Brief Organizational Profile
**INTRODUCTION**

PROGGA worships knowledge. Its mission is creation of knowledge and applying the created knowledge for the progress of mankind. PROGGA does not consider knowledge to be limited on books only. Its spread is much wider. Thus, PROGGA’s search for knowledge goes much beyond traditional vehicles. In fact, PROGGA wishes to stress on the non-traditional vehicles of knowledge.

The inspiration of establishing PROGGA appeared from a very critical stance of the ongoing approaches and paths of development followed in the country and abroad. Instead of working for ‘development’, PROGGA wants to work for ‘Progress’, which makes our look wider and liberates our efforts from the politics of development. The members of PROGGA observed how the much-applauded trends of development (e.g. micro-credit) failed to bring about meaningful and sustainable changes in millions of lives. In contrast, PROGGA wants to contribute to the process of progress of the whole mankind, a development approach that is inclusive – leaving no one behind.

Unlike the traditional development approaches, PROGGA views progress not from the lens of material well-being only; it encompasses political, social, and even more important, cultural well-being of people. Truly PROGGA wants to make culture as an important vehicle of progress.

PROGGA cashes heavily on the skills and creativity of its young and energetic team. A bunch of active people having a diversified academic background consist PROGGA team, and can perfectly meet any intellectual needs of today’s development field.


Although the organization is quite new (only about 5 years old), PROGGA has involved itself in a number of initiatives mostly by self driven interests. It has been running a program titled ‘Movement for Implementation of Election Manifesto’ (MIEM) through which it tries to mobilize the countrymen to hold the ruling political party accountable to the promises that they made before the parliamentary election. It published the *Citizens’ Report* in June 2009 by the opinions of the people on the priorities among the election promises collected from across the country. PROGGA is carrying out an experimental action research in the Northern part of Bangladesh to see what type of poverty reduction model may work for the poorest who either have never been brought under the coverage of micro-credit or who did not get benefit from traditional development approaches including micro-credit. PROGGA is also active in the cultural field. It runs a program to present before the current generations the senior cultural talents of the country whose works are relatively less known to the young people. In November 2009, PROGGA paid tribute to one of the senior most photographers of the country with a package of a photography exhibition, a documentary film and a photography album.

PROGGA focuses heavily on capacity development and hence owns lots of training related activities.
**SPECIALIZATION/CAPABILITY**

**Research**

PROGGA specializes in both qualitative and quantitative methodologies of socio-economic and cultural research. It believes in participatory approach of research and development. The team of researchers available at PROGGA includes economists, sociologists, anthropologists and statisticians among others. The organization as a team and the members/experts as individuals are capable to undertake almost all kinds of research needed in the development sector, e.g. baseline survey, monitoring and evaluation, needs assessment, capacity assessment, plain documentation and any type of socio-economic survey. With the expertise and experience of this team, PROGGA is capable of conducting high quality researches on any of the following issues.

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While specializing in the above areas and approaches, PROGGA always tries to be innovative in its research approaches. So instead of being dominated by particular methodologies or tools, it promotes innovation in the research methods without compromising the scientific quality of the research. Thus, PROGGA is gradually developing an approach of ‘free research’ the essence of which is scientific research without prejudice to any particular method.

**Advocacy**

In a country like Bangladesh, influencing the policy regime requires multiple push factors and advocacy is one of such potential factors. In this regard, PROGGA recognize the importance of policy advocacy and has experts to provide necessary services to make any advocacy programs successful.
Any advocacy program requires complex mechanisms based on the goals and objectives of the programs and ranges a number of tools from print and electronic media to publish and maneuver documents featuring the needs of the programs which would also be based on research. PROGGA has a pool of experienced professionals on advocacy programs and is ready to provide necessary supports in terms of preparing advocacy materials like video documentation, research based articles, publishing regular newsletters, and project promotional materials.

**Visual Documentation**

Photography and videography are gradually making their presence important in the development field. PROGGA has developed specialization in both these components of visual documentation. Besides providing these services independently, the organization tries to incorporate these documentation approaches in most of its programs. In other words, PROGGA considers visual documentation as an essential component of research and documentation based development initiatives. The organization is developing its own unique approach of "development photography".

PROGGA uses visual documentation as a very effective tool of knowledge. It believes in the saying that an image is stronger than millions of words. Thus, visual documentation is at the core of knowledge centered initiatives by PROGGA.

