



## Highlights

- The Open University VC visits EIA
- BBC Janala ESP Launched
- DPED materials approved
- EIA Community Fairs

## Message from the Team Leader

Dear colleagues and friends,

I am sure it will not come as a surprise to you that EIA's last quarter was again a period of hard work with many new milestones being achieved.

I am very pleased to report that EIA started scaling up its work in schools, with training of a new cohort of 4500 teachers. This was done by organising 89 three-day workshops in parallel over a period of five weeks across the country.

These introductory teacher workshops are a first step towards addressing the Project's two remaining major challenges. The first challenge is to sustain the teaching and learning impact that EIA has achieved during the pilot phase, while the second is to embed the EIA methods and techniques in the Government systems of learning English.

For the new cohort of teachers, we have slightly revised the classroom materials and made substantial improvements to the professional development resources. We have recorded a large number of videos which show EIA pilot teachers practicing the new methods and techniques in their classrooms and also presenting simple but effective techniques to further improve their English classes. The first workshops showed that teachers seem to interact easily with the materials and are happy to use these in the classroom.

As for the technology resources, a massive exercise has been undertaken in selecting, procuring, recording, and pre-loading all the audio and video materials on to mobile phones, which have been distributed to the new EIA teachers and trainers. We have also provided the teachers with an amplifier enabling them to play the audio files in their classrooms.

We have also taken initiatives to raise awareness of EIA in the 70 new upazilas that are now included in the programme. This has been done through community fairs involving games, shows and videos, which have been attended by large numbers of pupils, students, parents, teachers and others. Apart from informing everyone about the new ways of English learning in school, the fairs also promoted the second series of Mojay Mojay Shekha and the BBC's Janala Amar Engreji Course on mobile phone. The community fairs are a good example of valuable synergy between EIA's school component and media (TV and mobile phone) intervention for adult learners.

Overall, EIA is on the right track. This was recently confirmed by an independent external review team who congratulated EIA in its performance which largely exceeded both targets and expectations.

I am sure that EIA will have a long-lasting impact on the English learning environment in Bangladesh and I am looking forward, with much confidence, to the challenges ahead.

Pieter Feenstra  
Team Leader  
English in Action

## English in Action introductory workshops

A series of English in Action (EIA) introductory workshops have taken place across Bangladesh, marking the commencement of the up-scaling phase. Through these, 4500 teachers from different upazilas are being empowered by EIA's teaching materials, techniques and mobile technologies.

The training – which involves concentrated introductory workshops, followed by in-school training over 16 months – will enable teachers to teach English using EIA activities in the classroom. In doing so, the way that English is taught and learnt will be transformed.

Preparations began in April 2012 when 514 teachers were selected for interview for the role of Teacher Facilitator (TF). Of these, 229 (including ... Upazila Resource Centre Instructors (URCIs) and secondary teachers) were recruited and trained to begin their TF role in May 2012. Twelve introductory workshops, each five days long, were held to familiarise the TFs with their roles and responsibilities. As part of this, the TFs were oriented to the EIA materials, methods and

technology, and trained in using these in the classroom. The workshops also developed the TFs' capacity to run cluster meetings with teachers.

The TFs were enthusiastic during the workshops and found the EIA activities and materials to be very useful, although unconventional, for the classroom. After the five-day workshops, most left believing in themselves, and with confidence and positivity about their roles as TFs.

Following on from this, in June–July 2012, 89 introductory teacher workshops were held across the country involving 4500 primary and secondary teachers. These workshops were facilitated in the different divisions through teams of EIA Core Trainers, Open University Trainers and the recently-trained TFs from various upazilas.

These workshops have inducted the teachers in the EIA approach and welcomed them into the EIA family. Like the TF workshops, the teacher workshops have introduced the EIA materials, techniques and technology. They have also provided opportunities for the teachers to practice

classes and work with other teachers, for example, brainstorming on how to make English classes more fun and enjoyable for students.

