



Online outsourcing training

## Move to create self-employment for learners, jobless youths

An initiative has been undertaken for creating self-employment for learners and jobless youths through online outsourcing training all over the country. With the financial support of UNDP, a memorandum of understanding (MoU) was signed at Prime Minister's Office between Support to Digital Bangladesh (A2I) Programme, Dhaka Ahsania Mission and Swanirvar Bangladesh on 4 April 2012.

National Project Director of Support to Digital Bangladesh Programme of Prime Minister's Office Md Nazrul Islam Khan, Executive Director of Dhaka Ahsania Mission Dr M Ehsanur Rahman and Chairman of Swanirvar Bangladesh S M Al Husaini signed on behalf of the respective organisation.

President of Dhaka Ahsania Mission Kazi Rafiqul Alam, People's Perspective Specialist Naimuzzaman Mukta, IT Director of Dhaka Ahsania Mission Engineer Syed Ziaul Haque and high officials of Prime Minister's Office were present.

At present, online outsourcing has been playing an important role in creating new self-employment through usage of information technology (IT). In the meantime, young people of the country have been engaged in

earning foreign exchange that plays a major role in the economy of the country. Trainings were already imparted to the learners at school, college and university level under 'Learning and Earning Programme' of Support to Digital Bangladesh (A2I) Programme. Subsequently, Dhaka Ahsania Mission and Swanirvar Bangladesh will impart training on outsourcing at all district, upazila and unions of the country. Under the purview of MoU, Dhaka Ahsania Mission and A2I will jointly organise a day-long refreshers' course at Prime Minister's Office on Friday (6 April 2012) for the youths who underwent training on online earning. Later, Swanirvar Bangladesh will organise training courses on Online Earning in eight districts while Dhaka Ahsania Mission will organise training courses on Online Earning in three divisional towns in next six months.

Dhaka Ahsania Mission and Swanirvar Bangladesh will help resolve various problems to the youths who underwent outsourcing trainings through a Help Desk. Support to Digital Bangladesh (A2I) Programme will help conduct training courses at zila, upazila and union level as well as in formulating new planning.

## World Bank team visits Ganokendra

A five-member delegation of World Bank led by Communication Specialist Rahmat Ali visited Kabita Ganokendra at Koirpara village under Chowgachha union of Chowgachha upazila in Jessore district on 8 March 2012. Chowgachha Union Parishad (UP) Chairman Md Rafiqul Islam, member of Ward No-1 Golam Mostafa, President of Kabita Ganokendra Azim Uddin, Dhaka Ahsania Mission (DAM) Coordinator Ashok Kumar Ghosh, Branch Manager Rafiqul Islam and Programme Supervisor Zafar Alam were present. A representative of Bangladesh Television (BTV) was also included in the World Bank team. Koirpara village is a working area of ACCESS (health & empowerment) Project of DAM.

## Contents

### DAM at work

*Blood donation campaign by AMBB*  
Any dying patient can get a new lease of life in exchange of a bag of blood page - 2

Khan Bahadur Ahsanullah (R) Memorial Lecture at AUST page - 3

*Factory-based Adult Literacy Programme*  
Graduation ceremony of worker learners held in Chittagong page - 4

Int'l Women's Day observed page - 5

Strengthening of committee for prevention of violence against women, village court, arbitration council essential page - 6

### Thematic Focus

Rural Entrepreneurship Development: An engaging initiative of DAM page - 7

### DAM in Frame

Ahsania Mission Blood Bank holds a voluntary Blood Donation Camp recently page - 8

6th Founding Anniversary

## Motif used in Indonesian boutique print now on Nagordola dresses

Nagordola highlights the tradition of rural Bangladesh from its very inception. From the beginning of civilisation enchanting embroidered designs have been making Bangalee culture rich and prosperous. It has created an epoch-making excitement in the national architecture. This is vivid in each and every scratch of Nagordola. Speakers said this at a Dress Fair held at Dhanmondi show room of Nagordola in the capital marking the 6th Founding Anniversary of the leading boutique house of the city on 2 April, 2012.

