

Brief Description of Organization:

- 1. Name of the Organization:** Sebika Songstha (SS)
- 2. Category of Organization:** Non-Government, Non-Political and Non-Profitable Organization
- 3. Corresponding Address:** 13/12 Block – C, Tajmohel Road. Mohammadpur
Dhaka-1207, Bangladesh
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Email: sebika_songstha@yahoo.com; &
sebikasongstha.wixsite.com/ssbd
- 4. Head Office Address:** SebikaSongstha(SS); Vill+Post: Mirwarispur, Majumder Hat
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5. Background of SS: Sebika Songstha (SS) is a Non - Government voluntary Organization (NGO) established in 1987 with an aim to dedicate its mission towards the development of the poor. Sebika Songstha (SS) has been working with the aim to establish human rights and justice especially for the neglected and deprived men, women and children in its working areas. Through policy and advocacy at local level SS has always been working to ensure better services from different service providers since its inception. SS always give emphasis to eliminate all kinds of violence and it has been working with the community people to remove all kinds of gender discrimination from family and local level. The social workers involved with the establishment of Sebika Songstha (SS)) had a long experience in rural development, micro finance management and relief and rehabilitation activities.

SS started to work in 1987. After having Registration SS started its activities by own initiatives with group formation, organize weekly meeting for Women. Groups Women started to know their rights from weekly meetings and discussion. Presently, SS working in the field of Entrepreneurship development, Skill development training for alternative means of self-employment, Health & Female Planning, Disaster management, Poverty alleviation, Training, Education, Agriculture, Water and Sanitation, Health & Nutrition, Advocacy, Legal Assistance & Arbitration, Micro credit, Micro Enterprise and Micro Finance, Technical Support Program with assistance from community people, local government, GOB officials and Donors.

It started disaster related initiatives from the year 1988 through "Flood 1988 Relief and Rehabilitation Programme" with the support from GOB and other local donors. SS also working as a partner with Bangladesh Centre for Development Journalism & Communication (BCDJC) is a member of the Election Working Group (EWG), working in the areas of Election monitoring, and Electoral Reform Advocacy different parts of the country to help ensure free and fair elections.

- 6. Visions Statement:** Equal opportunity for every men and women and poverty free just and equitable society
- 7. Mission Statement:** With the commitment "Not relief but release", SS ever been promised in efforts towards the development of the rural poor, empowerment through gender equality & rights and establishment a just society by people's contribution. Target is to see gender sensitized sound environment, just and poverty free society that will be free from all kinds of discrimination and suppression.
- 8. Goal:** Equal opportunity for every men and women and poverty free just and equitable society

9. Objectives: The major objectives of the organization as described in the following, but not limited to: (i) To eliminate all kinds of violence, gender discrimination and to establish human rights at family and local level; (ii) To make the people united and strength capacity for gaining their access to all accessible services and recourses; (iii) To create employment opportunities, resources and skills for the underprivileged men and women to improve their livelihood; (iv) To build capacity and accountability of all local level institutions to provide better services; (v) To reduce mother and child mortality rate as well as promote better health services in rural areas; (vi) To reduce sufferings and losses affected by natural disasters and create a sound and friendly environment; (vii) To undertake poverty alleviation initiatives through micro finance; and (viii) To develop & promote needy human resources for IT and other technical services in the working area.

10. Core Values of SS include: (i) Every people is entitled to fulfil his rights; (ii) Establish believes and full of confidence on liberation war and freedom; (iii) Respectfulness and dignity to every level of men and women; (iv) Promote open thinking and liberty; (v) Present equal attitude to all mankind's and religion; (vi) Hold especial attention to severe victims, handicapped, neglected women and children; (vii) Learn from people first; (viii) Make people confidant to their ability on development; (ix) Fast and Creativity; (x) Honesty, liability and polite; (xi) Accountability and transparency; (xii) Equality for all men and women at every level; (xiii) Group based initiatives; (xiv) Positive attitude to various creatures; (xv) Proper utility of resources; (xvi) Economy attitude; (xvii) Transparency at every level; and (xviii) Environmental awareness.

11. Beliefs and Key Principles: In the planning, preparation and implementation of all programmer undertaken by SS, there is always a strong belief to act according to the following creed: (i) Go to the peasant people; (ii) Live among them; (iii) Learn from them; (iv) Plan with them; (v) Work with them; (vi) Start with what they know; (vii) Build on what they have; (viii) Teach by showing, learn by doing; (ix) Not a showcase but a pattern; (x) Not odds and ends but a system; (xi) Not piecemeal but integrated approach; (xii) Not to conform but to transform; and (xiii) Not relief but release.