The teachers' responses to these workshops were very positive. They were enthusiastic and excited about the project's approaches and felt confident about applying what they have learnt in their classrooms. Reflecting at the end of the training, Assistant Teacher Abdul Ghoni, from Mirpur said, "what English in Action has given me in 2½ days, I haven't learned in 2½ years. I am very lucky to know English in Action".

What is more, the newly inducted teachers are going back to their classrooms and are trying out the activities with success. TF Sumon Lenard Rozario reports that his students are enjoying their English lessons and showing enthusiasm: "They are now really enjoying their English classes very much with EIA materials. They are now getting interest in their English classes. As a result they are much more attentive than before. So, they are now not afraid of or bored in their English classes. Rather, they wait for it eagerly".

[Workshops pictures at page-3]

## English in Action Policy Seminar

A first Policy Seminar, titled 'Making learning effective through teacher professional development – implications for policy', was held on 14 May 2012. Organised by English in Action, the seminar generated discussion on continuous professional development (CPD) policy in Bangladesh and current practices in primary and secondary education sectors, and also shared the experience and impact of the EIA teacher professional development programme with key policy makers, leading educationalists, development sector practitioners, and donor representatives.

Speakers at the event included: Marc van der Stouwe (EIA representative); Md. Salahuddin Akbar (Additional Secretary, Ministry of Education); Mr. A.K.M Abdul Awal Mazumder (Secretary, Ministry



Mr M. Nazrul Islam Khan (middle) in a thematic discussion with national and international educationists at the EIA policy seminar.

of Primary and Mass Education), Mr. M. Nazrul Islam Khan PS-I (Secretary) to Prime Minister and National Project Director of Access to Information Program, Government of Bangladesh; Martin Bean (Vice-Chancellor, The Open University, UK); and Ms. Gwen Hines (Country Representative, DFID Bangladesh). All speakers highlighted the need for on-going teacher professional development and the implications for students'

learning. They also emphasised that future planning would benefit from a continued dialogue on this topic between the Government, donors and other organisations working in the education sector. Drawing on national and international experiences of CPD, the seminar participants discussed how best to address the need for teachers' school-based teacher development (SBTD) in Bangladesh. Key issues were raised,

[Policy Seminar pictures at page-3]

## BBC Janala launches Amar Engreji Clubs

BBC Janala is launching a series of new BBC Janala Amar Engreji Clubs, in partnership with a range of NGO partner organisations, linked to the recently launched BBC Janala Amar Engreji Course and the project's English Speaking Partner campaign.

The new club initiative will give people in Bangladesh further opportunities to improve their English language skills and practise their spoken English. All 10,000 club members will receive a specially produced BBC Janala Amar Engreji Club book and CD, based on the lessons available on BBC Janala's other platforms. Partner organisations are already benefitting from training and support provided by BBC Media Action, to ensure that clubs across the country are successful.

Adults of all ages will be supported through an initial roll-out of 1,000 clubs, which will offer them a new, more social route into learning and practising English, alongside other members of their community.

Charlotte Imbert, Country Director for BBC Media

Action said: "The BBC Janala Amar Engreji Clubs present a unique opportunity for people to learn in a community environment, regularly practising English with their friends or family."

"We hope that, regardless of their English ability, everyone can start or join a club. We are very excited to be delivering the clubs scheme alongside our valued partner organisations, who are all working together to bring this new opportunity to people across Bangladesh."

A diverse range of partner organisations are involved in the project, including many working with people from lower socio-economic groups for whom a basic understanding of English can lead to better employment opportunities; more



parental support for children learning English in school; and improved access to information and skills.



# Planning for the future

Participants from academia, ELT, broadcast, on-line, mobile, print and creative industries agreed an outline vision for a proposed new ELT-media alliance, prioritising the use of new technologies and links with formal education; and noting the importance of cultural relevance in learning materials.



Richard Lace, EIA Head of Project for BBC Media Action

June marked another step on the way to embedding English in Action's work across Bangladesh, as around 40 English language teaching and media professionals gathered in Dhaka to discuss ways to work together. The creative brainstorming day, organised by BBC Media Action, saw lively discussions on how the quantity and quality of ELT content on Bangladeshi media could be improved, as well as providing opportunities for organisations across both sectors to meet and understand each other better.