This year's exhibition, specially, highlights the beautiful designs of motif of thousands of years used in Indonesian boutique print now being replicated on the colourful Boishakhi dresses of Nagordola. This is why this year's exhibition is full of diversity. The well-wishers of Nagordola will definitely enjoy the practice. The main objective of Nagordola is to bring novelty. The



craftsmanship increases the beauty of dresses by manifold. The art work has been scattered in different regions of the country. Among others, popular TV personality Abdur Nur Tusher, President of Dhaka Ahsania Mission (DAM) Kazi Rafiqul Alam, Nagordola chief Ali Afzal, representatives of major boutique houses, journalists and local elite were present on the occasion.



Blood donation campaign by AMBB

## Any dying patient can get a new lease of life in exchange of a bag of blood

Any dying patient can get a new lease of life in exchange of a bag of blood. There is no better service like this. Blood donation is a noble task. Any healthy adult person can donate blood after every

four months.

Dhaka Ahsania Mission (DAM) President Kazi Rafiqul Alam said this while opening a voluntary blood donation campaign organised by Ahsania Mission Blood Bank (AMBB) at Dhanmondi Mission Bhaban in the city at 10 A.M. on 07 April, 2012. The number of voluntary blood donors in the country is only 20%. In India, Sri Lanka and Nepal, the number is 68, 98 and 100 percent. This is why, the number of voluntary blood donors should be increased. At the same time, awareness campaigns should also go on. People of all strata of life should spontaneously come forward to this noble task.

Among others, DAM General Secretary Md Ziauddin, Executive Director Dr M Ehsanur Rahman, Director of Mirpur Ahsania Mission Cancer Hospital (AMCH) Brig Gen (retd) Dr Syed Fazle Rahim, Dr Ruksana Karim, Consultant Biochemist, AMCH, doctors, nurses, lab technicians and officers and staff of DAM were present at the opening ceremony. Officers and staff of Dhaka Ahsania Mission voluntarily donated blood at the blood donation campaign. The blood of Ahsania Mission Blood Bank will be supplied to all types of patients alongside to poor and dying patients on emergency basis.

## Workshop on climate change in Chittagong

A workshop on climate change was held under the aegis of Community Managed Disaster Risk Reduction (CMDRR) Forum, Bangladesh, in collaboration with YPSA, at the seminar room of Chittagong Shilpakala Academy, Chittagong on 23 February 2012. Panel Mayor of Chittagong City Corporation and Councillor of Ward No-20 Chowdhury Hasan Mahmud Hasni, Ward Councillor Golam Mowla, Deputy Director of Fire Service & Civil Defence, Chittagong Ruhul Amin, Assistant Professor of Chemistry Department of Chittagong College, noted environmentalist and researcher Muhammad Idris Ali, Director of Agrabad Mother & Child Hospital Dr Mohammad Nurul Haque, Dr Jalal, Forum Coordinator of Dhaka Ahsania Mission (DAM) Khan Muhammad Mujahid Ibne Habib and journalists were present. Khan Muhammad Mujahid Ibne Habib highlighted the aims, objectives and plan of work of the workshop.

## ACCESS Project takes part in Environment, WatSan Fair

ACCESS (Health & Empowerment) Project of Dhaka Ahsania Mission (DAM) participated at an Environment and WatSan Fair held at A K M A Khaleque Memorial Degree College ground in Dewanganj upazila town of Jamalpur district on 14 March 2012. Dewanganj Poursabha organised the fair with financial assistance from NGO Forum. All government and non-government organisations working in Dewanganj took part in the fair. A large number of visitors visited the stall of Dhaka Ahsania Mission where various books published by the Mission were exhibited to them. They also witnessed success stories (live) of the members of different Gano Kendro (people's centres) and CRCs through computers and saw the sanitary system.





