



Highlights

- UK Minister values EIA work
- Interview with MoPME Secretary
- EIA certificate ceremony
- BBC Janala wins international awards

Message from the Team Leader

Dear friends and colleagues,

2012 is a year of major change for English in Action (EIA).

Rooted in firm evidence, we confidently state that during the past two years EIA's support model has brought fundamental change in English teaching and learning in classrooms across Bangladesh, while English skills levels among teachers and students have gone up significantly. This year onwards, we now have to ensure that our proven model will achieve the same levels of impact at a much larger scale. We aim to reach 12,500 teachers and approximately 1 million students by 2014, further increasing this number to 80,000 teachers by 2017. The nature of change is even larger, as not only EIA is scaling up its work in schools, we are also pursuing a gradual transition from direct EIA implementation to an increased management role for the Government of Bangladesh (GoB).

Our work in the media sector is also changing. Having reached more than 26 million people thus far with our media products, EIA has now launched an entirely new initiative. The BBC Janala Amar Engreji Course, available on mobile, web, print and television, provides Bangladeshis with an opportunity to learn English in a structured but fun way, taking the learning right into their homes. Learners will be able to track their progress and know that everyday their English is improving.

To mark this moment of change, we have decided to create a new look for our newsletter. It is on tabloid format now, which we think better represents the dynamic nature of EIA, providing us with an opportunity to offer the same rich content in more varied, innovative and creative ways.

Thank you for continuing to support us in bringing change to English learning in Bangladesh.

Best wishes,

Marc van der Stouwe
Team Leader, English in Action (EIA)

English in Action: innovation meets reality in schools

Reaching around 130,000 students, 750 teachers, 400 schools, in 23 Upazilas: everyone at EIA is very proud of these achievements. But EIA's pilot phase has been about a lot more than numbers.

Across Bangladesh, many children are now really enjoying their English lessons: listening to real-life English in their own classrooms, eagerly talking in English and joining in with catchy songs and rhymes. Many of their teachers, head-teachers and local education authorities seem delighted with the positive effect that EIA is having on their schools. Interest is spreading among development agencies and NGOs, both inside and outside Bangladesh, and at international conferences EIA representatives have found a buzz of excitement and questions about the project.

So if, as it seems, EIA has been doing something right, can we put our finger on precisely what that might be? Well, perhaps it is about a unique



match between exciting innovations and basic realism.

Firstly, EIA has tried to find the kind of English that students need and which they can relate to. Then

we've tried to link this to the reality of their learning situation: often rural schools with very limited resources.

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"I strongly support to continue this change..."

Interview with the Secretary, MoPME, Government of Bangladesh

Q. We know and cherish the fact that you are a great supporter of EIA. What is it that makes you such a strong supporter to the project?

Ans: The importance of English is very high to compete and survive in the global arena. But nowadays we have insufficient qualified English teachers in almost all primary and secondary schools. EIA has taken strong action to train the teachers to make them capable of teaching English at an optimum level by using technology based innovative materials and a pragmatic methodology. I firmly believe the initiatives of EIA will make our students and teachers more proficient in English. That is why I'm happy to be a strong supporter of this project.

Q. English in Action has successfully ended its pilot phase. What are your views on the project so far? Has it fulfilled the Government's expectations?

Ans: So far I have learnt from my colleagues, students and teachers, that the project has been very useful for them. Moreover, evidence suggests that both teachers and students improved their confidence and competence in English by taking part in the EIA programme. Based on the experience of the pilot phase, both the GoB and EIA project management are looking forward to working in a more harmonized manner in the future. This collaboration will be crucial in ensuring success for the next phases.



Mr. A.K.M. Abdul Awal Mazumder
Secretary, Ministry of Primary and Mass Education (MoPME)
Government of Bangladesh

Q. The methods and technology EIA is using have been adapted by both primary and secondary school teachers, and our research results showed encouraging changes in classroom practices. What are your views about such change?

Ans: The methods and technology used by EIA during the first phase had been very encouraging and useful to the students and teachers. Especially it has brought unique change regarding Communicative English. I strongly support to continue this change of teaching methodology in the classrooms.

