



## Highlights

- Nigerian delegation visits English in Action project
- EIA Strategy Meeting 2013 held
- EIA's success at the Asia-Pacific Ministerial Forum

## Message from the Team Leader

Dear Colleagues and Friends,

Happy New Year 2014!

Another year passed, and we can take stock of a lot of progress which has been achieved in the last 12 months.

Despite challenges, we have achieved a lot - especially through the support and dedication from teachers, government officials, partners and EIA staff. Without their contribution and the extra mile they have taken, many things would not have been possible.

On the programmatic aspects, we have successfully completed the ITWs (Initial Teacher Workshops) with 8,000 government teachers from 112 upazilas of 49 districts through 194 batches in 2013, with a staggering attendance of over 99%. We are grateful to all the education officers and the team at DPE (Directorate of Primary Education) for their endeavor and support.

EIA fairs were successfully held in 37 upazilas, as a part of our continuous effort to engage communities to celebrate the English learning benefits for young and adults. EIA's adult learning component, BBC Janala has completed airing of all 8 episodes of Nijey Nijey Shekha on Bangladesh Television and we hope to launch its second series in May 2014. The series will continue to encourage ways for adults to overcome fear of learning English and also to help achieve greater opportunities in workplace.

We have boosted our collaboration with important programmes in the education sector, with the recent signing of MOU between TQI-II (Teaching Quality Improvement II) and Skills Development Project with the Directorate of Secondary & Higher Education.

Enjoy your reading.  
Best wishes.

*Johan Bentinck*  
Team Leader  
English in Action

## BBC Janala: one of the world's top 100 digital social innovations

BBC Janala has been included in the Nominet Trust 100: a list of the 100 most inspiring social digital innovations in the world. The adult learning component of the EIA project was selected from hundreds of global nominations, showing that BBC Janala is continuing to push the boundaries of innovation.

The Nominet Trust 100 celebrates 100 examples of social tech ventures from around the world and serves to inspire and accelerate the use of digital technology as a tool for significant social change.



To know more, and be inspired by other projects on the list, please visit [www.socialtech.org.uk](http://www.socialtech.org.uk)

## EIA Strategy Meeting 2013 held

English in Action arranged a two day strategy meeting on 18-19 November 2013. The objective of this year meeting was to provide strategic direction and work planning for final Phase of EIA (2014-2017). Members from all the consortium partners were present in the meeting along with representation from DFID Bangladesh.

Mr. Siddiqur Rahman, Project Director- EIA from the Government of Bangladesh shared insights on Bangladeshi Education sector. He stressed the remarkable contribution of EIA in strengthening and bringing innovative ways of teaching and learning in the schools.

Ms. Carolyn Sunners, Team Leader, Human Development, DFID Bangladesh, highlighted new global development trends and the priority areas for EIA, identifying key areas where to focus to achieve maximum impacts for the project was indicated in her sharing session.

The meetings targeted key areas where EIA can further increase its effort to sustain the impact it has achieved in last six years-which included discussion under the following themes: Skills development, Autonomous local learning, Technology and mainstream learning, and Impact evaluation.



## Teacher Facilitators **video shooting**



As the numbers of teachers on EIA has increased over the last year, the role of the teacher facilitators has become even more important and central to the success of the programme. They have done a really great job helping their peers to have successful meetings and get the most from the materials and techniques promoted by EIA. But we have also been listening to what the TFs tell us. They told us that the videos have been crucial in helping teachers to not only know in theory

how to use these techniques in the classroom, but to see it in practice. They suggested that it would be really helpful for new TFs to have similar videos of good TF practice in facilitating cluster meetings. So...in March and April 2013 our film team headed off to various corners of Bangladesh to film some TFs running their cluster meetings and with the aid of a video narrator, we put together a series of TF videos showing the running of one complete cluster meeting. We hope and expect that this will be an enormous help to future TFs.

Mike Solly

## Independent user materials for Kishorgonj Sadar Upazila teachers- a glimpse at what sustaining EIA may look like

English in Action has been working with over 12,500 primary and secondary teachers in Bangladesh from its pilot phase till up-scaling phase. Starting from April 2014, EIA will commence its journey to the final phase: Institutionalisation and Sustainability. Keeping the urgency of sustainability, EIA initiated its work on 'how the models, approaches, materials can be embedded within the context of teachers and schools capacity in Bangladesh'.

This is a story of one of the upazilas where teachers from 39 schools already were trained by EIA. Along with the training, they were also provided with EIA materials including speakers and mobile phones. Seeing the change taking place in the teachers' professional development and students approach to learning English, an unprecedented proposal

came to EIA from the Education Officers of Kishorgonj Sadar. The Education officers seeing the impact and change in classrooms expressed their interest to spread EIA's methods across the entire upazila by their own initiative. That means, they will buy mobile phones and speakers from their school fund, and would require EIA's orientation on how to use them.