## Khan Bahadur Ahsanullah (R) Memorial Lecture at AUST

Khan Bahadur Ahsanullah (R) Memorial Lecture was held at Ahsanullah University of Science and Technology (AUST) at

Love Road of Tejgaon in the city on Sunday. AUST Vice Chancellor (VC) Prof A M M Safiullah presided over at the memorial lecture that was held subsequently for the fourth time. The Founder VC of AUST, Prof Dr M H Khan, also former VC of Bangladesh University of Engineering & Technology (BUET), read a keynote paper on 'Private Universities of Bangladesh-An Overview.'

AUST Trustee Board Chairman Kazi Rafiqul Alam spoke on the occasion. He said, teachers should create new knowledge through research that will ultimately be transmitted to the students. This will result in rise in standard of education. We believe that AUST will be able to open a new door of education in the country.

VC Prof A M M Safiullah said, now the interest of civil society towards private universities has been increasing. AUST Treasurer Prof Kazi Shariful Alam, Trustee Board and Syndicate members, deans of various faculties, departmental heads, VCs of different universities, a large number of university teachers, officers and staff as well as invited guests were present.

## DAM participates at ICT fair in Narshingdi

ACCESS (health & empowerment) Project of Dhaka Ahsania Mission (DAM) participated at an ICT fair held in Narshingdi town on March 7-10, 2012. Organised by the district administration, the fair was held in Narshingdi Stadium. Earlier, the Prime Minister's Personal Secretary and Director of Support to Digital Bangladesh Project Nazrul Islam Khan opened the 4-day fair. The DAM stall created great enthusiasm among local people where a large number of visitors thronged. The stall was placed second among the non-governmental organisations (NGOs) who participated at the fair.



## Opinion exchange meeting among Nogordola, its producers

An opinion exchange meeting was held among Nogordola and its producers at a local hotel in the capital on 4 March, 2012. DAM President Kazi Rafiqul Alam was present as Chief Guest. At that time, the Chief Executive of Nogordola, Md Ali Afzal, and eminent fashion designer Chandra Shekhar Saha were present.

Among the Nogordola producers, Shushil Bashak and Badal Bashak of Radha Ballabh & Sons, Azmal Kabir of Sanin Weaving, Md Rafiqul Islam of Janoni Weaving, Safi Mahmud of Shubho Weaving, Md Abdul Baset and Swapan Kumar Das of Tehami Fashion, Abu Taher of R K Printers, Rafi Karim of Design Dhaka, Anando of Momo Jewellery, Hafez Md Abdul Baten of Isma Enterprise and Md Khokon and Prodip Basak of S K Dyeing were present. The chief guest handed over crests of Nogordola to the producers. This was followed by speech of the producers on their working experience with Nogordola. Journalists and high officials of Nogordola and Mission were also present.

## CMDRR Forum's website launched

A website of the Community Managed Disaster Risk Reduction (CMDRR) Forum ([www.cmdrrforum.org.bd](http://www.cmdrrforum.org.bd)) was launched on 14 March, 2012. Besides supplying information on different partner organisations, the website will supply various information on Disaster Risk Reduction (DRR), climate change etc. CMDRR Forum consists of 13 partner organisations involved in Community Managed Disaster Risk Reduction Project being implemented with assistance from donor agency CordAid. The partner organisations are ADD, CARITAS, CUB, Dhaka Ahsania Mission, FFH, Friendship, INDEB, PGUK, PIDIM, POPPY, RDRS, VERD and IPSA. The secretariat of the forum is located at DAM.



## 4 CRCs open in Jamalpur

Four Community Resource Centres (CRCs) opened under the aegis of ACCESS (health & empowerment) project in Jamalpur district in two days. Two CRCs named Chikajani

Setubandhan and Paramrampur Madhuran opened in Dewanganj upazila of the district on 12 February 2012.

Dewanganj Upazila Chairman Ishtiaque Hossain Didar opened the CRCs as Chief Guest. Dhaka Ahania Mission (DAM) Programme Director Shafiqul Islam was present as Chief Guest.