Participants from academia, ELT, broadcast, on-line, mobile, print and creative industries agreed an outline vision for a proposed new ELT-media alliance, prioritising the use of new technologies and links with formal education; and noting the importance of cultural relevance in learning materials. Time was also taken to explore

the benefits of learning English to people living in Bangladesh and to examine the motivation behind the growing demand for English in the country.

Richard Lace, EIA Head of Project for BBC Media Action said: "It was excellent to see so many people from so many different sectors engaging in the day. The enthusiasm for more joint working certainly bodes well for the sustainability of what EIA is doing; and the outcomes of the day will influence the work that BBC Media Action is planning alongside industry partners in the future."

The learning from the event will be used to help plan BBC Media Action's next set of capacity-building workshops for creative professionals, which will take place in September 2012.

# Annual Review 2012

The English in Action annual review took place from 5th-10th May 2012. The DFID Education Advisor noted that 'The review team was highly impressed by the professionalism and commitment of the team and the notable results the programme has produced ... Amongst all other issues that they found to be impressive, they specifically commended the programme's drive towards Value for Money.'

Ms. Jean Wilson, Independent Consultant, Vicky Francis from DFID Pakistan and Gemma Wilson-Clark, DFID Rwanda conducted the annual review. The review was coordinated by Fahmida

Shabnam, Education Adviser and Zahir Dasu, Economic Adviser - DFID Bangladesh.

The reviewers noted they "... found evidence of a well-managed project which is largely on track against milestones. The key challenge for schools and media/adult learning components is sustainability". In the view of the project team, such a summary captures the current situation.

The Annual Review 2012 awarded an overall project score of A+ (i.e. moderately exceeded expectation) to English in Action.

# "A remarkable initiative" - The Open University Vice-Chancellor visits English in Action

The Open University Vice-Chancellor, Mr Martin Bean, visited English in Action on 14th and 15th May.

A packed schedule saw the Vice-Chancellor's team participating in the EIA Policy Seminar: "Making Learning Effective through Professional Development – Implications for Policy". Discussions followed with DFID Bangladesh and EIA Project teams in Dhaka. The day concluded with a Stakeholder Dinner.

The next day saw the Vice-Chancellor's team at an UCEP school. The many questions and talking points raised by students and teachers made a vivid impression. Visits to BBC Media Action and the British Council followed.

At his next address to the University, the Vice-Chancellor congratulated all involved on "this remarkable initiative ... and very innovative programme ... which is not just improving



Mr Martin Bean, Vice-Chancellor, The Open University, UK

students' conversational English, but increasing motivation and engagement, and making real changes in the classroom".

# Diploma in Primary Education Materials Approval

Primary is the largest sector of the education system in Bangladesh and it is in need of development, particularly in the area of classroom teaching practices. Acknowledging this, a new foundation teacher training programme – the Diploma in Primary Education (DPed) – was developed and approved by the Ministry in 2011, to which English in Action has contributed significantly. This is a major departure from the pre-service programme Certificate-in-Education. The DPed programme seeks to develop teachers to enable their students to construct new knowledge in ways which are participatory, interactive and creative.

Over the past year, all DPed training and support materials were developed by a team based at the National Academy for Primary Education (NAPE)

in Myemensingh. These materials, which contain pedagogical and subject knowledge, were critically examined by a group of national and international reviewers. After two review

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The 18-month DPed programme is now being piloted in seven Primary Teacher (Training) Institutes (PTIs) with 1400 teachers until December 2013. The DPed team will continue to improve the quality of the materials throughout the pilot period, based on feedback received.

According to the current plan, from July 2013 onwards the programme will be disseminated in all 57 PTIs in Bangladesh.

