

# BRAC University



## Internship Report On

**“A Study on Campaign Evaluation of Selected Projects of JAAGO  
Foundation”**

**Submitted To:**

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**Date of Submission: 26<sup>th</sup> April, 2018**

## **Letter of Transmittal**

April 26, 2018  
Md. Tamzidul Islam  
Assistant Professor  
BRAC Business School  
BRAC University

**Subject:** Submission of the Internship report titled “A Study on Campaign Evaluation of Selected Projects of JAAGO Foundation”.

Dear Sir,

It is my great pleasure to submit you my internship report on “A Study on Campaign Evaluation of Selected Projects of JAAGO Foundation”. I have completed my internship program in JAAGO Foundation as a part of my study. I have tried myself to explain my learning and experience that I have gathered from my internship program briefly in this report.

I appreciate that this approach really contributes in giving my course learning a lasting shape in me. The entire report is based on my practical experience in this company. I have put my best effort in completing the report with all the information that I have collected during my stay in JAAGO Foundation.

I have great hope that the report will meet your expectation and my academic requirement and aid you in getting a clear idea about the subject.

Sincerely,

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**Abdullah Al Mamun**  
**ID No: 14164017**  
**Masters of Business Administration**

## **SUPERVISOR'S CERTIFICATE**

This is to certify that internship report on “A Study on Campaign Evaluation of Selected Projects of JAAGO Foundation” is done by Mohd. Abdullah Al Mamun, ID No- 14164017, as Partial fulfillment of the requirement of MBA program from the BRAC Business School, BRAC University.

The report has been prepared under my guidance and is a record of the bona fide work carried out successfully.

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**Md. Tamzidul Islam**  
**Assistant Professor**  
**BRAC Business School**  
**BRAC University**

## **STUDENT'S DECLARATION**

I do hereby declare that the work presented in this internship report titled “**A Study on Campaign Evaluation of Selected Projects of JAAGO Foundation**” is an original work done by me under the supervision of **Md. Tamzidul Islam, Assistant Professor, BRAC University**.

No part of this report has been previously submitted any academic certificate / Degree/ Diploma or qualification.

The work I have presented does not breach any existing copyright and no portion of this report is copied from any work done by anyone.

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**Abdullah Al Mamun**  
**ID No.: 14164017**  
**Masters of Business Administration**

## EXECUTIVE SUMMARY

The project has been started to establish Eco-club in 30 schools of Dhaka City which ultimately aims to promote sustainable development goals and enhance their potentiality for the leadership. The original project design envisioned a three-month period for implementing the desired interventions. However, after completing the planned interventions, an award and project ending program concluded that the project succeeded so far—at the time—in achieving its objectives effectively and delivered outcomes that were worthy of continuation. The Program idea was to establish “Eco Club” in each of the selected schools. The club consisted of 20 students from each school and a governing body to facilitate the club. To make it more sustainable and for monitoring purpose teachers from each school involved with the club. Volunteers of Volunteer for Bangladesh took part in the formation of eco-club to supervise the students. Also, Volunteers of Volunteer for Bangladesh guided the students regarding tree plantation and planted trees in their respective schools with the students of Eco Club. Eco Club will act as a friendly club environment that will distribute waste management materials as well as take care of the school waste and the garden. In addition to this, each of the Eco Club asked to come up with a project on waste management for Inter Eco Club Competitions. Experts from different backgrounds identified the top 5 projects and awarded them through the award ceremony. The objective of this report is to identify outcomes of the project; to examine the effectiveness of the interventions, management practice, and implementation in general; and to investigate the potential for sustaining the activities that were implemented.

**National Youth Assembly** has been a long term dream of JAAGO’s youth development program. The aim of the assembly was to connect the dots, enabling the young volunteers of Volunteer for Bangladesh to learn, experience and grow as true citizens of Bangladesh. The assembly brought 120 delegates from 21 newly elected district boards to hone their leadership skills so that they can go back to their districts and disseminate the knowledge they have learned from the assembly. The districts were- Dhaka, Chittagong, Rajshahi, Khulna, Magura, Kustia, Jhinaidha, Jessore, Comilla, Sylhet, Moulvibazar, Noakhali, Chandpur, Barisal, Patuakhali, Mymensingh, Rangpur, Dinajpur, Cox’s Bazar, Bogra, and Brahmanbaria.

This assembly was one of a kind in Bangladesh and JAAGO’s history as it brought together distinguished panelists and speakers of different sectors which were of interest to the youth of Bangladesh.

## **ACKNOWLEDGEMENT**

The theoretical knowledge that is gathered from the educational institution is not sufficient to be aware the subject matter rather the practical knowledge. In order to resolve the dichotomy between these two areas, I was assigned to as an intern in JAAGO Foundation.

I, Mohd. Abdullah Al Mamun, first of all, would like to express my gratitude to almighty Allah for keeping me mentally and physically sound to prepare this report. Again, I would also like to express my heartiest gratitude & thanks to those people, because without their dedication and contribution this project would not have been possible and would not get the successful compellation.

I would like to take the opportunity to express my gratitude to my internship advisor, Md. Tamzidul Islam, Assistant Professor, BRAC University for her valuable suggestion constant encouragement and keen interest at every stage of this study, without her supervision that would have been extremely difficult to accomplish.

I would also like to thank, Executive Director of JAAGO Foundation for their continuous support & inspiration regarding completion of my internship paper.

Finally, I humbly appreciated the endurance & assistance of the entire individuals at JAAGO Foundation who spent their time in making me able to complete my Internship Report.

# The Organization Part



## **Introduction**

JAAGO is a movement initiated on the year 2007, by a group of young dedicated youngsters who aim to rise up and rebuild the nation. The Bangladesh based non-profit organization intends to break the cycle of poverty through education and transform the lives of the impoverished people of Bangladesh. JAAGO is breaking the cycle of poverty by providing free-of-cost international standard education, nutrition, sanitation, hygiene and possibilities to the underprivileged children all over the country.

JAAGO Foundation is a movement initiated by the youth of Bangladesh dedicated to help the impoverished people of Bangladesh. We hope to break the cycle of poverty through the education and rebuilding of our nation.

## **Mission**

To break the cycle of poverty through education and rebuilding our nation. JAAGO Foundation aims for the betterment of the nation through catering the educational needs of children from socially and economically disadvantaged background and empowering the youths along with inspiring volunteerism in Bangladesh.

## **Vision**

To build an illiteracy free Bangladesh with access to quality education for all. JAAGO believes in building a better society – one in which every child has an access to quality education and the youth have a platform to serve in their community, because if education and youth is combined a country can move forward in a rapid growth.

## **JAAGO Foundation has two programs.**

1. Education Program
2. Youth Program



## 1. Education Program:

One of our principal programs is "Education Program" that aims to provide free of cost international standard education to the under-privileged children from the disadvantaged families. There are currently around 3000 students studying in 13 schools and 1 orphanage across Bangladesh.

Bangladesh is facing shortage of skilled and qualified teachers. However, this problem is severe in Sub-urban and rural areas. Neither experienced teachers nor promising youths are interested to serve in rural areas as teacher for a long time. JAAGO Foundation is working with a vision to establish free of cost international standard school in every district of the country. To accomplish its objective, JAAGO Foundation in collaboration with Grameen Phone Ltd and Agni Systems Ltd introduced the concept of 'Online School' in Bangladesh. The idea of online school is designed to bridge the quality gap in education through the modern technology.



### Education system

We have given special focus on English language since we believe English is one of the most important factors in getting a decent job in the competitive job market, and accessing global opportunities. We are developing our own syllabus blended with international and national curriculum.

## Current Status

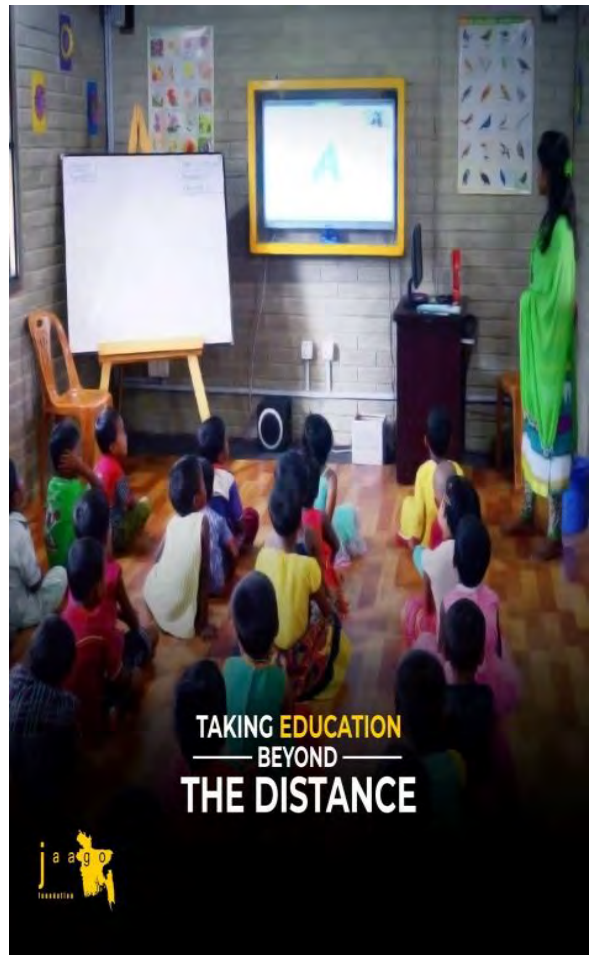
Online School” started in 2011 in Gazipur as a pilot project with 80 students. Soon the idea of online schooling and synchronous learning through internet proved to be a leap towards an educational revolution especially in context of Bangladesh, as our country has not experienced this schooling method before. Currently, we are operating 13 online schools in Gazipur, Rajshahi, Gaibandha, Madaripur, Bandarban, Lakshmipur, Dinajpur, Rangpur, Hobiganj, and Teknaf, Banani, Rayer Bazar. Chittagong.