ACCESS (health & empowerment) project Coordinator Md Selim Uddin, Dewanganj Upazila Vice Chairman Rokeya Sarder, Chikajani Union Parishad (UP) Chairman Md Momtaz Uddin Ahmed and Parampur UP Chairman Md Abdul Motaleb and Area Coordinator of

ACCESS project were present. Earlier, two CRCs named Dowail Anirban Community Resource Centre and Awna Sristy Community Resource Centre opened in Dowail union of Sharishabari upazila and Sthal village of Awna union in the district on 11 February 2012.

Dr Murad Hasan, a member of parliament, elected from Jamalpur-4 constituency, opened the CRCs. Sharishabari Upazila Nirbahi Officer Parvez Raihan was present as chief guest. Among others, the elite of the upazila and members of CRC and Ganokendra were present. A total of 700 people attended. Of them, 300 were women and 400 men.

## Factory-based Adult Literacy Programme Graduation ceremony of worker learners held in Chittagong

Graduation ceremony of 25 adult literacy learners who successfully completed a literacy course under Adult Literacy Programme at Young an Hat (BD) Limited was held at the Conference Room of Chittagong EPZ Investors' Club on 4 March 2012. Sponsored by the Out Door Cap Company Inc, USA, Dhaka Ahsania Mission implemented the programme involving the aforesaid completely illiterate female workers at the factory of Young an Hat within a period from April 2011 to January 2012. This was the first of its

kind that such a programme was implemented for the illiterate factory workers at their work place. The programme was a complete success and all the participant workers have attained the skill of reading, writing and counting.

The ceremony was attended by Nicole Tillman, Vice President, Mindy Wallace, Director, Social Responsibility and Jeerod Reeves of Out Door Cap Company Inc USA, M S Kwon, Director and Maqsudul Huq, General Manager of Young an Hat (BD) Ltd.; M Ehsanur Rahman, Executive



Director, Ayub Khan, Programme Coordinator and M Hye, AD of Dhaka Ahsania Mission. Nicole Tillman, M Ehsanur Rahman, Mindy Wallace, Jeerod Reeves, M S Kwon awarded the certificates and complementary gift items to the successful adult literacy learners on behalf of their respective organisations.

Representatives of Out Door Cap and Young an Hat highly appreciated the attainment of the programme and expressed their keen interest to continue similar programme in their factories until all the illiterate workers become literate. They also sought assistance of Dhaka Ahsania Mission in this regard.

## 5th World Autism Awareness Day observed in Moheshpur

The 5th World Autism Awareness Day was observed in Moheshpur, Jhenidah, on 02 April 2012. Organised by Moheshpur Upazila Health Complex, the day was observed in collaboration with ACCESS (Health & Empowerment) Project of Dhaka Ahsania Mission. A colourful rally led by Upazila Health and Family Planning Officer Dr Abdul Aziz was brought out from the Upazila Health Complex. Workers of Dhaka Ahsania Mission, members of Ganokendro/CRC, doctors and nurses of the health complex, journalists and general people took part. The rally was followed by a discussion meeting at the hall room of the upazila health complex. The discussion was presided by Upazila Health and Family



Planning Officer Dr Abdul Aziz. Dhaka Ahsania Mission's Area Coordinator Quamruzzaman read out a key-note paper. Moheshpur Press Club President Abdur Rahman was also present.





## Int'l Women's Day observed

Dhaka Ahsania Mission (DAM) observed the International Women's Day at grassroots level in a befitting manner on 8 March, 2012. This year's theme was 'Kishori, Toruni, Balika Milao Haat Gore Tolo Samriddho Bhabissat' (teens, juveniles, girls bring your hands together to build a prosperous future). PPVD, ACCESS (health & empowerment) and Souhardo projects chalked out various programmes to mark the day. Programmes included rallies, discussion meetings, human chains, courtyard meetings, bringing out wall magazines, cultural functions and debate competitions.

### PPVD, ACCESS CAFOD Project

**Barguna Sadar :** A rally led by the Barguna Deputy Commissioner (DC) Md Mujibur Rahman was brought out in the town. The rally started from the DC office that paraded the main streets of the town. Later it terminated on the district Shilpakala Academy premises.