**Training**

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

**Recent Projects/Assignments**

- **Earned Media for Tobacco Control through Enhancing Capacity of the Journalists.**

It is a current project of PROGGA passing the ninth 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.

- **Fostering the passage of Trans-fatty Acid (TFA) regulation through earned media and social media initiatives 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 project aims at generating sustained earned media and social media support to spread awareness among the public and stakeholders about cardiovascular disease: risks of trans-fatty acid (TFA) consumption, hypertension and to build support for adopting and implementing a strong TFA regulatory framework in Bangladesh. Under the project, PROGGA has trained around 100 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.

- **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.

- **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, this year, PROGGA has provided fellowship to six journalists who are working with two mentors.
- **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 an 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. To see the online version of the clock please visit www.progga.org/tdc.

- **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

- **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

- **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 companies 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
• Bangladesh Tobacco Industry Interference Index 2019: Report on Implementation of WHO FCTC Article 5.3

The study was conducted 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 year 2018. The information of the Bangladesh report was included in the Global Tobacco Industry Interference Index 2020 of 33 countries. The research was conducted by the own funding of PROGGA with technical support from Global Center for Good Governance in Tobacco Control (GGTC), Thammasat University, Thailand and Johns Hopkins University, USA that was officially released in October, 2019.  

• Bangladesh Tobacco Industry Interference Index 2018: Report on Implementation of FCTC Article 5.3

This research aims to assess how the government has responded to interference from the tobacco industry and what action the government has in place to protect itself after a decade of FCTC Article 5.3 guidelines adoption in 2008. This report focused on instances of interference and government responses for the years 2016 and 2017. The research was conducted by the own funding of PROGGA with technical support from a Thailand based multi-sectoral alliance, Southeast Asia Tobacco Control Alliance (SEATCA) that was officially released in September, 2018.

• 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 is supported by Shibasaki Laboratory, The University of Tokyo which has commenced in October 2013 and will be ended by February 28, 2014.

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

SAPCE 2014 survey was commissioned by Shibasaki Laboratory, the University of Tokyo. As a follow-up to SPACE 2013, PROGGA carried out a Panel Survey and a Small Area
Census in the Dhaka Metropolitan Area. The Panel Survey was conducted among SPACE 2013 households to collect additional and updated information from all members. The Small Area Census was also conducted to collect information on mobile phone user distribution regardless of mobile operator companies. The survey was carried out over the period from September 30, 2014 to February 5, 2015.

- **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.

- **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 scanning, compiling and analyzing the media coverage of tobacco control issues in Bangladesh and disseminate it among target group.

- **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.

- **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.

- **Baseline survey of the project “Creating Climate Resilient Communities: Bangladesh Lighthouse Project” for 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.

- **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.

- **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).

- **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).

- **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 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 Shusilon. 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.

- **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.

- **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 FHRC**

The Flood Hazard Research Centre (FHRC), a project of the Middlesex University, was working though 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.

- **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 2009 in December. 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.

- **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 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.

- **Study on Hygiene and Sanitation**

  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.

- **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.

- **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.

- **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.
• **Unnayan Uddog**

Unnayan Uddog (development initiative) is an action research and another core program of PROGGA. The action research is trying to develop a sustainable model of graduation from poverty without the use of micro-credit or similar approaches.

• **Praggojan**

Under the Praggojan (wise men) program, PROGGA recently organized a photography exhibition of Naibuddin Ahmed. PROGGA also produced a video documentary of the life and work of this great artist and published an album of his photography. The program was inaugurated by the Education Minister in November 2009.
CLIENTELE
PROGGA till now has served the following agencies:
- Campaign for Tobacco Free Kids (CTFK)
- Global Center for Good Governance in Tobacco Control (GGTC)
- Concern Universal Bangladesh
- Concern Worldwide Bangladesh
- Christian Commission for Development in Bangladesh (CCDB)
- Children Development Forum (CDP)
- Dhaka Ahsania Mission (DAM)
- Department of Public Health and Engineering (DPHE)
- EC Bangladesh
- Flood Hazard Research Centre (FHRC)
- Green Hill (GH)
- Islamic Relief Bangladesh
- International Development Enterprise, Bangladesh (IDE-B)
- KOINONIA
- Kumudini Welfare Trust
- RDRS Bangladesh
- Shushilan
- SHIREE (DFID Challenge Fund on Extreme Poverty)
- University of Tokyo, Japan
- USC-Canada, Bangladesh
- WHO, Bangladesh

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