## How does it work?

The mechanism behind the 'JAAGO Online School' is fairly simple; a rural classroom is connected to a teacher in Dhaka via video conferencing technology and internet. The classes are operated with a teacher from JAAGO Foundation's Teaching Center in Dhaka and two local classroom teachers in the rural areas. The software we currently use for this form of schooling is an interactive and professional video conferencing software aimed at making the learning process communicative and interactive even with the virtual presence of its remote learners.



### **Online Teacher**

The Online Teachers are responsible for designing and managing A/V clips, graphs that are needed to impart the lessons, distribute tests and homework assignments and collect them when completed. Online teachers also observe and evaluate students' performance, record relevant data to assess progress.



### **Classroom Teacher**

The classroom teachers are responsible for operating A/V equipment, taking and maintaining attendance records, assisting children individually or in small groups.



## 2. Youth Development Program



**Youth Wing of JAAGO Foundation**

JAAGO Foundation facilitates various volunteer programs for both local and international volunteers, to provide individuals with the opportunity to help our work in breaking the poverty cycle.

### **Mission**

Empowering and facilitating volunteerism in Bangladesh to develop the nation by reallocating skills and resources to foster self-reliance and growth in every citizen.

### **Vision**

Developing an interdependent Bangladesh through volunteerism to achieve the nation's highest potential is the main mission of Volunteer for Bangladesh.

### **HISTORY OF VBD**

On 2009, a group of 500 first volunteers found each other to host the first ever Universal Children's Day (UCD) campaign in Bangladesh. Proposed by the United Nations, UCD has been working for the rights of children since 1954. Though this day was celebrated in different ways in various countries all over the world, it was not celebrated widely in Bangladesh before. However, now, Universal Children's Day is celebrated to spread consciousness to the communities about children's education and this project is still among the key campaigning events of VBD.



## WHERE DOES VBD STAND NOW

Seven years of volunteerism VBD have motivated 25,000 registered volunteers to engage themselves in more than 5000 different social campaigning projects in the entire Bangladesh. Furthermore, VBD established 32 Volunteer Action Groups throughout the country that independently runs their own projects under the supervision of a local district board.

We say this with determination and faith that, this is just the beginning: The future goal of VBD is to spread its wings throughout the whole country in all 64 districts within two years' time span.



## What We Do

Volunteer for Bangladesh” is the youth wing of JAAGO Foundation. With the support of U.S. Embassy Bangladesh, JAAGO Foundation as the pioneer has been providing the youth of Bangladesh a voice and platform to contribute to nation building, since 2011. Volunteerism is a powerful way to involving people of all ages in tackling social as well as development challenges and obstacles.



## Our Approach

Here at Volunteer for Bangladesh we encourage volunteers to become a part of the youth family and bring positive change with in and people around him/her. VBD allows the volunteers to come up with their innovative ideas, sharpen it and implement it to a way that benefits the community.

Furthermore, in today's world where opportunities are centralized VBD has created platform for the youth outside the capital city where their voice is heard and valued. In addition to this, Volunteer for Bangladesh has been constantly raising awareness about Youth Rights and Good Governance.

Being a nonpolitical youth organization Volunteer for Bangladesh involved the youth of this country in various social awareness campaigns and helping to build a better Bangladesh.



## The Challenges

Youth is the harbinger to bring about any positive change in a country. The youth, undoubtedly, is one of the most viable and potential human resources for any population and social structure. Especially in developing countries like Bangladesh where around 50 % of its population falls between the ages of 15-25 years, young people are the key social change agents, and are injecting the positive energy, creative ideas and determination to drive innovation and reform. However, due to lack of proper guidance and support most of the potentials usually drop out or gets misled.

- On the other hand, Bangladesh has been confronting immense challenges in the process of development.
- To minimize these hindrances there is a persistent need of a platform of guidance and empowerment of the generation today and next.
- A platform that would allow youth from different social background to work together to reduce the social and economic inequalities to build a better Bangladesh.



## Our Impact

At present with around 25,000 registered volunteers, VBD is now actively working in 32 districts, that is 50% of entire Bangladesh, in various social awareness campaigns all through the year. Each of the individual district acts as a platform for the local youth to become vocal about the respective community issues and to work for the social development accordingly.



So far we have successfully and repeatedly planned, designed and executed many big campaigns on the Universal Children's Day, World Water Day, World Environment Day, Great Kindness Challenge, etc. and many others. While each of these engagements teaches our volunteers core values of life, the essence of volunteerism flourishes with sheer pride.

## **MDG TO SDG**

Volunteer for Bangladesh (VBD), that founded its pillar with the moto to bring change in the society focusing on the UN declared Millennium Development Goals, is now continuing with full confidence and loads of experiences to move forward in line with the UN Sustainable Development Goals.

### **Projects of VBD:**

1. Universal Children's Day
2. Great Water Challenge
3. World Environment Day
4. National Youth Assemble
5. Blanket Drive
6. Youth Perception Survey
7. Bangladesh Youth Network (BYN)
8. School of Survivors (SOS)
9. Keep This Magic Alive
10. H2O
11. International Volunteer's Day
12. First Responders Training
13. SAARC Youth Convention
14. Fire Service Training Program
15. Eco Leadership School Program
16. Global Youth Service Day
17. Project Niramoy
18. Traffic Awareness & Road Safety Programs
19. International Day Against Drug Abuse and Illicit Trafficking.
20. Good Governance and Capacity Building Workshop.

## **Eco Leadership School Project**

### **Project Overview:**

Moving forward Volunteer for Bangladesh envision for a clean city through youth engagement. The proposed plan will educate the school students of Dhaka City focusing on Waste Management. Volunteers of VBD will reach out 50 public and private schools to conduct workshop and raise awareness of waste management. The focus is to acknowledge them with theoretical and practical knowledge. Volunteers who will conduct the workshops will be trained on waste management and its procedure. Afterward, Volunteer for Bangladesh will provide various categories of bins in their schools.

Furthermore, the idea is also to establish “Eco Club” in each of the selected schools. The club will be consisting of 20 students from each school and a governing body to facilitate the club. To make it more sustainable and for monitoring purpose teachers from each school will be involved with the club. Volunteers of Volunteer for Bangladesh will be part of the eco club to supervise the students. Members of “Eco Club” will spread their knowledge among the other students of the school and peers, thus the community. Also, Volunteers of Volunteer for Bangladesh will be guiding them in planting trees in their schools. Eco Club will act as a friendly environment club that will distribute waste management materials as well as take care of the school waste and the garden. In addition to this each of the Eco Club will be asked to come up with a project on waste management for Eco Competitions. Environmental experts will identify the top 5 projects and award them through a ceremony.

The main objective of this project was to create awareness on Waste Management, forming an Eco Club, Distribution of Waste Bins and Planting Trees in all the 30 schools. In addition to this, each school was requested to submit an Eco Waste Management Project Idea.

**Introduction:**

Moving forward, Volunteer for Bangladesh visualizes for a clean city through youth engagement. The aim was to educate the school students of Dhaka City focusing on Waste Management. Volunteers of VBD will reach out 30 public and private schools to conduct workshop and raise awareness of waste management. Our focus was about acknowledging them with theoretical and practical knowledge. Volunteers conducted the workshops, who were at first trained on waste management and its procedure. Afterward, Volunteer for Bangladesh provided various categories of bins in their schools for proper disposal of waste. Sustainable waste management program in the schools and create an Eco friendly environment in their schools. Members of “Eco Club” will spread their knowledge among the other students of the school and peers, thus the community.