Welcoming this initiative, EIA planned to customize its existing audio-visual materials for classroom and professional development into stand-alone materials. The idea is, they will get only EIA audio video materials and relatively less support from EIA. Expecting it will lead the teachers to go in almost autonomous mode for their professional development, and they will practice and improve

through using the materials in the classrooms. For this purpose, EIA will briefly orient the teachers, head teachers and education officers of that upazila. A total 204 teachers of 102 Government Primary schools will come under this new idea. As EIA will only provide them a short orientation and a SD card with all AV materials, so it makes the idea of sustainability into reality where EIA's human presence is almost next to none.

This brings in a lot of strength for English in Action and the work all of us have been doing. We believe the lessons of Kishorgonj Sadar upazila will be inspired and adopted by many other upazila education officers and community leaders, multiplying the reach, impact and change into many folds.

## Sneak peak of BBC Janala **Amar Engreji Course 3**



In picture: Meet Shipon and Shumi: two of the characters from BBC Janala's upcoming Amar Engreji Course 3. Shumi comes from a small town and wants to improve her English so that she can operate her own computer. Her husband, Shipon, works for a garments company where he meets international buyers; and wants to improve his English so that he can prosper in his career. The lessons will launch in spring 2014 on the BBC Janala website and mobile service and in the Prothom Alo newspaper.

## BBC Janala's new TV series **Nijey Nijey Shekha 2**



The second series of BBC Janala's Nijey Nijey Shekha television series will be on air from May 2014 on BTV. The series will follow eight new people from across the country as they embark on their learning journey and use English to help improve their lives at work and at home. Already lined up for the series are a metal-craft entrepreneur from Dhamrai, an aspirant migrant worker from Barisal, a dry fish business person from Cox's Bazaar and a flower cultivator from Jinaidaha.



# Exploring opportunities to embed EIA in DPE initiated Teacher Education and Development Plan

A joint workshop with officials of the Directorate of Primary Education and English in Action was held on Thursday, 14 November 2013, at the Directorate of Primary Education (DPE), Dhaka. This workshop was an extended discussion to explore the scope for embedding the EIA approaches in the DPE initiated Teacher Education and Development plan.

With the aim of establishing close collaboration and a sustainable partnership between EIA and DPE, there has been a series of meetings and discussions on-going. Considering all the earlier meetings and

collaborative viewpoints, this workshop was arranged with the objective to develop an integrated teacher professional development model for primary Teacher Education and Development (TED) plan in combination with English in Action's approach to teacher training and support system.

A number of collaborative avenues were flagged in this workshop with recommendations on implementing them. All participants agreed that both DPE and EIA is working with the same goal in mind, 'work for Bangladeshi children's quality

education', therefore it entails scope for more close working relations between EIA-DPE.

Nineteen top officials from DPE attended the workshop, including the Mr. Shyamal Kanti Ghosh, Director General, Mr. Md. Ruhul Amin- Director Training, Ms. Mahbubun Nahar, Director Admin, Mr. Manindra Nath Roy- Director, Planning and Development. Amongst other project director of EIA, the team leader of EIA, the Education Adviser from DFID and the Primary Education Adviser from JICA were also present.



Clockwise from left 1. Md. Siddiqur Rahman, Project Director for English in Action on behalf of the Government of Bangladesh, Md. Ruhul Amin, Director Training- DPE, Fahmidha Shabnam, Education Adviser-DFID, Johan Bentinck, Team Leader- EIA. 2, 3, 4: Members from DPE and EIA in brainstorming sessions at the workshop.

## EIA presents success at Asia-Pacific Ministerial Forum on ICT in Education

English in Action one out of the seven projects around the Asia Pacific region selected to present its experience at the gallery walk in the 'Asia-Pacific Ministerial Forum on ICT in Education, 2013' which was held on 26-28 November 2013 at Shenzhen, China. UNESCO Asia and Pacific Regional Bureau for Education, Intel Corporation, and the Government of the People's Republic of China were the co-organizers of this year's conference.

UNESCO Asia Pacific Regional Bureau for Education invited English in Action for this prestigious event with participants around over 25 countries. Two members from English in Action, Prof. Shahidul Amin Chowdhury and Mr. Bikash Chandra Sarkar, represented EIA in the conference for its Gallery Walk sessions on Day 1 and 2. The project station at the conference enabled ICT

policy makers to come across unique approaches EIA is taking to transform classrooms; particularly it's success of teacher training model where use of mobile technology is the core for teaching and learning English - interested many delegates.

"EIA project is really good example for countries to follow, this can be replicated and localized in their own context," said an UNESCO representative. The platform provided opportunities for many country delegates to learn and use the best methods from EIA in similar developing countries like Bangladesh. The Forum is an annual conference of the UNESCO member countries of Asia Pacific region on ICT in Education. The Forum is a regular platform to share experience and discuss strategies on the roles and use of technology in education in the region. The Asia Pacific ministerial Forum on ICT in Education'

first started in the year 2010. This year, the theme of the Forum was "Fostering Favorable Policy Environments for Mainstreaming Sustainable Innovations". Ministerial level representatives of Education from 27 countries across the region attended the conference of 2013.





