and map below; click here for title page>*

## MAABD001 - Bangladesh

### Budget 2011

#### Budget 2011

All figures are in Swiss Francs (CHF)

	Disaster Management	Health and Social Services	National Society Development	Principles and Values	Coordination	Total
Supplies	516,664	37,711				554,375
Land, vehicles & equipment	55,948		20,469			76,417
Transport & Storage	101,004	8,800	10,552			120,356
Personnel	741,111	49,464	71,598	5,172		867,346
Workshops & Training	249,037	28,701	74,151	5,783		357,672
General Expenditure	310,715	25,790	31,473	1,740	0	369,718
Depreciation						
Contributions & Transfers						
Programme Support Services	128,341	9,780	13,536	825		152,482
Contingency						
<b>Total Budget 2011</b>	<b>2,102,820</b>	<b>160,246</b>	<b>221,780</b>	<b>13,520</b>	<b>0</b>	<b>2,498,366</b>