Q. Any suggestions/recommendations for the next phase (up-scaling phase) EIA is moving on to?

Ans: The following issues can be strongly recommended for the up-scaling phase:

- a) English learning issue to be integrated within the PEDP-III framework to facilitate the institutionalization process
- b) Mainstreaming English learning through curriculum revision and incorporation of English speaking and listening in the assessment process/system. NAPE can lead this process with inputs from the others especially the project team
- c) An English learning and teaching cell inside DPE can be established to continue project implementation in the future

Q. English in Action will be moving to its final phase by 2015 and the project will end in 2017. How do you see its practices (including methods, materials, teacher training and support) finding a place into the mainstream education system?

Ans: I fundamentally believe that development partners can only pave the way and show us how to go ahead with better English. They cannot shoulder the responsibilities forever. So the Government will have to incorporate the methods, materials, teachers training into the mainstream education and we will do that.

EIA implements quality assurance system for EIA schools

A comprehensive quality assurance system has been developed to ensure that the EIA schools intervention is of good quality. The system will be channeled through the mechanisms employed by the education department. The Assistant Upazila Education Officers (primary) and Upazila Secondary Education Officers will undertake regular school visits and classroom observations using specifically designed forms while the Teacher Facilitators will collect information related to cluster meetings. The data collected will be analysed to identify emerging issues and enhance upcoming cluster meetings with the aim of improving classroom practice related to English teaching and learning.

BBC Janala Amar Engreji Course



BBC Janala has launched a new course titled 'Amar Engreji Course' on 1st March 2012. The course is available on:

- Mobile: Dial 30006

- Web: www.bbcjanala.com
- WAP: www.bbcjanala.com/mobile
- Newspaper: Highest circulated Bangla Newspaper (every Sat, Mon, Wed and Friday)
- TV: Mojay Mojay Shekha on BTV, every Saturday, starting from 10th March.

The course has been developed to further English learning opportunities for adults in Bangladesh. It is progressive, contextual, inexpensive and convenient. Learners can track their progress with fun quizzes and can get a BBC Janala course report once they have completed the 24 chapters of the course.

Gwen Hines, Country Representative, DFID said: "This is an exciting moment in the development of English in Action. Confident use of English is

central to the individual aspirations of millions of people of Bangladesh who hope to lift themselves out of poverty by finding a better job and participating fully in the country's economic and social development. More than 23 million people in Bangladesh have accessed this programmes and there is solid research evidence that, English in Action is changing peoples' lives. Therefore, the UK Government, through UKaid (the Department for International Development) is supporting English in Action and working closely with the Government of Bangladesh to help strengthen English skills. As a result of innovative teaching practices, 750 teachers and 130,000 students have improved their English language skills so far. Now, with the launch of BBC Janala Amar Engreji Course and the popular TV programme BBC Janala Mojay Mojay Shekha, many more people will be able to learn English, at their own convenience, using multi media platforms."

Collaborating with UNICEF



EIA orientation programme for teachers under Ability Based Learning (ABL) project- UNICEF

UNICEF works in the field of non-formal education with approx. 200,000 working children, targeting those aged 10-14 years in urban areas. UNICEF is planning to align their materials to the national curriculum and to work in the following subjects: Bangla, English, Maths, Life Skills. As first step towards this, UNICEF have conducted a gap analysis and developed a competency framework based on the national framework.

Towards the end of 2011, UNICEF approached EIA to say they would like to use EIA approaches for teaching and learning English and subsequently requested to use EIA Class 1, 2 and 3 materials (audio, posters, teacher guide, activity guide etc.) with 46 pilot teachers. After piloting, the plan is to scale-up and formally involve GoB (BNFE, Bureau of Non-Formal Education, NCTB etc.) in the process. This is potentially very interesting for EIA as BNFE is assigned as the regulatory body for all non-formal education initiatives in Bangladesh.

UNICEF's current approach is based on single classroom, one teacher, teaching 3 grades (Class 1, 2, 3)

simultaneously. Their methodology is based on ability-based learning (ABL) led by students, using the Chennai experience as a model. However, for new partnership with EIA, UNICEF agreed to use EFT instead of the BNFE text books as well as to change its approach from multi-grade teaching to single grade teaching but for English only.

EIA has provided all 46 teachers with the EIA Class 1, 2, 3 materials and conducted 2 orientation programmes (2 days each) on Class 1 materials in October 2011.