# BBC Janala English Speaking Partner campaign find your own speaking partner

BBC Janala's English speaking partner campaign was launched in June 2012. The campaign encourages people to find an English speaking partner from their circle of friends, family, class-mates or colleagues and meet together for

regular practice. A TV commercial, newspaper advertisement and messages on FM radio stations encouraged people to be proactive about their own learning and find informal ways to practise.



Screen shot of ESP TV promo campaign.





# English in Action, **why is it successful?**

Leaving a successful project is never easy. There are not many projects as dynamic, innovative and inspiring as EIA. And, above all, there are not many projects that are able to demonstrate impact at the level of the classroom and the individual learner. Now I am leaving EIA to take up a new professional challenge in Rwanda, I was asked to share my personal thoughts about why EIA has been so successful thus far. To me the critical success factors are:

- The critical place of monitoring and evaluation: Building evidence has been at

the core of our project. EIA developed a rigorous system of ongoing research through which we were able to prove impact.

- A teacher training model that works: Informed by our ongoing analysis of project practices, we identified a teacher training model that works. The EIA model is school-based, works with Government of Bangladesh (GoB) people and systems at all levels, supports teachers on an ongoing basis and is tightly linked to the activities

teachers conduct in their classroom on a daily basis.

- The role of technology and media: Using affordable, accessible and appropriate technologies has been a critical success factor both in terms of teacher professional development, changing the classroom environment as well as reaching millions of adult learners.
- A strong partnership: The effective, open and harmonious long-term partnership among the implementing organisations

(The Open University, UK, BBC Media Action, UCEP, FIVDB) under the leadership of BMB Mott MacDonald, combined with the strong political will and support from the Governments of the UK and Bangladesh, have been key in the successful implementation of EIA.

If EIA keeps these factors at the core of its project implementation, I am confident EIA will have great years ahead.

**Marc van der Stouwe**  
*Team Leader*  
2008-2012

## Pictures from Teacher Workshops and Policy Seminar



**1, 2:** Pieter Feenstra, Team Leader, and Mourie Nishad, Head of Teacher Training Support, EIA at the teacher workshops with teachers. **3, 4, 5 & 6:** Teachers discovering, demonstrating and sharing the methods of EIA with materials in a group. **7 & 8:** EIA Core Trainers team, The Open University colleague and EIA teachers pose at the end of workshop with the enthusiasm to take EIA methods into classes across Bangladesh. **9.** Ms. Gwen Hines, Country Representative of DFID, addressing at the EIA Policy Seminar. **10 & 11:** National and international participants share views on Continuous Professional Development in Bangladesh at the EIA Policy Seminar . **12.** Mr. M. Nazrul Islam Khan, PS-I (Secy) to PM and NPD of A2I Program, Prime Minister's Office, learning about the EIA "Trainer in the pocket" – audio video materials. **13.** Dirk Smits, Deputy Team Leader, EIA, Richard Lace, Head of Project, EIA and Tanya Cotter ELT Editor for BBC Media Action, at the EIA Policy Seminar.



# Inspiring English learning

## EIA Community fairs launched across the country



Students, teachers, parents participating in the EIA Community fairs across 34 upazilas around the country.

An exciting country-wide programme of English in Action fairs was launched in June 2012, titled 'Ananday Shiki Engreji – English in Action Mela'. The programme is taking place over the next few months in 70 upazilas across Bangladesh to raise awareness of EIA and to promote communicative English language learning through fun and exciting activities, technology and mobile phones.

Fairs will take place at 70 upazilas around the country within next few months in two slots. Over June and July, 34 fairs will take place in 34 upazilas in the divisions of Sylhet, Dhaka, Chittagong, Rangpur, Rajshahi and Khulna.

The EIA fairs aim to reach all sections of the community, giving a unique and unprecedented opportunity to access and experience EIA and introducing easy, fun and innovative ways of learning English. Open to all, the EIA fairs are

providing information to students, teachers, parents, farmers, businessmen, homemakers, boys and girls of all ages through innovative means, such as entertainment booths. Through the fairs, members of the community are able to see what an EIA classroom is like and can try out BBC Janala lessons, learning through games, and audio-visual dramas, along with many more activities.