12. Legal Identity of SS: Sebika Songstha (SS) got registered with a couple of the government registering authorities, which includes: a) Registered with Department of Social Service, Govt. of Bangladesh, bearing no. Dha - 02397 and dated 09/04/1990; b) Ministry of Health and Family Planning Govt. of Bangladesh, bearing no. 06.91.6466 and dated 02/11/1991; and c) NGO Affairs Bureau, Govt. of Bangladesh, bearing no. 2249 and dated 24/06/2007 respectively.

13. Name of Contact Person and Designation: Md. Abu Masud, Executive Director, Cell phone: +88 01817595410; & +880178016 9177

14. Year of Establishment: 1987

15. Organizational Management Functions of the Executive Body of SS: The General Council is the supreme author for the organisation. The council is consisted with 41 members seated by 10 women and 31 men. In generally council members are involved in the formulation of organisational policy development, strategy and approve plan and budget. They form executive committee every two years. Executive Committee is consisted with seven members headed by president. Out of seven members, 4 are men and 3 are women. They are responsible for overall management of the organization and the committee is accountable to the Genera Council. Chief executive is titled by Executive Director and he is the member secretary of Executive Committee and is accountable to the Executive Committee. SS has a management team, which is consisting with 6 members (men and women are equally seated) headed by chief executive and has higher authority of decision-making, staff management, programmes, project and financial matters. The management team meet once a week where they review all situations and take decision necessary by participatory

approach. The Management Team is responsible for various program/project implementation and is accountable to Chief Executive Committee. The brief particulars of the Executive Committee Members of SS are as follows:

1. Md. Abdul Wahed, Position - President, Address - 128, Santi Nagar, Polton, Dhaka-1217
2. Kazi Bazlur Rahman, Position - Vice- President, Address - 112, Central Road, Dhanmondi, Dhaka
3. Md. Abu Masud, Position - Secretary/Executive Director, Address - 246/1/C/3/2, West Agargoan, Sher-e-Bangla Nagar, Dhaka
4. Md. Ashan Uddin, Position - Joint Secretary, Address - House No -6, Road No 17, Sector - 11, Uttra Model Town, Dhaka
5. Md. Sayed Ahmed, Position - Treasurer, Address - Building No #11, Flat No -1, New Colony, Ashed Gate, Mohammadpur, Dhaka
6. Md. Nasir Uddin, Position - Executive Member, Address - 77, West Agargoan, Sher-e-Bangla Nagar, Dhaka
7. Mrs. Rohima Begum, Position - Executive Member, Address - 2/H, 8/38, Mirpur- 2, Dhaka

16. Geographical Working Areas of SS in the last 10 Years: SS has been working in different types of project/programs in different areas of Bangladesh. The working areas of Bangladesh are rural and urban areas including coastal area, char area and other flood areas. SS has been implemented the various types of project/program in its targeted areas, which includes: Dhaka, Noakhali, Laxmipur, Feni, Comilla, Chittagong, Gazipur, Manikgonj and Kishorgonj districts of Bangladesh.

17. Name and Particulars of the Donors/Funding Agencies of SS:

1. Project - Health Education Campaign for the Prevention of Breast Cancer, Funding Agency - Health Ministry, Govt. of Bangladesh, Amount - BDT 20,00,000, and Duration - 2015-2017
2. Project - Sustainable Urban Environment, Funding Agency - Proshika - Bangladesh, Amount - BDT 12,11,300, and Duration - 2016-2018
3. Project - Agriculture Development Project, Funding Agency - Agriculture Department, Govt. of Bangladesh, Amount - BDT 12,10,000, and Duration - 2006-2018
4. Project - Pregnancy Allowance Project, Funding Agency - Department of Women & Child Affairs, Govt. of Bangladesh, Amount - BDT 30,00,000, and Duration - 2016-2017
5. Project - Rural Development & Road Maintenance Program, Funding Agency - LGED, Govt. of Bangladesh, Amount - BDT 88,00,000, and Duration - 2014 to Continuation Program
6. Project - Vulnerable Group Development Programme, Funding Agency - Department of Women & Child Affairs, Govt. of Bangladesh, Amount - BDT 25,00,000, and Duration - 2011 to Continuation Program