**Project Goal:**

According to the SDG Goal-12, ensure sustainable consumption and production patterns-

- By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- By 2030, achieve the sustainable management and efficient use of natural resources
- By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Achieving economic growth and sustainable development requires that we urgently reduce our ecological footprint by changing the way we produce and consume goods and resources. Agriculture is the biggest user of water worldwide, and irrigation now claims close to 70 percent of all freshwater for human use.

The efficient management of our shared natural resources, and the way we dispose of toxic waste and pollutants, are important targets to achieve this goal. Encouraging industries, businesses and consumers to recycle and reduce waste is equally important, as is supporting developing countries to move towards more sustainable patterns of consumption by 2030.

A large share of the world population is still consuming far too little to meet even their basic needs. Halving the per capita of global food waste at the retailer and consumer levels is also important for creating more efficient production and supply chains. This can help with food security, and shift us towards a more resource efficient economy.

15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation, and halt biodiversity loss  
Human life depends on the earth as much as the ocean for our sustenance and livelihoods. Plant life provides 80 percent of our human diet, and we rely on agriculture as an important economic resource and means of development. Forests account for 30 percent of the Earth's surface, providing vital habitats for millions of species and important sources for clean air and water; as well as being crucial for combating climate change.

Today we are seeing unprecedented land degradation, and the loss of arable land at 30 to 35 times the historical rate. Drought and desertification is also on the rise each year, amounting to the loss of 12 million hectares and affects poor communities globally. Of the 8,300 animal breeds known, 8 percent are extinct and 22 percent are at risk of extinction.

The SDGs aim to conserve and restore the use of terrestrial ecosystems such as forests, wetlands, drylands and mountains by 2020. Halting deforestation is also vital to mitigating the impact of climate change. Urgent action must be taken to reduce the loss of natural habitats and biodiversity which are part of our common heritage.

Goal 11: Make cities inclusive, safe, resilient and sustainable

Cities are hubs for ideas, commerce, culture, science, productivity, social development and much more. At their best, cities have enabled people to advance socially and economically.

However, many challenges exist to maintaining cities in a way that continues to create jobs and prosperity while not straining land and resources. Common urban challenges include congestion, lack of funds to provide basic services, a shortage of adequate housing and declining infrastructure.

The challenges cities face can be overcome in ways that allow them to continue to thrive and grow, while improving resource use and reducing pollution and poverty. The future we want includes cities of opportunities for all, with access to basic services, energy, housing, transportation and more.

- By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management

### **Objective:**

As the project progressed with time, it adopted different specific objectives during its different phases. Nevertheless, all of the phase-specific objectives were in line with the main developmental objective mentioned in the above section. This section reviews the main objectives of each Phase. Initially, the project was envisaged for lasting 3 months with enormous support of volunteers, Committee members. The overall objective of the project, as stated at the beginning of the project, was to:

1. Increase understanding the concept of waste and its management.
2. Identify the problems related to waste management and find solutions
3. Assist participants to develop specific skill to have a clam community
4. Developing leadership skills through decision making
5. Learn how to reduce, reuse and recycle
6. Provide opportunities to apply the knowledge, skills, and understandings through meaningful services to the community.



### **1.1 Objectives of Phase I (July-August)**

This overall objective was divided into Phase I into some specific sub-objectives, as follows:

- ❖ Submission of documents for government approval
- ❖ Volunteer orientation and registration for the school activities.
- ❖ Manage and seek permission from schools for the activities.
- ❖ Develop content for volunteers' workshop on waste management.
- ❖ Send printable material for production.

### **1.2 Objectives of Phase II (September- October)**

- ❖ Preparing documents for volunteer recruitment using social media platform
- ❖ Conducting volunteer workshop for the school activities.
- ❖ Manage permission from schools for the activities.
- ❖ Content and material development for students' workshop on waste management.
- ❖ Designing and preparing social media content for ELSP
- ❖ Designing and preparing to be printed materials and completing production necessities.

### **1.3 Objectives of Phase III (October- November)**

- ❖ Developing and finalizing A/V teaching material.
- ❖ Initiate and implement the school activity program.
- ❖ Follow up with the whole project schedule and necessities.
- ❖ Procurement and installation of waste bins in schools
- ❖ Conducting school workshops and educating students regarding waste management.
- ❖ Organize Award Function and design the branding material
- ❖ Contact venue and other production vendor

### **2.4 Target Beneficiaries**

- 300 Volunteers
- 1000 School students
- 600 Club Members
- Teachers from 30 schools

## 2.5 Project Activities and Timeline:

Activities	July	August	September	October
Developing Educational Content and workshop module for Students				
Volunteer Recruitment				
Training of Volunteers				
Select 6 schools for the pilot				
Select 12 schools and initiate the project (Part 1)				
Select 12 schools and initiate the project (Part 2)				
Competition assessments and the prize giving ceremony				

## 2. Methodology

### 2.1 Workshop and Training For Volunteers:



To

train up the volunteers about the project and other materials, we arranged several workshops with the help of experts and our divisional board members. There were 8 workshops organized in the VBD head office at different time for the registered volunteers for this particular project. From this workshop volunteers gained knowledge about how to organize and lead the program among the school students and what to deliver them.

Volunteers' responsibility was such as:

- Building Teams within volunteers.
- Visit and meet students of his/her allocated school.
- Help students to make an "Eco Club" in their school.
- Guide them in environmentally friendly surroundings.
- Follow up students of their activities.

Our trainer basically gave presentations and briefed about their roles and responsibilities regarding the project.



## Eco-Leadership School Project Schedule

### Day-01

Description	Time
To give a Presentation on Eco-leadership program	15 minutes
Forming a Club: Select a club president and vice-president to maintain the club with an interactive session	20 minutes
Future activities will be briefed to the club members.	10 minutes



## Day-02

- There will be a tree plantation program and project submitted by the club.
- To brief about prize and certificate giving ceremony.



To select the top finalist, there were judges panel to scrutinize the submitted projects. They have given markings based on some criteria such as:

- Project idea or Concept,
- Used Materials,
- Creativity,
- Presentation,
- Acceptability etc.

After scrutinizing the marks, we got our top 4 finalists. They are

1. European Standard School
2. Siddiqui's International School
3. K. L. Jubilee School (Boys)
4. Civil Aviation Girls' School



On January 5, 2018, the top finalist's school presented their ideas and projects before the judges and guests. ESS came up with the different products which were made from waste materials and they made around 20 products with the help of club members and presented to us with a video. After that SIS school showed some photo frames and show pieces which were made from paper waste. The champion Team K. L. Jubilee School made a wall mat which was made from different types of waste products such as cap of the bottles, dumped jeans, waste paper, plastic, discarded sack etc. They presented a huge collection of waste material using on that particular mat. And Civil aviation Girls' School showed up a project plan in which they created a model of a school. Through their model they tried to show what they have learnt from us. They made a school premise, which was full of garbage and because of this, school students faced lot of problems on the second part of that model. And in last two parts they created a school field with proper utilization of waste having 3 colored bins here and there inside the school.

### **Project Findings:**

- There were 12 project ideas they shared. Among these, we got 11 project ideas which are DIY type visual project and one is AV format. But they brought their project in the Award ceremony.
- After completing orientation program of Eco Leadership School Project, the students were supposed to submit new and innovative project ideas related to the recycling and clean environment. We got 12 project ideas from the schools. Most of the ideas were connected with their learnings from the orientation given by the volunteers. They were conscious about their schools, streets, home and city. Because projects, submitted by them, were more focused on the problems of their surroundings.
- Students of Class 5, from Anupam International School, drew their school premises having 3 colored bins which were preserved and maintained by the students. Other schools, named Rayerbazar High School and Civil Aviation school, used scientific methods showing the Bio gas plant and House with Solar system. K L Jubilee School submitted their Eco-wall mat Project where they collected many disposable materials and made a beautifully designed hanging wall mat. Besides, there were posters, Bottle trees and other innovative things they have shared.

### **Findings**

- Definitely it's a great initiative by VBD
- Students and teachers also learn a lot from the workshop
- Students can build a strong relationship within their school
- They can come together for solving any problem
- They can practice democracy
- How to handle a team they can learn from it
- Based on the Eco Club a leadership practice can be done
- We can find more and more flowers and also leaders
- Students and volunteers aware about our society and also environment
- Equal opportunities to create a group.
- We can't find available place to plant trees
- Few schools authority was not interested on this project

## **Recommendation**

- This project need to spread all the school and universities
- We need to design this projects with some exciting game, quiz, rewarding
- School end teachers can be perform a big role to continuing this project
- Government can take a strong initiative on this projects so that they can be more aware about our environment
- Every schools much needed play ground for plantation
- Projects funding a big issues, if we get more funds then it can be easier to arrange.
- By the YDP it need to monitor every months each of the schools

## **Conclusion:**

Volunteer for Bangladesh always believed in sustainable social development. Keeping this in mind recently, along with Management and Resources Development Initiative (MRDI), Green World Bangladesh, Woori Bank and Korea Green Foundation, we are organizing Eco Leadership School Project (ELSP). The aim of this project is to create behavioral change and encourage next generation regarding waste management and its benefits. Our enthusiastic volunteers were trained by expert trainers. They are now organizing workshops for 600 students in 30 schools and raising awareness about the importance of waste management for a better world. Furthermore, we are establishing ECO Clubs in these 30 schools to make it sustainable.