## Marc van der Stouwe appointed EIA Project Director



Marc van der Stouwe has been appointed by BMB Mott MacDonald as the Project Director for English in Action from December 1, 2013.

Marc replaces John Shotton, who has served the project from the start in 2008 and will continue to be involved as Divisional Director within BMB Mott MacDonald.

On Marc's appointment, EIA Team Leader, Johan Bentinck, said "In Marc we have found another strategic leader to support and guide us through the challenging avenues which the project is currently going through. The final phase of the project (2014-2017) will be crucial and Marc's extensive experience with EIA will be a valuable asset".

Marc has a broad range of international development experience, including senior management positions in Lesotho, South Africa, Georgia, Poland, India, Thailand, Rwanda and Bangladesh. His areas of expertise include education, innovation and learning. Furthermore, Marc was EIA Team Leader from the project's inception in 2008 through to 2012.

Marc added, "EIA has a dynamic team who are working relentlessly to change the lives of millions of people in Bangladesh. It is renowned around the world for its innovation and use of technology in English learning. I am passionate about the work EIA is doing and I am fully dedicated to help ensure it has a sustainable, long-lasting impact."



## Nigerian Education Ministry delegation visits English in Action project

A 12 member delegation from the ministry of Education in Nigeria visited English in Action project on 15-19 November 2013.

The visit was organised by the Teacher Development Programme (TDP) Nigeria funded by UK aid. TDP is a large scale teacher education programme targeting to reach 66,000 teachers from grade 1-9 in three core subjects – English, Maths, Science & Technology. Similar to English in Action, TDP will adapt the 'Trainer in the pocket' model for supporting the teachers. Purpose of this study visit was to see EIA programme in Bangladesh and to expose participants to the innovative 'trainer in the pocket' model for teacher training and review how the model can be adapted in the context of Nigeria.

The delegation led by Mrs. Agwaoma Joyce Eke, Deputy Director for School Support visited EIA classrooms, government dignitaries from the ministry of Primary & Mass Education, Bangladesh Government and EIA team members including consortium partner The Open University, UK and BBC Media Action. The delegation also participated in relevant discussions during the EIA strategy meeting.

Johan Bentinck, Team Leader-EIA, said, "English in Action project's impacts and lesson-learned are suitable for being used elsewhere, blending

teaching and technology in a fine balance is what we have successfully achieved. The visit from education ministry Nigeria allowed us to share with them the experiences gathered through implementing one of the largest education projects in Bangladesh, working with teacher professional development. We believe that EIA is a model project which can be replicated in similar developing context around the world".

After the 5 days visit to English in Action in Bangladesh, Hon. Murtala Adamu, Executive Chairman, Zamfara State Universal Basic Education Board (SUBEB) said, "The DFID supported visit to Bangladesh was indeed a memorable epoch. It was educative and informative. It shows how with minimum resources, but plenty of determination lives of many ordinary people, children in school and in their teachers can be impacted upon positively. Confidence of the teachers is enhanced and so were their skills and effectiveness. I visited one of the schools and had seen how a combination of simple technology and other instructional materials can make teaching more effective, lively and interactive. But there are challenges still, Bangladesh Government should scale up the programme to deploy the mobile technology for use to assist in the teaching in other subjects".

## Rising rate of internet usage and www.bbcjanala.com

The number of people using the internet in Bangladesh is on the rise. October 2013 data from BTRC (Bangladesh Telecommunication Regulatory Commission) show that the country now has over 36 million internet subscribers, with the majority accessing the web through a mobile phone. The results of the 2013 National Media and Demographic Survey (recently published by The Nielsen Company) also show an encouraging penetration rate of 7.7% which was 5% in 2011. The ever-increasing use of internet-based services has also brought good news for BBC Janala, with the project's adult learning

website also experiencing a growth in user numbers. Over 178,000 people are now using www.bbcjanala.com, demonstrating the growing popularity of an easy-to-access English learning service, which is also free of cost. More than 19 million pages have been viewed – and learners are engaging heavily with the site, staying for an average of 16 minutes per visit (longer than most of the popular websites in Bangladesh and approaching the figure achieved by international sites such as YouTube). With the new Amar Engreji Course 3 due to add to BBC Janala's on-line offering in the near

future, the project will continue to provide accessible, progressive English learning to an ever increasing number of adults across Bangladesh.



Implemented by :



Funded by :



Implementing Partners :



English in Action  
House 1, Road 80, Gulshan - 2  
Dhaka - 1212, Bangladesh  
Phone: +88 (02) 882 2161, +88 (02) 882 2234  
Fax: +88 (02) 882 2663  
E-mail: info@eiabd.com

[www.eiabd.com](http://www.eiabd.com)

[f/EnglishInActionBangladesh](https://www.facebook.com/EnglishInActionBangladesh)