7. Project - Livelihood Development through capacity building & Hygiene Practices, Funding Agency – LGED, Govt. of Bangladesh, Amount - BDT 1,5000000, and Duration - 2008-2011
8. Project - Eradication of Hazardous child labour Education in Bangladesh(3rdphase), Funding Agency - Ministry of labour & Employment, Govt. of Bangladesh, Amount - BDT 50,00,000, and Duration - 2006- 2010
9. Project - Eradication of Hazardous Child labour Education in Bangladesh (2nd phase), Funding Agency - Ministry of labour & Employment. Govt. of Bangladesh, Amount - BDT 50,00,000, and Duration - 2006 – 2010
10. Project - HIV/AIDS/STD Prevention Pilot Model Program, Noakhali, Funding Agency - Mercury Phoenix Trust, Switzerland, Amount - BDT 6,50,000, and Duration - 2008-2009
11. Project - Non- Formal Primary Education, Funding Agency - BRAC–Bangladesh, Amount - BDT 17,10,000, and Duration - 2004 - 2008
12. Project - HIV/AIDS/STD Prevention Pilot Model Program, Noakhali, Funding Agency - Mercury Phoenix Trust, Switzerland, Amount - BDT 7,50,000, and Duration - 2007 -2008
13. Project - HRD Program for Safe water & Sanitation, Funding Agency - NGO Forum-Bangladesh, Amount - BDT 25,50,700, and Duration - 2006-2008
14. Project - Urban Micro Credit (UMC) Program, Funding Agency - Credit and Development Forum (CDF), Amount - BDT 1,27,50.000, and Duration - 2007- Continuation Program
15. Project - Qurbani -2007 with Cyclone SIDR Affected areas of Noakhali, Funding Agency - Life for Relief & Development, Amount - BDT 6,50,000, and Duration - 2007
16. Project - Water Supply and Sanitation, Funding Agency - Govt. of Bangladesh, DPHE, Amount - BDT 170, 20,000, and Duration - 2004- 2007
17. Project - Urban Primary Health Care, Funding Agency - LGED. Govt. of Bangladesh, Amount - BDT 5,70,10,000, and Duration - 2002-2007
18. Project - Health and Family Planning Clinic Program, Funding Agency - Health and Family Planning Ministry, Govt. of Bangladesh, Amount - BDT 25,20,000, and Duration - 1991-Continuation Program

18. Name of Affiliated/ Network Organizations of SS: SS got membership and/or affiliated a numerous professional development networks and organizations, those are: 1) Association for Development Agencies in Bangladesh (ADAB); 2) Bangladesh Shishu Adhiker Forum (BSAF); 3) Fair Election Monitoring (FEMA); 4) Federation of NGO in Bangladesh; 5) National Fisheries Forum; 6) Voluntary Health Service Society (VHSS); 7) Credit Development Forum (CDF); 8) Gender Development Forum (GDF); 9) Fisheries Development Forum; 10) COFCON/DFID; 11) STI/AIDS network of Bangladesh; 12) Southern NGO Network (SNN); and 13) NGO Forum for DWSS.

19. Staff Position of SS: Total #s of personnel/staff are 263 nos.; of which, 182 nos. are male and 81 nos. are female staff.

20. Number of Groups: 317 Nos.

21. Number of Beneficiaries: 9701 Nos.

22. Financial Management System of SS: Sebika Songstha (SS) financial management system is being guided by a Financial Management Manual approved by its General Board. The financial and accounting department is headed by a Director, Finance & Administration. The organization has also established Internal Audit system managed by a CA course completed personnel to carry out Internal Audit department regularly. Over and above the Organization has its accounts audited annually by an External Auditor from a reputed Chartered Accountant Firm approved by the Board in the Annual General Meeting. Board at the General Annual Meeting also approves the audited accounts. The Sebika Songstha (SS) maintains an efficient, effective and transparent accounting system, which includes: (i) Double entry system of accounting; (ii) Double column cash book is used; (iii) All receipts are debited in cash/bank column; (iv) All payments are credited in cash/bank column; (v) All expenses are approved by respective supervisor according to budget; (vi) All covering vouchers are substantiated by supporting related expenses and income if possible; (vii) All receipts including miscellaneous income is inserted in income and expenditure statement; (viii) All expenses are also shown in this account; (ix) The balance will be either excess of income over expenditure or excess of expenditure over income which will be transferred to balance sheet; and (x) A balance sheet is prepared at the end of each financial year.