## **National Youth Assembly 2018**

### **Introduction**

**National Youth Assembly** has been a long term dream of JAAGO's youth development program. The aim of the assembly was to connect the dots, enabling the young volunteers of Volunteer for Bangladesh to learn, experience and grow as true citizens of Bangladesh. The assembly brought 120 delegates from 21 newly elected district boards to hone their leadership skills so that they can go back to their districts and disseminate the knowledge they have learned from the assembly. The districts were- Dhaka, Chittagong, Rajshahi, Khulna, Magura, Kustia, Jhinaidha, Jessore, Comilla, Sylhet, Moulvibazar, Noakhali, Chandpur, Barisal, Patuakhali, Mymensingh, Rangpur, Dinajpur, Cox's Bazar, Bogra, and Brahmanbaria.

Throughout the 4 day long program from 30<sup>th</sup> January 2018 to 2<sup>nd</sup> February, 2018; each and every member of the district board was managed by 16 group leaders. These group leaders were experienced, alumni volunteers who have been working with Volunteer for Bangladesh for a long time and had to go through a rigorous interview process to be selected as group leaders for the National Youth Assembly 2018. These group leaders had the responsibility of looking after the delegates of different districts to which they were assigned. They coordinated the groups and monitored and assisted the delegates for any communication during the assembly. They also ensured punctuality and rules-regulations were maintained by the delegates throughout the assembly.

This assembly was one of a kind in Bangladesh and JAAGO's history as it brought together distinguished panelists and speakers of different sectors which were of interest to the youth of Bangladesh. The sessions ranged from Leadership, entrepreneurship, media, Sustainable Development Goals (SDGs), Information, communication and technology (ICT). The idea behind all these sessions was to empower the delegates with knowledge so that they can address different types of challenges that are hampering their communities' development. The delegates felt privileged to learn from US Ambassador to Bangladesh Martia Bernicat and state



minister for ICT Zunaed Ahmed Palak's wise words. The delegates were especially grateful to NYA's leadership education partner, Bangladesh Youth Leadership Center (BYLC) for imparting knowledge on leadership as it managed to break delegates' stereotypical definition of leadership. In addition, the newly elected VBD district board was inaugurated by none other than US Ambassador to Bangladesh, Martia Stephens Bloom Bernicat. It was a moment of honor for the volunteers who got their appointment letter to serve respective district boards for a year.



**The 16 group leaders of NYA 2018**



**Korvi Rakshand, Founder and Chairman of JAAGO Foundation, interacting with the delegates during the assembly.**

## National Youth Assembly Day 1, Session 1: Bangladesh and Development



**Speaker: Khaled Mahmood Mustafa, General Secretary, National Board of Volunteer for Bangladesh**

Day 1 of National youth assembly started with a very informative session on Bangladesh and Development. As a keynote speaker, Mr. Khaled Mahmood Mustafa's session theme was **'Yes, we can and we will for better.'** The agenda behind this session to make the young delegates aware of the root causes of the problems that Bangladesh is facing and show the delegates how the country is progressing despite these challenges. Mr. Mustafa started the session with two probing questions to the delegates-

- The purpose of VBD &
- The reason behind delegates coming to NYA 2018.

Through an assessment questionnaire, we asked the delegates how useful they found the entire session. 67 percent answered they found the session very useful and informative. They were asked when they thought youth played significant role in the rise of Bangladesh. 62 percent answered 1952's language movement and 37 percent answered 1971's liberation war. We asked the delegates how they thought the youth of Bangladesh can contribute in Bangladesh's



development process. Most of the delegates had a common answer for this- By creating a common platform for youth, where they can share knowledge and learn about unique ideas/initiatives for their personal and professional development. They also believe they can contribute in country's development process by working and helping each other.

## **Session 2: Journey of JAAGO Foundation**



**Speaker- Korvi Rakshand, Founder and Chairman of JAAGO Foundation; President, National Board of Volunteer for Bangladesh.**

The idea behind this session was to provide volunteers' a background on how JAAGO Foundation and Volunteer for Bangladesh came this far. Korvi Rakshand, chairman and founder of JAAGO Foundation started the session with a question to the delegates. He asked why JAAGO's color is yellow. When the delegates couldn't answer, Mr. Rakshand explained it by saying because it's the color of friendship.

The second half of the session was on VBD and its journey. He explained the idea behind VBD's logo where there are 64 dots and 8 stars which represented 8 divisions and 64 divisional districts of Bangladesh. He also went on to share the motivation behind starting VBD. He said, **'We wanted to create a platform for youth, you will tell us what to do, not the other way around'**.

## **National Youth Assembly, Day 2- Bangladesh Youth Leadership Center (BYLC)**

One of the major highlights of National Youth Assembly was Bangladesh Youth Leadership Center's daylong session on major aspects of leadership. BYLC was the leadership education partner for National Youth Assembly 2017.

### **Session 1: Relationship between leadership and authority: Ejaj Ahmed, President and Founder of Bangladesh Youth Leadership Center (BYLC)**



From the very start, Mr. Ejaj Ahmed's session was interactive through which he tried to use different examples to break delegates' stereotyped definition of a leader and leadership. His session started by enquiring delegates' expectations from BYLC. Some of the delegates answered they were expecting to learn about group dynamics, how they can become a leader and engage with authority fruitfully when they are trying to implement a project. Mr. Ahmed then went on to explain his reason of being present at the National Youth Assembly. He said, "I came here to contribute in your dream fulfillment process."

Mr. Ahmed said, "Leadership is about the work, it's not about a person." He added, "The purpose of leadership is to draw attention to the work, not to yourself". JAAGO as a stakeholder can partner with the authority- in this case, ICT ministry to address an issue. Mr. Ahmed urged the delegates to spend time in diagnosis before jumping to implement a solution. He emphasized on taking ownership of the problem instead of waiting for authorities to solve it.

## Relationship between leadership and authority: (Continued)

**Speaker: Khaled Saifullah, Deputy Manager of Curriculum Development, BYLC**



Day 2 continued with the session of Khaled Saifullah Deputy Manager of Curriculum Development, BYLC Mr Saifullah picked up where Ejaj Ahmed had left off. He started the session by explaining how authority isn't always enough to solve problems. He demonstrated this through a very fun game where he asked one of the delegates to be a dummy of the NYA management team and he invited the delegates to come in front and give the dummy of the NYA management team a token which presents their expectations from the assembly. More than 15 delegates came in front to share their expectations and at one of time, the delegate who was acting as NYA management team couldn't hold onto the tokens anymore as his hands were full. He explained further by saying, "Leadership is not a job responsibility; it's not a 24 hours job."

The session ended with an insightful question from a delegate when he asked Mr. Saifullah about leadership's brand value. Mr. Saifullah said, "It's sometimes important to come in front of a camera to bring attention to the issue, not to glorify oneself as a leader." On a concluding note, Mr. Saifullah said to the delegates how leadership training such as BYLC's can amplify one's impact as a leader.

**Session 2 - Jello Challenge and Four player model of leadership: Almeer Ahsan Asif,  
Assistant Manager, Curriculum Development.**



Mr. Asif started his session with a very fun challenge for the delegates. Teams were formed according to their table numbers and the delegates were given 25 minutes to complete the challenge by using all the elements they were provided to create a tall structure. In the last five minutes, the groups had to complete the challenge in complete silence. The group with the tallest structure won the competition, however, the challenge was designed to test the delegates' ability to work in a group. Mr. Asif explained that the purpose of Jello challenge was to help delegates understand group dynamics. When he asked the delegates how group members contributed to the challenge, mixed responses came in. Couple of the groups pointed out that some of their members weren't helpful to finish the challenge.

Upon this revelation, Mr. Asif shared a story of his 4 students where each of them had different type of characters whenever they used to play in groups. He said, just like these four children, each group or team has four types of players-

- Mover- who gives directions
- Follower- who starts work after getting directions
- Opposer- who doesn't like the idea
- Bystander- who doesn't participate.

At this point, Mr. Asif asked the delegates- who was the leader out of these four players. Majority of the delegates' answer was 'Mover.'

Mr. Asif patiently explained their answer was wrong. He said how important it is to have all 4 types of players for the team's success where every four player has the chance of becoming a leader. He said, a bystander in a group may not do anything but he's observing and providing a perspective which is important in accomplishing a group goal. He said, "It's important that everyone step out of his/her comfort zone and adapt roles as necessary to accomplish a group goal."