EIA orientation for ABL teachers focused on 3 major areas - (i) Giving an overview of EIA approaches and materials including technology (ii) Demonstrating the use of the materials in teaching English (iii) Practising by teachers.

A total of 60 participants attended the orientation programme - with 46 of them being ABL pilot teachers and 14 other officials including supervisors and trainers.

The teachers were enthusiastic and very open to new EIA materials and techniques. The general pedagogical aspects were familiar to them and they could pick up the techniques and methods very quickly. Using technology for classroom teaching was absolutely a new concept for the teachers. But we were really pleasantly surprised to see that the teachers found it very easy and did extremely well in using the technology when teaching demonstration lessons during the orientation programmes.

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In the beginning teachers were hesitant and expressed their concerns about how useful and effective the formal sector contents, materials and techniques will be for the non-formal students particularly the street children. But these concerns did not continue for long as they went on learning about the materials and using it.

We faced challenges to reduce teachers' barriers to speak English and build their confidence. Teachers were hardly using English Language and thought English lessons mainly in Bangla using participatory techniques. Now in 2012, the decision was made that the pilot teachers will use EIA approaches and introduce more English into their classes.

BBC Janala wins 3 more International Awards



Her Highness Sheikha Moza Bint Nasser attending the WISE prize distribution ceremony held at Qatar National Convention Center. Seen (2nd from left) with other WISE winners, Mohammad Ashrafuzzaman represented the BBC Media Action.

BBC Janala, the multiplatform English language learning service by the BBC Media Action (new name for the BBC World Service Trust), Bangladesh has recently won 3 (three) more prestigious international awards. One is World Innovation Summit for Education (WISE) award in recognition of innovative approaches and positive impact on societies and education, 'eAsia Award 2011' in the category- Building Capacity: Best Open and Distance Learning Programme, and finally 'Manthan Award 2011' in the category- 'e-Education & Learning'.

BBC Janala is the part of English in Action, a major educational initiative launched to raise the English language skills of 25 million people in Bangladesh by 2017, funded by UKaid from the Department for International Development (DFID).

The WISE award aims to promote projects that spread best practices and help building the future of education and BBC Janala was one of the six winners of the year. The WISE is an

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Get ready.....and...ACTION! Across Bangladesh filming takes place of EIA classrooms

In order to show the reality of the changes brought about by the first year of English in Action and to use this as core materials for the next phase, film crews and staff from EIA Dhaka and the Open University UK visited a number of classes all over Bangladesh and filmed some brave but impressive EIA teachers with their classes showing how they now teach using the ideas introduced through EIA. Imagine around 20 extra people in your classroom with lights, cameras and clipboards with you and your surprised class about to become an important part of EIA seen by many in the future! It was hot, hard work for the students and the teachers - often needing to stop to film something from a different angle or because the sound was not running or because I was in the frame when I shouldn't be!

As someone from the UK and privileged to be involved in this process, I was immensely impressed by the fantastic dedication and hard work of all the teachers and the students involved. There was no real rehearsal (we wanted to keep things as "authentic" as possible) and it was a lot to ask of the students and teachers....but without exception they gave generously of their time and effort. Most importantly they demonstrated, in a way that only words never can, that the changes implemented in EIA are working and the enthusiasm of the students also showed this.

The video clips form an absolutely central plank of the new materials and will be a great help to



Shooting takes place in primary school in Dumuria

Bangladeshi teachers in the future. So I would like to mention all the teachers involved by name, and to give them my most heartfelt thanks on behalf of English Action past, present and future. You are all starts!

Thanks to:

Secondary School Teachers-

Mr. Nimai Podo, Mr. Bikarna Ghos, Ms. Dipali Dewan and Ms. Minaxi Dhor, Mr. Partha Acharia.

Primary School Teachers-

Ms. Sanjida Begum, Mr. Sirajul Islam, Mr. Kaochingla Marma, Ms. Bipa Chakma, Ms. Sehel Billah, Ms. Minu Begum, Ms. Laksmi Rani Mondol, Mr. Nazmul Ahsann, Ms. Mamata Umme Amina and Ms. Rehana Khatun.

- Mike Solly
Senior Lecturer in Education
The Open University

EIA team at the 17th NELTA conference in Nepal



Left to right, Mr. Bikash Chandra Sarkar, NELTA President Mr. Hemanta Raj Dahal, Mr. Malcom Griffiths, Ms. Mostan Zida Al-Noor and Mr. Md. Sikander Mondol Bappy at the 17th NELTA conference.