Sebika Songstha (SS) always maintains its high standard of financial management making best use of its internally generated management information system (MIS). With a view to ensure the financial transparency at every levels of the organizational set-up, financial issues have been monitored continuously and consistently by which the planned targets have been achieved with a minimum of variances in some instances.

23. Annual Turnover: BDT 2, 48, 86,334

24. Existing Policy Manuals of SS: 1) Gender policy; 2) Purchase policy; 3) Disaster policy; 4) Savings & Credit policy; 5) Human Resources Management policy; 6) Recruitment policy; 7) Accounts policy; and 8) Administrative policy

25. Programme Implementation Strategies: Sebika Songstha (SS) carrying out its programme activities through facilitation, co-ordination and advocacy for rural poor, deprived, survivors and under privileged men & women. SS provides with technical support to build the capacity of under privileged people to enable them to become self-reliant development partners and for building their institutions. SS is activating civil society to ensure continuous support from the community people to the development partners to establish their rights and increase participation at all levels of governance

26. List of Ongoing and Completed Project in the Last Ten Years: Sebika Songstha (SS) has different types of project activities such as various types of survey, research, study, monitoring, evaluation, supervision with Education, Health Education ,Safe Water Supply and Sanitation, Environment, Forestry, Environmental Management, Hygiene, Arsenic Mitigation, Comprehensive Disaster Management, Agriculture, Livestock, Fisheries, Different types training, Training of Trainers (TOT), Community Development (CD) and Micro Finance (MF) capacity building activities, Income Generation Activities (IGA) and different types development activities. Last five years ongoing and completed multi-dimensional project working experience from different types of local and foreign donors including Government Agencies and Departments are listed below:

27. Core Programmes of SS: Sebika Songstha (SS) has been implementing the following core programmes with the objective to reduce the vulnerability as well as to enhance the capacity of the neglected poor in Bangladesh; which includes: (i) Capacity Building Programme; (ii) Livelihood improvement Programme; (iii) Gender Equality, Justice and Governance Programme; (iv) Disaster & Environment Management Programme; (v) Human Rights, Women and Child

Rights Programme; (vi) Water and Sanitation Programme; (vii) Health and Nutrition Programme; (viii) Education Programme; (ix) Social Mobilization Activities; (x) Advocacy Programme; (xi) Birth Registration (For Street Children); (xii) Election Monitoring Voter And Civic Education (Awareness Program: Increasing awareness, rally, miking, meeting, camping for voter registration and national ID card); and (xiii) Campaign Programme: (Right Base Issues): Acid survivals, women rights, children rights and support legal status, respectively.

28. Brief Description of the Program/Project:

28.1. Capacity Building and Self-Help Group (SHG) Formation: The main objective of this program is to build capacity of the development partners. In this response, SS attempts to develop strong small samities (groups) at the grassroots level by uniting them. It is contributing to develop their organization with equal participation of men and women at the local level establishing rights and raising collective voices against all types of discrimination. The program also stresses for the empowerment of women by creating a positive atmosphere so that women can easily create and control their own recourses along with easier access to government facilities.

The key objectives include: (i) To increase knowledge, resources and skill of underprivileged men and women; (ii) To develop people's organizations and their collective voices; (iii) To increase rate of literacy and quality education; and (iv) To build the capacities of community level stakeholders and institutions.

Major Activities include: (i) Form small group and village development committees; (ii) Develop federation at Union and Ward level; (iii) Provide various human and technical skill development training as well as study tour; (iv) Organize workshop, seminar and community mobilization; (v) Ensure Non Formal Primary Education as well as Secondary education; and (vi) Develop advocacy and networking.

28.2. Livelihood Improvement: Most of the people of in SS working area depend on agriculture and normally they engaged in fish culture, livestock rearing, poultry farming etc. but still they are unable to achieve as targeted due to inadequate knowledge and improper use of resources. SS has drawn special attention to establish agriculture-based enterprises for generating employment and income initiating other alternative income sources. Poverty alleviation, local resources mobilization, enhancement of product and marketing, use of improved agricultural facilities/technologies are considered significant elements of this programme.

The key objectives include: (i) To create human resources and ensure their access to improved agricultural facilities/technologies; (ii) To increase saving and resources of organized people; (iii) To increase women engagement in non-traditional activities; (iv) To arrange technical training and create scope of work for poorer but efficient development partners; and (v) To develop entrepreneurs, agricultural production and marketing.