### **Session 3: Inner Journey of Leadership**

**Speaker: Khaled Saifullah, Deputy Manager of Curriculum Development, BYLC**

This session by Khaled Saifullah was reflective in nature. He urged the delegates to introspect in order to understand their motivations, thoughts, and passions. The aim behind this session was, 'Know Thyself', in other words, know yourself. Mr. Saifullah asked the delegates, who is influencing you to be a volunteer? Why do you want to work with an issue in your community? Delegates were able to relate this session on different levels as they too feel burdened by the pressure of meeting expectations of different people in their lives.

### **Session 4: Communication and Presence**

**Speaker: Khaled Saifullah, Deputy Manager of Curriculum Development, BYLC**

The day long sessions of BYLC ended with Mr. Saifullah explaining the importance of public speaking and communication to practice leadership. Prior to this session, he had asked the delegates to prepare poetry for recitation. He handpicked some of the delegates to come on stage where they recited their poems. Upon recitation, he pointed out the do's and don'ts of their performance. The performers were given time to correct themselves and recite again. The delegates as part of audience gave their feedback as well. Mr. Saifullah also emphasized on showing emotions through the words one's reciting. He gave importance on taking small pauses, maintaining eye contact with the audience during a speech or presentation. When delegates enquired about how to steady their nerves during speeches, he asked the delegates to look for friendly faces in the audience who give them courage. If they don't know anyone in the audience, he suggested the delegates to look at audience's foreheads which will help to create an impression that the speaker was maintaining eye contact. Mr. Saifullah's last and final advice to the delegates was to enjoy the final moment when audience's applauds one's performance.



We asked further what qualities they thought were important to be a successful leader after the sessions. Their responses were-

- Ability to motivate
- Ability to listen to other's opinions
- Team coordination skill
- Risk management skill
- Ability to make decisions.

The delegates responded that they feel communication in between district and divisional boards could be improved. Some of the delegates felt more engagement is needed in rural areas, while some of them emphasized on expanding VBD's network more in 64 districts.

### **National Youth Assembly, Day 3**

#### **Panel discussion on Youth and Entrepreneurship**

**Moderator:** Korvi Rakshand, Founder and Chairman, JAAGO Foundation

**Panelists-** Samira Zuberi Himika, Founder and Director, Team Engine; Mustafizur Khan, Founder & CEO at SD ASIA; Abdullah Al Zahid, Founder and Chairman Dewtech; Maksudul Gani, Head of Sales of Rahimafrooz Solar.



Day 3 of NYA 2017 started with a panel discussion on Youth and Entrepreneurship. Korvi Rakshand, Founder of JAAGO Foundation, moderated the session brilliantly as being a social

entrepreneur himself, he could relate to the stories of other panelists. Mr. Rakshand started the session by asking Samira Zuberi Himika, Founder and Director, Team Engine about what made her start her own business. To which Ms. Himika replied, “I used to take ownership of whatever position I held. Then everyone suggested, why didn’t I open my own organization?” Mr. Rakshand then shifted the panel discussion technology based start-ups which was of interest to the young generation. He asked Mustafizur Khan, Founder & CEO at SD ASIA to share his story of working in the technology sector in Bangladesh. Mr. Khan shared his journey where he urged the delegates to learn new things everyday as knowledge is temporary in this modern era. Moderator Mr. Rakshand agreed wholeheartedly with Mustafizur Khan before moving on to the next panelist Abdullah Al Zahid, Founder and Chairman Dewtech to share challenges he went through to become an entrepreneur.

While sharing his personal story, Mr Zahid encouraged the young people sitting in audience to not get frustrated. He said, hard work is important for success but it’s also important to love the work as it can bring out the desired level of hardwork and dedication to be successful. Mr. Rakshand agreed to this by saying, ‘If you have a will, there’s a way.’

After the session, the delegates were asked to provide their feedback on the panel discussion. 55.4% delegates answered they found the session very useful while 37.3% delegates found it useful. When the delegates were asked what qualities they seek in an entrepreneur, 69.5% answered creativity and capability, and 12.2% replied Communication skills, while 22% thought leadership is important to be a successful entrepreneur. The delegates were asked further on challenges of being an entrepreneur. 47.6% answered lack of idea of entrepreneurship, 40.2% answered social norms, 18.3% lack of managerial skills while surprisingly only 3.9% percent of the delegates thought financial barrier is a constraint to entrepreneurship.

### **Panel Discussion: Youth engagement in media.**

**Moderator:** Tajdin Hassan, Head of Marketing, The Daily Star

**Panelists:** Solaiman Shukhon, Head of Marketing, Aamra Network Limited; Gousul Alam Shaon, Managing Director, Grey Dhaka; Ziauddin Adil, CEO of Top of Mind (BD).



Tajdin Hassan, Head of Marketing, The Daily Star started the panel discussion with a poll on the audience- the number of delegates who read newspaper and the number of delegates who use facebook. Much to Mr. Hassan's disappointment, majority of the delegates answered that they spend more time on facebook than reading newspapers. Despite his disappointment, he agreed that in this era power of social media is undeniable. He drew reference from 'Justice from Rajon' and 'Tonu murder' incidents and how social media was able to create a consensus on matters of such sensitivity. Mr. Hassan started the panel discussion with Gousul Islam Shaon, Managing Director, Grey Advertising Limited. Mr. Shaon pointed out that society somehow managed to disconnect itself from youth. Yet youth have learned to overcome the challenge by becoming co-creators of information through social media. He said, social media has given youth a power and with great power, comes great responsibility of maintaining a code of conduct on social media. Salaiman Shokhon, Head of Marketing, Aamra Network Limited added to this by saying that the delegates should promote their voluntary work in other forms of media as well.

Moderator Tajdin Hassan asked the panelists how they thought youth can contribute through PR to drive social change.

After the session we asked the delegates to provide feedback on the panel discussion. 66.7% delegates said they found the session very useful, 31% useful and 3.1% somewhat useful. The delegates were asked how they thought social media differs from traditional media. 46.2% thought they can get information in short time, 32.1% delegates thought social media has less



moral responsibility towards its users, 23.1% delegates thought social media has more fake news, 17.9% delegates thought social media is less about people and more about the content, while only 12.8% delegates thought they get more information in less expense in comparison to the traditional media.

### **Session 3: SDG and its global agenda in relation with youth**

**Moderator:** Dr. Debapriya Bhattacharya, Macro Economist, Founder and Chairperson CPD, Convener Citizen's Platform of SDGs in Bangladesh

**Panelists:** Asif Ibrahim, Vice Chairman, Newage Group, Core member of Citizen's Platform for SDG in Bangladesh, Mahmuda Rahman Khan, Senior Program Development Specialist, Gender, Donor Coordination and GOB Liaison, Program Office, USAID Bangladesh.



The 3<sup>rd</sup> session on the day 3 of the National Youth Assembly 2017 was on SDG and its Global Agenda in Relation to youth. The main focus of their discussion was on 4 SDGs involving youth and the roles that the youth of Bangladesh need to play to achieve them. Global perception on youth and its relation to that in Bangladesh were also discussed in the session where the panelists presented a number of statistics to describe and analyze the challenges ahead of Bangladeshi youth and provided a guideline on possible ways out. The panelists also gave an overview on all the SDGs and 2030 Agenda for Youth. The session was engaging, and thought provoking for the delegates from the very start.

Dr. Bhattacharya started the session by asking some basic questions on SDGs and role of youth. The questions were -

- What is 2030 Agenda for Youth?
- How youth has been viewed in global development?
- How is that perception pertinent to the youth of Bangladesh?
- What are the SDGs? How many targets are set for SDGs? What are the SDGs' indicators?

The audience answered tried to answer these questions enthusiastically.

After that Dr. Bhattacharya brought the issue of the rise of youth globally into the discussion to clear the concept on whether the increase of number of youth has advantage or disadvantage. He mentioned the fact that youth population is expected to decline in Asia where it is going to rise in Africa.

To figure out whether the rise of youth is advantageous or disadvantageous, Dr. Bhattacharya asked the other panelists to comment.

Mr. Asif Ibrahim said, "Youth can be perceived as demographic dividend because the more the youth rise the more prospect of development comes into being." He also said, "This youth force will play positive role in attaining development."

The discussed areas were:

- Availability of quality education
- Employment and skill Development.
- Health and reproductive health of the youth.
- Lack of trained and committed teachers.
- Unavailability of educational institutes in rural areas.
- Lax regulations in education and testing standards.
- Lack of Use of ICTs in education system.

He referred to statistics to point out that 39% of the Bangladeshi youth are involving themselves in violent activities. 60% of these young people try drugs where 37% youth do this because of peer pressure and out of curiosity.

He touched on the current policies for youth in Bangladesh by starting with the National Youth objectives.

- To guarantee equal participation of both male and female in youth development process
- To create appropriate opportunities with proper guidance and scope of employment and entrepreneurship development for youth by giving them proper education and training.