A small group of people from English in Action (EIA) recently attended the 17th NELTA conference in Nepal. The theme of the conference was 'Beyond Binaries: Sharing ELT Practices and Creating the Future'.

English Language Teaching (ELT) experts and practitioners across the globe joined the event in February 2012 to share experiences and knowledge as well as discuss future opportunities in the field of ELT practices. The EIA team participated in the event in Kathmandu and Chitwan. A number of presentations highlighted

EIA's experience of: using interactive pedagogy to facilitate teachers' professional development and learning inside the classroom; developing new reading materials for primary school children; using technology as a tool to create active learning environment and an useful medium to reach millions of learners and how beliefs about learning changes teaching practices. The conference provided a platform for the team to take English in Action to the wider audience in presenting its impacts and challenges of the pilot innovations.

Innovation meets reality...

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EIA has brought innovations - attractive materials, audios and technologies - intended to be exciting and motivating: but at the same time they are rooted in sound pedagogical values. Crucially, all EIA materials are comprehensively and visibly linked to the Bangladeshi school textbooks. EIA materials and classroom approaches move hand-in-hand, day-by-day, with what is required in the national curriculum. All this has been developed through a unique authoring team of ELT experts, teacher educators and script writers from Bangladesh and UK.

The way EIA is using technology is another hot topic: the project has been a great example of how even the most remote and hard-to-reach communities can share the benefits of up-to-date learning and do this through something as familiar and easy-to-use as a mobile phone plugged into an amplifier. This low-cost equipment is easy to maintain and is loaded with audio clips to aid the classroom lessons and video clips showing "EIA teachers" working in real Bangladeshi conditions. This "trainer in the pocket" gets over the barriers of time and location teachers often face: EIA

teachers now have easy access to cutting-edge professional development materials.

However high quality the materials, however good the technology, EIA recognises that it is the teachers themselves who will really make the big innovations happen. EIA brings the teachers together regularly in convenient locations, to local support groups, with Teacher Facilitators and Teacher Development Co-ordinators. This allows them to share the experience of trying out the new materials and teaching approaches. They help each other find their own individual ways to develop, deal with the practical challenges and to bring the kind of changes into their classroom that are appropriate and realistic for them.

So, as EIA now moves to scaling up, we have reasons to be confident that we can build on the success of our tested teacher support model and innovative materials such that EIA will go on to make a difference not just to thousands, but to millions of lives.

- Malcolm Griffiths
Lecturer in Education
The Open University



From left- Md. Abu Yousuf Khan- UEO, Monohordi, Daniel Davis- Senior Programme Manager (Governance & Human Development), DFID Bangladesh, Mr. A.K.M. Abdul Awal Mazumder- Secretary, Ministry of Primary and Mass Education, Md. Farouque Jalil- Project Director EIA, Director (Policy & Operation), Directorate of Primary Education (DPE), Marc van der Stouwe- Team Leader EIA, handing over crest in certificate award ceremony in Dhaka Shilpakala academy.

EIA awarded certificates and crests to teachers across the country

English in Action has awarded certificates and crests to primary and secondary teachers, head teachers and Upazila Education Officers from 23 upazilas across the country. The certificates have been given in recognition of their participation in the EIA Teacher Education Programme during the pilot phase of the project. A series of certificate ceremony events were organized in Sylhet, Chittagong, Comilla, Khulna, Rajshahi, Barisal and Rangpur, the first one being held in Dhaka Shilpakala Academy on the 15th of February 2012.

The chief guest of the event in Dhaka, Mr. A.K.M. Abdul Awal Mazumder- Secretary, Ministry of Primary and Mass Education in his speech said, "I am impressed with the sincerity of EIA project to help our teachers enhance the quality of English

education". He requested the teachers to use the innovative methods EIA has trained them in and help students learn Communicative English- which will benefit them in participating in the global community. He also said, "The teachers should adhere to the methods and ways shown by EIA in their teaching". He stressed that "if we are to compete in the global economy, we have to learn better English".