Major activities include: (i) Provide various human and technical skill development training as well as study tour; (ii) Provide credit support to entrepreneurs to establish enterprise; (iii) Organise workshop, session, seminar and agriculture fair; (iv) Facilitate farmers and entrepreneurs group for gaining access to local bank; (v) Mobilize community to build awareness on general health, food and nutrition; and (vi) Facilitate the development partners to identify local resources in the locality and establish their rights to it.

28.3. Gender Equality, Justice and Governance: This program design provides an opportunity to abolish all kinds of discrimination and suppression, social deprivation, oppression and social injustice from the society. SS emphasized to increase responsiveness of the local government and community service provider institutions which the women and handicapped along with most

neglected peoples in the society be benefited and will better service. Organization emphasizes to increase responsiveness of the local government and community service delivery institutions so that neglected people along with whole civil society will be benefited.

The key objectives include: (i) To establish rights of hard core poor and vulnerable people; (ii) To establish rights of women as well as their equal contribution at every stage; (iii) To increase responsiveness and accountability of the local government, government and non-government institutions; (iv) To eliminate all kinds of discrimination against women and children that happened at home and society; and (v) To improve the health, sanitation and hygienic status.

Major activities include: (i) Organize training, workshop, seminar and session on leadership, human rights and family laws issues; (ii) Arrange community mobilization to end all kinds of discrimination and violence; (iii) Organize awareness campaign on different right based and genders issues; (iv) Arrange dialogue, discussion and debate to increase awareness on rights and laws among the community people; (v) Develop linkage and initiate dialogues with government and non-government community service delivery institutions to increase their responsiveness; (vi) Ensure rehabilitation for violence survivors; (vii) Provide legal aid support to hard core poor as well as violence survivors; (viii) Monitor local mediation and arbitration; (ix) Provide counseling to the affected families of victims (women and children abuse); (x) Provide necessary help in investigation, monitoring, and publication of women and children violence related report; and (xi) IV/AIDS Program.

28.4. Disaster & Environment Management: Sebika Songstha (SS) puts emphasis on Disaster and Environment Management Programme to increase the awareness on disaster preparedness as well as to ensure disease free environment by its adequate management. This program has been considerate as a significant component of the organization. Disaster management and preparedness training, rescue and evacuation, contingency plan, day observation etc. are notable activities under this program. Earth quake preparedness in Dhaka city is one of the important activities under disaster management program. Part of the activity SS is involved to raising awareness among the community people under Dhaka city.

The key objectives include: (i) To increase the capacity of individuals, families and society to combat disaster; (ii) To reduce detrimental effects and damages of disaster in familial, institutional and public life; (iii) To increase competence and capability of the local government and other government and non-government institutions to encounter disaster; (iv) To improve the status of services like relief and rehabilitation for the disaster-affected people; and (v) To prevent environment degradation through proper management and preservation of environment.

Major activities include: (i) Disaster Preparedness Activities, (e.g. Organize training, workshop, seminar, sessions and campaign program to make people aware on effects of disaster and its preventive mode; Prepare and update contingency plan; Risk and resource mapping, formation of volunteer group and disaster management committee; and Preserve food and the fodder for livestock); (ii) Disaster Mitigation Activities (e.g. Rescue vulnerable people and their resources and replace to the safer place; Building of household structures and social institutions above higher level than plane surface; Facilitate people to set up latrines and tube-well at raised place; Help victimized family to repair their destroyed houses that eroded by flood or by other natural disaster; Create safer places like Flood Shelter, Cluster Village, School Ground raising etc. and Ensure medical services for protesting water borne diseases Relief and Rehabilitation); and (iii) Environment concern programmes, (e.g. Organize meeting, seminar, workshop and training; Day observation, procession, publicity; Environmental cleanness, hygiene and garbage management; Integrated pest management and use of organic fertilizer; Seedling and nursery management; Inspiring people to use quality oven and helping in technical management; Training on awareness rising; Homestead based plantation and social forestry; Produce and supply sanitary latrines at a lower price; and Identify arsenic contamination and supply safe drinking water.

28.5. Human Rights, Woman and Child Rights Programme: SS puts emphasis on Human Rights Programme to increase the awareness on Human Rights movement at community and policy levels. Organizes awareness sessions and trainings on different Human Rights issues especially women and child rights.