After the session, we asked the delegates to fill out the assessment form of the session. 60.2% delegates answered they found the session very useful, 21.7% delegates found it useful, 13.3% rated the session somewhat useful. The delegates were asked which SDG they thought was important in their local area/community. 58.7% of them said Quality Education while 34.2% Clean Water and Sanitation, 32.9% Gender Equality, 31.6% Good Health and Well-being, 25.3% Zero Hunger, 21.5 % No Poverty, 16.5% both for Decent Work and Economic Growth and Peace, Justice and Strong Institutions, 15.2% Life on Land, 10% Responsible Consumption and Production, 7 % Sustainable Cities and Communities, 6.3% Partnership for Goals, 5.1% Industry, Innovation and Infrastructure, 3.8% Affordable and Clean Energy, 3% Climate Action, and 2.5 % Life below Water. The delegates were further asked about how they want to address the issues related to SDGs. 56.6% delegates want to address the SDGs related issues by arranging workshops, while 40.8% of them want to build awareness, 34.2% answered through campaigning, 9.2% through seminar and 6.6% responded through fundraising.

#### **Session 4: SDG 6-Water and Sanitation**

**Speakers-** Dr. Md Liakat Ali, Program & Policy Advocacy Director of WaterAid Bangladesh, Malik Fida A Khan, Deputy Executive Director, CEGIS, Muntasir Mamun, Country Coordinator, Ocean Conservancy, Shamima Akhter, Country Public Affairs and Communication Manager (PAC), Coca-Cola Bangladesh.



After an engaging session on SDGs, the next session emphasized on SDG 6: Clean Water and Sanitation and the role of youth. Dr. Md Liakat Ali, Program & Policy Advocacy Director of WaterAid Bangladesh shared how youth can create awareness on different water and sanitation related issues such as how to use bathroom. Malik Fida A Khan, Deputy Executive Director, CEGIS, asked the delegates- why we adopted the goals of UN? He quoted former secretary general Ban Ki Mun, “There is no plan B because there is no planet B.” He pointed out how important it is to maintain wetlands to maintain the ecosystem. Muntasir Mamun, Country Coordinator of Ocean Conservancy shared his story of how he created an app to measure the amount of waste produced by the localities of USA. Mr. Mamun said to the delegates, ‘If you really want to do something, you don’t need funds and projects to do so.’ The session ended with Shamima Akhter, Country Public Affairs and Communication Manager (PAC), Coca-Cola Bangladesh where she briefly spoke about how corporate organizations can help to accelerate economic growth of a country through their CSR activities. She encouraged the delegates to come up with project ideas and if it’s within Coca-Cola Bangladesh’s scope, they will fund the VBD’s different district boards’ projects.

#### **Group work on Goal 6: Clean Water and Sanitation**



Ms. Shamima Akhter’s announcement in the previous session brought high anticipation among the delegates as they knew the projects that they will design in the group work had the possibility of getting funds from Coca-Cola Bangladesh for implementation. The project ideas of the delegates varied- from cleaning campaigns of rivers, ponds, lakes, public toilets in collaboration with local authorities and municipalities. Rajshahi district board had the idea of having a tank to preserve rainwater for public consumption whilst Jessore board members

proposed hosting a Water Olympiad. Dinajpur District board had the project idea of engaging one of the most marginalized communities in their area to install proper sanitation system for their betterment. Furthermore, some of project ideas included awareness campaigns in local communities, school and universities. The distinguished speakers of clean water and sanitation session provided valuable insight to the district boards on what types of project ideas are feasible in terms of implementation. Mr. Korvi Rakshand who was moderating the group work encouraged the volunteers to hone their project ideas that they created in this group work and if it's a good project it will be implemented in World Water Day 2018 Celebration.

After this long learning session held in different segments, the participants gave their feedback on it. 36.3% delegates found this session very useful, where 31.3% found it useful and 31.3% found somewhat useful as well. The delegates were also asked about water related problems in their own localities. Three major water related problems came out of their responses, such as, lack of safe drinking water/ quality of water, water pollution (excessive amount of iron/ arsenic in water), and river pollution.

### **Inspirational Journeys**

Day 3 of the National Youth Assembly 2017 ended with a special dinner hosted by Microsoft Bangladesh for the National Youth Assembly delegates at Mermaid cafe, Cox's bazar. The dinner was a star studded event where everyone shared their personal journeys to inspire the delegates. The highlight of the dinner was when Sonia Bashir Kabir, Managing Director, Microsoft Bangladesh announced 18 female delegates as Microsoft Bangladesh's brand ambassador. These 18 delegates will be part of Microsoft's externship program '**Shadow me first for a day**' where they will follow how a particular person works the whole day in the field of technology and other fields. Ms. Kabir said the aim behind this announcement is to encourage women's participation in the field of technology. Ms. Kabir also announced that the delegates will get Microsoft products for free and she will personally train the female delegates for the Microsoft Imagine Cup, a worldwide competition for coding which is to be held in April. After Ms. Kabir's announcement, honorable state minister for ICT, Zunaed Ahmed Palak announced that all the 18 female delegates will receive 18 laptops from the ministry of Information, Communication and technology under '**One student, one laptop, one dream**' project. The female delegates' happiness knew no bounds upon hearing two back to back announcements and all of them wholeheartedly agreed that women participation in the field of technology will increase if there are more incentives like these.

Some of the highlights from the dinner are given below-



**Mostofa Sarwar Farooqi, Filmmaker**

“When I fail doing something, I regroup myself and try to do something bigger than that.”



**Masuma Rahman Nabila, Anchor and Actress**

“I want to be myself and discover what I want in life. I never quit. I continued doing what I loved despite all the challenges and that has brought me here today.”



**Rafiath Rashid, Social worker, Artist, Mother**

“The mantras of my success are the power of passion, the power of hard work, the power of knowledge and the power of never giving up. I learnt these mantras from my mother.”





**Sonia Bashir Kabir, Managing Director, Microsoft Bangladesh**

“I am very passionate about promoting technology especially to women because we don’t have enough women in this field. Therefore, I am working on how technology can be taken to the women.”



**Zunaid Ahmed Palak, State minister for ICT**

“Digital Bangladesh is for 160 million people all over Bangladesh. We want an inclusive digital Bangladesh under the leadership of Prime Minister Sheikh Hasina. We want men and women, and people at the center and periphery, in a word, everyone to be the beneficiaries of digital Bangladesh.”



**US Ambassador to Bangladesh, Marcia Stephens Bloom Bernicat.**

“Dream! And dream big! Your dreams may change but they propel you in a direction that keeps you going until you find what you want to do. So, dream on, you have an amazing support in this country for what you are doing. Take every advantage of it.”



**Amitav Reza, Film maker**

“Failure is my favorite word because all the failures in my life have made me what I am today.”



## **National Youth Assembly 2017, Day 4**

**Session:** JAAGO Management and NYA delegates' interaction with US Ambassador to Bangladesh, Marcia Stephens Bloom Bernicat.



Day 4 of National Youth Assembly started with a wonderful interactive session with US Ambassador to Bangladesh, Marcia Stephens Bloom Bernicat. Ms. Bernicat was eager to be introduced with the management team of NYA where the management team explained the aim behind this assembly and the goal behind each session, how it would empower the young delegates who came from 19 different districts of Bangladesh.

Later on, some lucky delegates and group members were lucky to join the session and ask questions to the US Ambassador. After the delegates and team members were introduced, Ms. Bernicat said how excited she was to be here, sitting among the volunteers. She shared that she wasn't lucky as the delegates who are present here. She had to face questions from her family when she was involved in volunteerism. Ms. Bernicat was more interested to learn volunteers' perspective on what they are getting in return while they are giving so much to the community. One delegate answered, "Volunteerism gives a sense of belonging." while another volunteer answered, "I can implement my communication and leadership skills that I'm gaining through volunteerism later in my professional life."

As US Embassy has been supporting Volunteer for Bangladesh since its inception, one of the delegates asked the motivation behind embassy's such steps. To which Ms. Bernicat answered, JAAGO, like all the other organizations which apply for funds, have to compete for funds and

JAAGO's work is compelling and US Embassy is thrilled to be part of this work.

A female delegate asked the ways women can overcome the challenges, the ambassador suggested girls and women to try to understand their parents' perspective and explain the situation from their point of view.

Ms. Bernicat concluded the session by saying how privileged she feels to play the role of a catalyst and she considered herself extremely lucky to be present in the assembly which was brimming with youth's passion and energy.