Md. Farouque Jalil-Project Director EIA, Director (Policy & Operation), Directorate of Primary Education (DPE), Daniel Davis- Senior Programme Manager (Governance & Human Development), DFID Bangladesh, Marc van der Stouwe- Team Leader EIA, Mourie Nishad- Head of Teacher Training EIA, were also present in the ceremony.

BBC Janala English Learning Book- the New Platform of BBC Janala

BBC Janala, part of English in Action, the multi platform English language learning initiative by BBC Media Action (name for the BBC World Service Trust), is helping the ordinary people of Bangladesh to learn English in innovative ways. Using mobile phones, web, audio CDs and newspapers, BBC Janala is striving to continue this endeavour. The latest effort in this series is a 'BBC Janala English Learning Book'. The book has been published through the joint initiative of BBC Janala and Prothom Alo. The popular 'Essential English' and 'English for Work' lessons published in the daily Prothom Alo have been compiled in this book.

Now, people interested in learning English can keep a collection of these lessons altogether. With the help of the book and the CDs, those eager to improve their English now have the opportunity to learn and practice English at home, anytime. They can also test their own progress by

practising the different exercises found at the end of each lesson.

This book, costing only TK 100, is available in all newspaper stands. Along with the book, there are 2 audio lesson CDs produced absolutely free, for a limited time only. It is to be noted that, the BBC Media Action is not making any financial gain from this initiative.

Beside the new book, BBC Janala lessons will continue to be available in the Prothom Alo newspaper. Already, 3 (three) audio CDs containing the popular 'Essential English' and 'English for Work' lessons have been released. BBC Janala lessons can also be found by dialling '3000' on mobile phones, on the website www.bbcjanala.com and the programme on the Bangladesh Television (BTV) 'BBC Janala - Mojay Mojay Shekha'.



From left to right, Professor Syed Monzurul Islam, Dhaka University, Charlotte Imbert, the Country Director of BBC Media Action, Caroline Howie, the Regional Director Asia of BBC Media Action and Motiur Rahman, the Editor of the daily Prothom Alo were present at the Launch Event.

Reminiscing events

Words will never be enough to explain the efforts and impacts of English in Action on teaching and learning practices in Bangladesh. This section is an attempt to recall some memories of the events and actions since the inception of the project.



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1. English in Action's formal launch on 11th March 2010. A moment of celebration—where all stakeholders were present along with Mr. Stephen Evans, the British High Commissioner and Dr. Afsarul Ameen, Minister, MoPME and high officials of GoB Secretariat. 2. Launching ceremony of Bishash TV serial and BBC Janala Mojay Mojay Shekha on 12th October 2010—since the launch around 26 million people have accessed EIA's media & adult learning services. 3. EIA jointly organized the 5th BELTA Conference on 20-22 May 2011. The event created opportunities to engage in critical dialogue about English language teaching and learning issues with national and international practitioners, educationists and policy makers. 4. Mr. Van der Stouwe, sharing the aims, approaches and initial impact of EIA project to the Secretary of the Ministry of Education Dr. Kamal Abdul Naser Chowdhury at an EIA intervention school in Tungipara on 5th February 2011. EIA enthusiastically took initiatives to arrange field visits for stakeholders which gave them clear insights of the project. 5. BBC Janala won several international awards, these achievements made English in Action project a pioneer in the global education sector—a picture of Tech Award for educational innovation in 2010. 6, 7 and 8. Over the past 2 years, 52 Stakeholders meeting, 332 Cluster meetings for Teachers, 64 Head Teachers meetings and 31 Community orientation workshops were conducted by BMB and the Open University EIA team across Bangladesh. 9. In last 2 years, 2109 Classroom Support visits were made by English in Action—to ensure changes in English language teaching and learning are taking place in the classrooms. 10 and 11. Mr. Pieter Feenstra, EIA's Deputy Team Leader and Ms. Claire Hedges, EIA's Programme Coordinator (the Open University) awarding crests to teachers at Rangpur and Barishal. The certificate awarding ceremony marked the end of the pilot phase of English in Action.