The key objectives include: (i) To increase the awareness of individuals, families and society on overall Human Rights, woman and child rights issues; (ii) To advocacy with policy levels; and (iii) To provide legal supports to the beneficiaries.

Major activities include: (i) Organize training, workshop, seminar, sessions and campaign program to make people aware on Human Rights, woman and child rights issues; (ii) Conduct advocacy meetings with different stakeholders; (iii) Provide legal support to the beneficiaries.

28.6. Water and Sanitation: SS puts emphasis on Water and Sanitation Management Programme to increase the awareness on Primary health care and WATSAN to ensure disease free environment at community level. This programme has been considerate as a significant component of the organization. Organizes awareness sessions and trainings on different primary health care issues, motivates beneficiaries for using safe drinking water and installation of water sealed latrines.

The key objectives include: (i) To increase the awareness of individuals, families and society to combat health problems; (ii) To reduce health hazards at public life; (iii) To increase competence and capacity at individual and family life to encounter health hazards; (iv) To improve the status of services among affected people; and (v) To prevent preventable diseases.

Major activities include: (i) Organize training, workshop, seminar, sessions and campaign program to make people aware on health, water and sanitation; (ii) Facilitate people to set up latrines and tube-well and to change behavioral practices; (iii) Ensure medical services for protesting water borne diseases; and (iv) Increase coordination and collaboration among the service providing organizations and institutions.

28.7. Health and Nutrition: SS puts emphasis on Primary health care and Nutrition management programme to increase the awareness on Primary health care and Nutrition to ensure disease free environment at community level. Organizes awareness sessions and trainings on different primary health care issues, motivates beneficiaries for practicing the basic things related to PHC and nutrition.

The key objectives include: (i) To increase the awareness of individuals, families and society to combat health and nutrition problems; (ii) To reduce health hazards at public life; (iii) To increase competence and capacity at individual and family life to encounter health and nutrition hazards; (iv) To improve the status of services among affected people; and (v) To prevent preventable diseases.

Major activities include: (i) Organize training, workshop, seminar, sessions and campaign program to make people aware on health and nutrition; (ii) Facilitate people to change behavioral practices; (iii) Ensure medical services for protesting basic diseases; and (iv) Increase coordination and collaboration among the service providing organizations and institutions.

28.8. Education Program: Education is considered a basic necessity and the most important tool to develop people's mind and create awareness. The deprivation of a vast majority people from the right to education is an impediment to economic, social, political and cultural development.

SS main concern is to enable the poor to understand their situation and to be aware of their rights. If the right to basic education is ensured, the poor can be aware of their rights and can mobilize themselves to assert their rights.

The key objectives include: (i) To increase the adult literacy for non-literate group members; (ii) To develop post-literacy centers for the neo-literates to reinforce, regenerate and sustain literacy skills; (iii) To increase the enrolment of children of the poor households to enhance further growth of literacy; and (iv) To setup non-formal primary education (NFPE) for the dropped-out and un-enrolled children of 8-11 age group.

Major activities include: (i) Adult literacy for non-literate group members; (ii) Post-literacy centers for the neo-literates to reinforce, regenerate and sustain literacy skills; (iii) Enrolment of children of the poor households to enhance further growth of literacy; and (iv) Non-formal primary education (NFPE) for the dropped-out and un-enrolled children of 8-11 age group.

28.9. Social Mobilization Activities: Social mobilization is considered the most important tool to develop people's mind and create awareness on different development issues. The lack of awareness of a vast majority people is an impediment to economic, social, political and cultural development.

SS main concern is to enable the poor to understand their situation and to be aware of their problems. If the awareness through mobilization is ensured, the poor can be aware of their roles and can mobilize themselves to overcome the problems.

The key objectives include: (i) To increase the mass awareness on different issues; and (ii) To develop IEC strategies and materials for social mobilization.

Major activities include: (i) Mass awareness/social mobilization campaigns on different issues; (ii) Conduct group sessions/trainings on specific issues; (iii) Develop effective IEC materials; and (iv) Dissemination of the information through different techniques.

28.10. Advocacy Program: Advocacy is considered the most important and as cross cutting issue to create positive attitude on different development issues. SS main concern is to aware policy levels as well as the implementer levels so that enable the target people to exercise their rights properly.

The key objectives include: (i) To sensitize the policy and implementer levels on different issues; (ii) To develop advocacy strategies and materials for influence of the target audience effectively; and (iii) To advocacy with the media for strengthen the advocacy issue.