**US Ambassador to Bangladesh, Marcia Stephens Bloom Bernicat's address during the National Youth Assembly:**



In her address, US Ambassador to Bangladesh, Marcia Stephens Bloom Bernicat said to the delegates, small acts of kindness, entrepreneurship passion can change the world and JAAGO, VBD represent that. She added by saying JAAGO and VBD are looking to change Bangladesh by breaking the cycle of poverty through education and its volunteers. She urged the delegates who were present in the assembly to be passionate. Ms. Bernicat acknowledged that the delegates were present in the assembly from 21 districts of Bangladesh because they were passionate about their voluntary work. She advised the delegates to be passionate about creating jobs for others through entrepreneurship. Ms. Bernicat concluded her speech by saying, "You're here because you share passion to make your country better. Passion and optimism are contagious. Encourage your family and friends, colleagues to share the same passion."

### **Session 3: Role of youth in nation building through ICT**

**Speaker:** Honorable State Minister Mr. Zunaid Ahmed Palak MP, Ministry of Posts, Telecommunications and Information Technology, People's Republic of Bangladesh.

One of the highlights of NYA 2017 was state minister for ICT Zunaid Ahmed Palak's session on Role of youth in nation building through ICT. The honorable minister's interactive presentation gripped the delegates' attention from the start.

### **Panel Discussion: Role of youth in nation building through ICT**

**Moderator:** Sami Ahmed, Component Team Leader at Leveraging ICT for Growth, Employment and Governance Project.

**Panelists:** Honorable State Minister Mr. Zunaid Ahmed Palak MP, Ministry of Posts, Telecommunications and Information Technology, People's Republic of Bangladesh, Sonia Bashir Kabir, Managing Director of Microsoft Bangladesh, Syed Farhad Ahmed, Managing Director of Aamra Companies.



Honorable State Minister Zunaid Ahmed Palak's engaging presentation was followed by a panel discussion. Mr. Sami Ahmed started the discussion with an open-ended question to the panelists- what is leadership to them? The state minister replied, "Leader who can motivate/inspires others but doesn't get influenced by others."

Ms. Sonia Bashir Kabir, Managing Director of Microsoft Bangladesh pointed out that 5 C's of leadership- Courage, Curiosity, Challenge, Change, and Compassion. Syed Farhad Ahmed, Managing Director of Aamra Companies said he finds curiosity most important in a leader which is hard to find these days.

After this discussion, moderator Mr. Sami Ahmed opened the floor for Q/A sessions. One of the delegates asked whether ICT based development is Dhaka based only. Mr. Zunaed Ahmed Palak pointed out how they have rolled out 3G in remote and rural areas. But he acknowledged that the quality isn't up to the mark and the price is high. In the next question, one of the delegates asked the wifi in his university isn't up to the mark. Upon hearing this, the state minister took a prompt action and called the authorities to decipher the status of the wifi. Upon inquiry, everyone learned that the delegate was indeed right; the speed of the wifi isn't up to the mark of what was promised by the state minister when he visited the university. The state minister promised that he would keep track of the improvement of the situation.

Ms. Kabir, Managing Director of Microsoft Bangladesh said education sector has its challenges and the people of Bangladesh can think of multiple ways of solving a problem.

The panel discussion ended on a beautiful note when Korvi Rakshand, founder of JAAGO Foundation asked the honorable state minister Mr. Zunaid Ahmed Palak why he loves VBD.

After the presentation of the State Minister and panel discussion on Role of Youth in Nation Building through ICT, the delegates were asked to provide their feedback on the session. 75.3% of the delegates found the sessions very useful, 19.6% responded useful while 3.1% delegates responded somewhat useful. We asked after the session whether the concept of Digital Bangladesh is clear to them. 53.6% of Digital Bangladesh means everyone has access to the internet, 52.6% having all the government services accessible online, 15.5% faster internet connection for all, and 2.1% everyone has an email and Facebook account in the country, in reply. We asked further whether they heard of Digital Bangladesh, Vision 2021. 95.7% replied "yes" while 4.3% said "no". We asked the delegates about the benefits of Digital Bangladesh that people are receiving. They responded the benefits are easy access to internet which is introducing new employment opportunities, easy communication system including emerging social media and communication, receiving public services by government (health service, admission process, e-token etc) through online services, and providing quality education in remote areas. After that, the participants were asked about the skill of the future they need today. In answering that, 62.4% said computer literacy, 32.3% programming, 32.3% taking cool photos, 25.8% using smart phone, and 10.8% freelancing. To complement the previous question, we asked the delegates what kind employment opportunities arise from good technology skills., 74.4% of the participants said outsourcing, 33.7% online business, 17.4% graphic design, 14% software development, 12.8% data entry, and 3.5% networking. As there's recent rise in cyber crimes, we asked the delegates whether they know someone who has been

a victim of cyber crime. 57.1% replied “no” where 42.9% said “yes”. 82% of the participants did not answer or gave wrong answers and only 18% provided right information to the question, do you know the emergency number for cyber crime? After that the delegates were asked about the changes are being observed in education system due to the use of technology. They said that the use of technology in traditional education has modernized the teaching style and made the access to study materials easy and providing quality education in remote areas has become possible via online schooling. In answering the question, ‘mostly youth are using technologies, what are the drawbacks of this according to you?’, the participants said, “too much addiction to internet, social media is affecting the person to person relationship, decreasing the productivity and sometimes has an impact on our moral and ethical thoughts which leads to negative acts like cybercrime.” In the end, the delegates said that using e-commerce for the marketing of local products or employment for unemployed youths and creating social awareness by using social media to create an interest among the community members to learn about ICT sector can be taken as new ventures of using technology in their own areas, when they were asked about the new ventures can be taken in their areas by using technology.

#### **Feedback on National Youth Assembly 2018 from the delegates**



National Youth Assembly is first of its kind in the history of JAAGO and Volunteer for Bangladesh. Though VBD has nationwide volunteer network of 25000 volunteers in 32 districts of Bangladesh, due to lack of scope and opportunity, the platform had never been able to bring together volunteers across Bangladesh to train them on important issues such as leadership, Sustainable Development Goals (SDGs), Media and technology. Despite the fact that assembly tried to be as inclusive as possible with its program structure and design, the management team acknowledges that there is room for improvement as this is the first time JAAGO and VBD arranged a youth summit like this. We asked the delegates to point out what they liked, disliked and what could have been done better in the assembly. Most delegates took part in the assessment enthusiastically and provided constructive feedback. When the delegates were asked what's their learning from the assembly- most of them said they learned about leadership, SDGs, ICT, entrepreneurship, how to improve their networking and communication skill and how to engage in media, how to manage time and work in a team.

When we asked how they are going to use this learning in their life, most of the delegates responded-

- By sharing the learning and knowledge with their community people for community development.
- By identifying different issues of their areas and apply the learning from the assembly to solve these issues.
- By using this learning, they will try to take initiatives for the development of the country and contribute to achieve SDGs as a nation.

### **Impact of National Youth Assembly 2018**

National Youth Assembly has managed to create a ripple effect across Volunteer for Bangladesh's structure. Upon returning from the assembly, 21 district boards held formal meetings with the committee members, general volunteers to share and spread their learning from the assembly. In total, 720 young volunteers have benefitted so far, the numbers are likely to increase in the coming days. One of the short-term outcomes of this assembly is introducing **'One month, One Project'** where each month districts will implement a small scale project, awareness campaign in their community. Also, in each quarter district boards are expected to implement three different projects where they will raise funds, arrange community awareness programs and school awareness programs on different issues. The aim of NYA was to connect



the dots and within one month, Volunteer for Bangladesh is seeing its positive impact on its activities.

The assembly has also managed to spark interest among youth who have never been involved in volunteerism. VBD has also seen an increase in the number of volunteer registering. This could be considered an indicator for NYA's success as well since it depicts the assembly has managed to reach beyond its target beneficiaries. Also, the fact that the huge number of youth who showed interest to be a part of NYA during the assembly proves that it managed to garner interest among the youth of Bangladesh.

### **Findings**

- Connecting the dots
- All the board members share their ideas
- They gather a huge knowledge from speakers
- They ask different question and get answers which is very helpful for them
- All the volunteers are connected so they can jointly doing big projects
- Board members learn about leadership
- Group leader get a place for practicing leadership
- Sharing the learning and knowledge with their community people for community development.
- Identifying different issues of their areas and apply the learning from the assembly to solve these issues.
- Using this learning, they will try to take initiatives for the development of the country and contribute to achieve SDGs as a nation
- One month, One Project

## NYA Questioner-

- We asked the delegates if NYA 2018 has inspired them to work for their community development and 98.8% delegates responded yes.
- We asked further the problems/challenges the delegates' face in their area and they responded-
  - a) Quality of education
  - b) Lack of Youth engagement activities
  - c) Poor drainage & waste management system,
  - d) Poor health service
  - e) Safe drinking water, water logging, sanitation
  - f) Pollution (water, air, river)
  - g) Drug addiction.
  - h) Gender discrimination (child marriage, dowry)
  - i) Lack of ICT knowledge
  - j) Infrastructural problems.
- When we asked them out of the identified problems, which one they want to work with, surprisingly some of their answers varied from the previous question. They responded-
  - a. SDG - 6 (Water and sanitation)
  - b. Education
  - c. Health
  - d. Gender equality
  - e. Road safety
  - f. We asked further probing questions to decipher which of the session's learning they will use to address the issue they want to work with. They responded-
    - g. Leadership and authority
    - h. Sustainable development goals
    - i. Role of youth
    - j. Youth and Entrepreneurship
    - k. Youth engagement in media

- We asked the delegates whether they faced any trouble while working in a group during the assembly.
  - a) 41.9% answered Time management was an issue.
  - b) 24.2% answered limited freedom to participate
  - c) 14.5% Lack of freedom in decision making
  - d) 17.7% Lack of respect from team members
  - e) 33.9% Team members weren't equally active during group works
  
- We asked whether National Youth Assembly managed to meet delegates' expectations. 94.8% delegates responded positively while 2.6% delegates said the assembly didn't live upto their expectations.
  