The fairs have been well-received by upazila officials - Md. Abdul Wadud, Upazila Nirbahi Officer, Jagannathpur, Sylhet, says: "English in Action fair is a different initiative for our country ... it is the first of its kind ... I would like to thank English in Action for giving my upazila this kind of opportunity. I like the fair very much."

EIA team recognises that the EIA Fair Programme will spark interest in communicative English language learning, as EIA. Mr. Pieter Feenstra, EIA

Team, Leader says: "I believe English in Action fairs will instigate demand and interest in students, their parents and the wider community for English learning and make them aware of the ... success of the project, both inside and outside the classroom."

Gwen Hines, Country Representative, Department for International Development (DFID), adds: "These English in Action fairs are a great opportunity for anyone interested in learning English to come and explore innovative ways of learning English, and ... also to have some fun. Being able to speak English well is essential for millions of people across Bangladesh who want to lift themselves out of poverty by finding a better job. Having more and better qualified English speakers is also very important for Bangladesh's economic and social development. UKaid, provided by DFID, is working closely with the Government of Bangladesh

through the English in Action initiative, to train 80,000 primary and secondary school teachers and approximately 14 million students by 2017 to enable them to speak better English, using the most effective, interactive and innovative methods – from classroom games to lessons you can download on your mobile phone."

Over 60,000 students, teachers, young and adults have participated in the fairs so far. What is more, they are being enjoyed by those it has intended to reach. Oni, a Class 4 student from Chatak Sunamgonj, Sylhet, shared his experience: "I love the games and songs played in the classroom, I learnt a new song, an English song "goodbye song" to say goodbye to my friends in English."

The EIA fairs team look forward to reaching more people in other upazilas, to "inspire fearless English learning and Ananday Shikhi Engreji".

## Feels proud to be a part of English in Action family



Laura, at six years old, is one of the newest and youngest members of the English in Action (EIA) family. She is a Class 1 student from Mirpur, Kustia, who loves to laugh and eat, and keeps you busy with her endless school stories. I met her in Khulna at one of our EIA teacher workshops. Well, of course, she is a little young to be trained in EIA teaching methods or to be facilitating - sorry if I misled you! Laura was accompanying her mother, Teacher Facilitator (TF) Laboni Nusrat.

English in Action is an inclusive programme which embraces social dynamics. The team understands that the teachers participating in the programme have families and that EIA professional development must fit with this – this is why EIA does not discourage teachers with their children to attend activities such as the workshops. By this, we ensure that it doesn't become a reason to miss the training.

Laboni enjoyed every bit of her time at the

workshop, working with other teachers from her upazila, most of whom were elder than her. She was overwhelmed by the way that the EIA core trainers and her fellow teachers embraced her daughter throughout the workshop.

Laboni feels proud to be a part of EIA. She has taken on the role to change the way English is taught and learnt in classrooms. As a TF she looks forward to using her skills to effectively support the teachers from her upazila. This will not only develop her own knowledge and skills, but also enable her to facilitate and share knowledge with other teachers so that English is used more widely in schools.

I asked her how she felt about EIA after five days of training, facilitating a cluster of teachers, and using EIA in your own classroom. She said: "I wasn't confident before, but I am now. The teachers from my upazila now value me more. I was always an active teacher, but I lacked skills in some areas;

now I am brushing my skills. Students are now more active in the classrooms and love the audio materials. Now they try to speak, even if their sentences are broken English. I am known as an EIA representative in my upazila and that is a great feeling." Laboni also believes the practices and methods she has learnt will help her to progress to higher levels.

Out of curiosity, I called Laboni to ask how Laura was doing. "Laura cannot forget the photographs you took, the drawing she did on the board, and how everyone liked her at the workshop. She still remembers and likes to share it with her father."

There are 229 TFs like Laboni across Bangladesh working as agents to facilitate the EIA approach in schools in the up scaling phase.

**Faysal Abbas**  
*Communications Specialist*

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