Major activities include: (i) Advocacy meetings and campaigns on different issues; (ii) Conduct group sessions/trainings on specific issues; (iii) Develop effective advocacy strategies and materials; and (iv) Dissemination of the information through different medias.

29. Staff Training and Capacity Development Initiatives of SS: The training program has become one of the key components of development initiatives. Now, it has established as one of the major support services providing institution to the beneficiaries of rural and urban socio-economic development programmes and projects of Sebika Songstha (SS). SS always believes that training plays a vital role in the development process, particularly in human resource development. In fact, there is nothing substituted of training to use human and financial resources efficiently and properly?

Sebika Songstha (SS) has its own training cell in different location throughout its operational areas while the Main Training Cell is situated in head office of SS at Dhaka. The designed courses are facilitated by four professional facilitators of SS and outside resourceful trainers. Society for Sebika Songstha (SS) facilitators have acquired a considerable expertise and skills over a period of years in conducting need based training course in a participatory manner.

The courses are followed by lecture, participatory discussions and provide participants with opportunities to learn by doing. Techniques include supportive practice exercise; small and large group discussion, demonstration and presentation etc. The following training materials (IEC) usually were applied for conducting the training courses: (a) Printed Materials – Hand out, manual and booklet; (b) Graphic Materials – Poster, Flip Chart, Picture, Chalk Board, White Board, Chart, Transparency Sheet, Newsprint, VIPP Card, Marker etc.; (c) Audio Materials – Radio, Cassette Recorder; (d) Audio – Visual Materials: Television; and (e) Training Equipment's: Overhead Projector (OHP) slide projector, photocopier etc.

SS training cell has been organized a series of training courses for the project staff and beneficiaries which includes: Institution Building & Micro Credit Management, TOT on Awareness Campaign Services for the different Awareness raising Programs, NFPE Teachers, Dev. Communication & Motivation, Group Organization, Management & Dynamics, Social and Legal Awareness Education, Leadership Development, Gender Equality, Supervision and Monitoring etc.

30. Monitoring, Evaluation and Reporting System of SS: Sebika Songstha (SS) has established an active M&E Cell at its head office, Dhaka led by an experienced Manager who possessed long experience and strong background in the field of Research, Monitoring & Evaluation. This M&E Cell has been operating its activities by three (Manager-1, M&E Officer-1 & Office Assistant cum Computer Operator-1) regular paid staff members. The key roles & responsibilities of M&E Cell are to conduct routine monitoring and evaluation activities of all the projects/programmes. The M&E Cell has developed some sets of Monitoring & Reporting Tools/Instruments (different monitoring Tools/Instruments used for different programs based upon its nature of activities) for all operating Programmes of Sebika Songstha (SS). For ensuring the smooth implementation of the developed M&E system, M&E Cell provides necessary orientation/training on monitoring tools/instruments for all key players of the different programs. As per the developed strategy and methodology, program staffs conduct monitoring of program activities as monthly basis in the respective field of operation. As part of MIS system, all monitoring reports have been sent to M&E Cell, Dhaka for entering those into computer as well as to prepare the program-wise compilation reports.

The M&E Cell conducts monitoring of the Project activities as regular manner so that the operational and delivery efficiency are maintained at the promised and the expected level. The M&E Cell performs these sorts of activities through using different types of well suited monitoring formats for data collection from the field of program operation. Besides, M&E Cell also conduct Evaluation activities (such as baseline survey, baseline follow-up assessment, effectiveness of awareness program, training program evaluation etc.) for all programs of SS. In case of conducting formal evaluation of any program by external hired consultant(s) and or donor, the M&E Cell also responsible to demonstrate facilitation roles to complete the process.

31. Conclusion: As a development organization while formulating its goal and objectives during its programming, SS decided to be restricted within the working area since its inception. During this long period, SS has numerous achievements in the field of development sector like success of returning of dropout students, skilled and infrastructure support, women empowerment and prevention of suppression, resisting of early marriage and divorce etc. People of its working areas have become aware on disaster preparedness and management, which is another important achievement, as SS believes. They have got a way to involve them in different income generating activities and economic emancipation, especially who are engaged with the organization. Besides, organization also holds many others achievements on agriculture, health, education and water environmental sanitation. SS also ensures a better livelihood within its working community. In addition, SS contributes itself to build poverty free just and equitable society.