- We asked the delegates which sessions of NYA 2018 they found most informative and interactive and they answered-
  
- We asked the delegates if they thought the assembly could have been managed better and 42 percent delegates thought the program was smooth, while 7 percent of the respondents cited other reasons such as- Break time in between sessions was too short, group leaders lacked leadership skills, problem in coordination, and tight schedule for sessions.
  
- We asked the delegates if they would join in the next NYA and 98.6% replied yes. This feedback motivates the management team to go ahead with NYA 2018.

## **Recommendation**

- a) Flexible schedule of sessions
- b) To increase the number of participating districts and delegates
- c) More participatory and engaging sessions (activities. Group work and projects)
- d) Equal opportunity for all the delegates regardless of seniority and experience in volunteerism
- e) The assembly should be organized in a less expensive manner

## Conclusion

National Youth Assembly 2018 was a highly successful summit as this is the second time JAAGO and VBD organized it. In this fast paced world where global trends change almost every day, the pressure of keeping up with them is enormous for the youth. The aim of the assembly was to connect the dots. Not only the assembly managed to do this, it also created a sense of bonding and understanding among the volunteers who came from different parts of Bangladesh. The assembly successfully managed to reduce the gap between urban and rural youth by bringing them in one platform. With their newly found understanding and friendship with each other, the volunteers vowed to work together for the betterment of Bangladesh. JAAGO Foundation and Volunteer for Bangladesh will assist these young volunteers in this journey by arranging summits such as National Youth Assembly which will cater to the needs of youth.



## Appendix

### a. Questions for Round Table Discussion

#### 1. What do you think voting in election is? What is your take on 'No' vote?

Possible probes:

- *What do you know about democracy?*
- *What is your perception on level-playing field in elections?*
- *What justifies the absence/presence of the 'No' vote?*

#### 2. If you represented your constituency, what would you do differently?

Possible probes:

- *Are you involved in student politics? If yes/no, then why?*
- *How active are you in your community and in what capacity?*
- *What are the hurdles that you face in getting your voices heard?*

#### 3. Does Politics have any influence on your overall academic experience?

Possible probes:

- *If Yes/No, then please explain*
- *What can you do about it?*
- *What can the Education Ministry do about it?*

#### 4. What steps should the youth take right now for getting what they need?

Possible probes:

- *Please explain on the steps*
- *To what extent will you go to materialize your need?*
- *Have you taken any such steps yet: how and when?*

#### 5. Discuss the role of volunteerism and leadership.

Possible probes:

- *Why does it matter to you?*
- *What do you plan to achieve exercising any or both of them?*
- *In what capacity do you see yourself as a volunteer and/or leader?*

**b. NYA 2018 Questionnaire-**

**Name:** \_\_\_\_\_ **District:** \_\_\_\_\_

**Division:** ☐ Dhaka ☐ Chittagong ☐ Sylhet ☐ Khulna  
☐ Rajshahi ☐ Barisal ☐ Rangpur ☐ Maymansing

**Gender:** ☐ Male ☐ Female

**Age:** ☐ 18-20 ☐ 21-23 ☐ 24-26 ☐ 27-30

**Household Income Range:** ☐ 5000 or less ☐ 5000-10000 ☐ 10000-25000  
☐ 25000-50000 ☐ 50000 or more

**Religion:** ☐ Muslim ☐ Hindu ☐ Buddhist  
☐ Christian ☐ Others (Please specify) \_\_\_\_\_

**Ethnicity:** ☐ Bengal ☐ Others (Please specify) \_\_\_\_\_

**Education** ☐ S.S.C/Equivalent ☐ H.S.C/Equivalent ☐ Undergraduate  
☐ Postgraduate ☐ Others (Please specify) \_\_\_\_\_

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**1 Did you vote in the last election?** ☐ Yes ☐ NO

**2 If your answer to Q1 is Yes, then what was your reason for voting for your candidate?**  
(Select the best choice)

- ☐ Party manifesto meets my expectations
- ☐ As part of civic responsibility
- ☐ Family voting pattern
- ☐ Charismatic leadership
- ☐ Ideology
- ☐ Contribution in infrastructure, education and employment facilities/development activities
- ☐ Kinship
- ☐ Others (Please specify) \_\_\_\_\_



**3 If your answer to Q1 is No, then what was your reason to not vote?** (Select the best choice)

- ☐ My vote will not matter
- ☐ Security issues
- ☐ My preferred candidate did not participate
- ☐ No elections took place in my area
- ☐ Candidates were not honest
- ☐ I was not motivated to vote
- ☐ Family decision
- ☐ Others (Please specify) \_\_\_\_\_

**4 What can be done to encourage more participation of youth in elections to establish accountable democracy?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- \_\_\_ Awareness through different platforms
- \_\_\_ Fresh ideas in political agenda
- \_\_\_ Dynamic and positive leadership in different sectors
- \_\_\_ Effective student politics
- \_\_\_ Transparent portfolio of political candidates
- \_\_\_ Eradication of power politics
- \_\_\_ Young and educated political candidates

**5 What are your expectations from the government?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- \_\_\_ Religious harmony
- \_\_\_ A middle income nation
- \_\_\_ Better job opportunities
- \_\_\_ Reduction in wealth inequality
- \_\_\_ Access to quality higher education
  
- \_\_\_ Lower food inflation
- \_\_\_ Unemployment benefits for people who can't work
- Others (Please specify) \_\_\_\_\_

**6 What qualities do you perceive important in political leaders?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- \_\_\_ Responsive
- \_\_\_ Integrity
- \_\_\_ Organizing capability
- \_\_\_ Charisma and appearance
- \_\_\_ Religious appeal
- \_\_\_ Political experience
- \_\_\_ Lineage (family background)
- \_\_\_ Education
- \_\_\_ Oratory skills
- \_\_\_ Strategic thought process

**7 What is Bangladesh's biggest achievement since independence?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- ☐ Restoration of democracy in 1990s
- ☐ Economic development
- ☐ Status of 21st February as International Mother Language Day
- ☐ Food security
- ☐ RMG sector's record-breaking performance
- ☐ Infrastructure development (roads, IT, power)
  
- ☐ Success as UN peace-keeping force
- ☐ Receiving Nobel Peace Prize
- Others (Please specify) \_\_\_\_\_

**8 In which industry would you like to work?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- ☐ Public sector (BCS/Government service)
- ☐ Private sector (multinational company, local corporate)
- ☐ Design/Creative sector
- ☐ Media/Journalism
- ☐ Startups/New companies/Entrepreneurship
- ☐ Non-profit
- ☐ Local/International NGOs
- ☐ Education/Research
- ☐ Own ventures
- ☐ Family business
- Others (Please specify) \_\_\_\_\_

**9 What role can the youth play for a better Bangladesh?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- ☐ Vote for the right candidates in elections
- ☐ Social activities (community service/volunteerism)
  
- ☐ Active participation in politics
- ☐ Youth initiatives (community engagement/volunteerism)
  
- ☐ Social media campaigns
- ☐ Hold political leaders and public officers accountable for their respective actions
- ☐ Entrepreneurial activities
- Others (Please specify) \_\_\_\_\_

**10 If you are engaged in volunteering activities, how many hours have you devoted in volunteering last year?**

- ☐ 10 Days    ☐ 11 – 30 Days    ☐ 31 - 45 Days    ☐ 45 Days

**11 If you are engaged in volunteering, why is it important to you?** (Top four, rank in order of importance; 1=highest, 4=lowest)

- ☐ Social duty
- ☐ Gives meaning to my life
- ☐ It's a religious duty to help others
- ☐ Allows broaden networks
- ☐ Help's develop leadership capability
- ☐ Motivates to contribute
- ☐ Assists in getting jobs
- ☐ Political commitment
- ☐ Nationalism
- ☐ Other (Please specify) \_\_\_\_\_

**12 Who inspires you the most in your life and why?** (Please **exclude** immediate family members e.g. father, mother, brother, sister)