UK Minister values English in Action's work

English in Action had the opportunity to present its programme to Mr. Andrew Mitchell, UK Secretary of State for International Development, during his visit to a UCEP School in Dhaka on 16th January 2012. Marc van der Stouwe, Team Leader of EIA, emphasized the exceptional reach of the programme: more than 26 million people have accessed EIA services provided through media and in schools all over Bangladesh. He also presented research evidence about the impact EIA has made in a short amount of time. Not only is EIA changing the way in which teaching and learning takes place in the classrooms, there has also been a significant increase in English language skills among both adults and students. Mr. Mitchell expressed his great interest in EIA's work. He appreciated the increased levels of cooperation between EIA and the Government of Bangladesh (GoB) and anticipates that EIA's innovative approaches become firmly embedded in the GoB education sector programmes.



Mr. Andrew Mitchell, UK Secretary of State for International Development (in the middle), during his visit to a UCEP School in Dhaka with team of English in Action, DFID Bangladesh and UCEP.

BBC Janala English Learning Clubs

BBC Media action is launching the new English Learning Clubs in April in collaboration with thirteen partner organisations. BBC Media Action is working with the partners to initially set up over 1,000 clubs made up of over 10,000 participants from disadvantaged groups such as slum dwellers and school drop outs and from some of the most remote areas of Bangladesh. The materials for these language learning clubs have a unique design which would help different groups learn and practice English on their own.

BBC Janala Awards... From Page : 2

initiative of Qatar Foundation for Education, Science and Community Development, launched in 2009 under the aegis of Her Highness Sheikha Moza bint Nasser (Queen of Qatar). The WISE Award has been promoting education all over the world by identifying and showcasing innovative education projects. Their aim is to ensure that education stakeholders globally are informed about best practices, so that education systems all over the world can be improved and strengthened.

The eAsia 2011 Awards have been instituted with the primary aim of felicitating and acknowledging unique & innovative initiatives in the use of Information and Communication Technology for Development (ICT4D), based on the themes of the conference. This award would be instrumental in promoting the most innovative initiatives in the domain of ICT4D and to spread awareness about the role of ICT in addressing social concerns. Last year, Dhaka hosted Asia's prestigious ICT event-5th Annual eAsia 2011. The Prime Minister of Bangladesh, Sheikh Hasina inaugurated the event. The event



The Head of Project BBC Media Action, Catherine McCarthy is receiving the 'eAsia Award 2011' from Mr. Mahboob Zaman, President, BASIS.

was held from December 1-3, 2011. The event was organized by Bangladesh Computer Council under the Ministry of Science and ICT and Centre for Science, Development and Media Studies (CSDMS), India and Supported by Access to

Information (A2I) Programme at the Prime Minister's (Bangladesh) Office.

Manthan Award is the first of its kind initiative in India to recognize the best practices in e-Content and Creativity. Its aim is to create an information rich society, where everyone, irrespective of caste, religion, race, region, gender etc. is empowered to create, receive, share and utilise information & knowledge through digital content, for their economic, social, cultural & political development. It was launched on 10 October 2004, by Digital Empowerment Foundation, in partnership with World Summit Award, Department of Information Technology, the government of India and various other stakeholders, such as: the civil society members, media and other similar organisations engaged in promoting digital content inclusiveness, in the whole of South Asian nation states for development.

BBC Janala had previously been awarded by 'Microsoft Education Award 2010', the 'GSMA Award 2011', 'World Summit Award' (WSA) and the 'M-billionth Award 2011'.

Action Events

Upcoming events in the next quarter

- 10 Teacher Facilitators selection workshops are going to take place in April 2012, where around 506 teachers will participate. The TFs provide ongoing support to the teachers by conducting Cluster Meetings, through phone and SMS as per EIA guidelines and also implement EIA methods and materials in classrooms.
- 6 workshops of each 5 days long will be conducted for selected TFs at the end of April and in May
- Approximately 87 Teachers workshops will be conducted from May to June 2012.
- English Club is scheduled to launch in April with its initial activities i.e. both the print and audio materials will be ready for distribution to partner organizations and in April, there will be two full day 'Train the Trainer' workshops where two representatives from each partner organisation is to attend the training in Dhaka.
- In addition to the partner led clubs, a marketing campaign will be launched at the end of April 2012 which will encourage the wider BBC Janala audience to do the new Amar Engregi Course as a group rather than an individual activity.
- English in Action will launch a community awareness campaign in 70 upazilas around the country. It aims to start the campaign from May and continue till December 2012. The campaign will take the shape of a day long fair which will be open for all.
- English in Action will be organizing a policy seminar in May 2012.



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