This was followed by a discussion meeting presided over by the DC. Barguna Sadar Upazila Chairman Lt Col (ret) Abdul Khaleque and Poura Mayor Shahdat Hossain were present as chief guests. Another discussion meeting of ACCESS CAFOD project was held that was presided over by Meherunnesa Munni.

**Patharghata :** A rally was brought out from the premises of Patharghata Upazila Parishad. The rally paraded the main streets of the upazila town.

### Souhardo Project

**Mymensingh :** Souhardo Project organised discussion meetings in five unions of Phulpur upazila and six unions

of Nandail upazila in Mymensingh district. Chairmen of Upazila Parishads and Union Parishads (UPs) and local elite took part.

### ACCESS Project

**Narsingdi :** Various programmes including discussion meetings and rallies were held in Chinishpur Sonali Probhat, Shilmondi Papri, Mohishagura Ekota, Nuralpur Bikoshito and Kathalia Sukher Disha community resource centres and at Ganokendra level in Narsingdi district.

Presidents of CRCs and Ganokendro, coordinators of CRCs, technical officers, programme supervisors and facilitators took part.



**Moheshpur :** Rallies, human chains and discussion meetings were held in 34 Ganokendra (people's centres) at Mandarbaria, Fatehpur and SBK unions of Moheshpur upazila in Jhenidah district. Issues on violence against women, dowry, fair remuneration of women and women trafficking were discussed.

DAM's Area Coordinator Abdul Alim, Rozina Khatun, Legal Aid official of BRAC Mohsin Ali and a member of a human rights organisation Bedana Begum spoke on the occasion.

**Sharishabari :** To mark the occasion, a discussion meeting was held in Sharishabari of Jamalpur district. Upazila Nirbahi Officer Parvez Raihan presided over while Sharishabari Upazila Chairman Md Abdul Malek addressed as Chief Guest.

**Jessore Sadar :** A rally was brought out in the town to mark the occasion. Jessore Deputy Commissioner (DC) Mostafizur Rahman led the rally. It began from the DC office and terminated at local Zilla School after parading the main streets of the town. This was followed by a discussion meeting where the wife of the DC, Sharmin Mostafiz, was present as Chief Guest.

Discussion meetings were also held in 86 Ganokendra (people's centres) and eight CRCs of Jessore Sadar upazila. DAM's Area Coordinator Md Rafiqul Islam addressed.

**Chowgachha :** A rally was brought out in the upazila town to mark the occasion. The district administration organised the rally in cooperation with

DAM 's ACCESS project, Bachte Shekha and other non-government organisations (NGOs).

Chowgachha Upazila Nirbahi Officer (UNO) Delwar Hossain Matubar led the rally that paraded the main streets of the upazila town.

Later, a discussion meeting was held, presided over by the UNO. Upazila Parishad Chairman S M Habibur Rahman was present as Chief Guest while Upazila Parishad Vice Chairman Abdur Rahim Mollick, Upazila Women Affairs official Sakina Khatun, Chowgachha Degree College Principal Zahidur Rahman, DAM Coordinator Ashok Kumar Ghosh and Bachte Shekha Manager Rafiqul Islam were present as special guests.

**Keshobpur :** The day was observed in three CRCs of Keshobpur and 80 Ganokendra (people's centres) of six unions in the upazila. A rally was brought out to mark the occasion.

Upazila Nirbahi Officer Khan Md Reza-Un Nabi, Upazila Chairman Mizanur Rahman Khan, Woman Vice Chairman Mosammat Nahid Akter, former member of parliament (MP) Md Abdul Halim, Keshobpur Mohila (women's) College Principal Zulfikar Ali and Mission's Area Coordinator Alamgir Hossain were present.

**Jago Nari :** Jago Nari, a partner organisation of DAM, organised a different type of programme being funded by donor agency CIDA and Aga Khan Foundation on 9 March, 2012.

Barguna Government Degree Mohila College Principal Altaf Hossain was present as Chief Guest while Associate Professor of Philosophy Department of Barguna Government College Motiur Rahman, Zila Mohila Bishoyak Karmokarta (district women affair official) Meherun Nahar Munni and Barguna Press Club President Hasanur Rahman Jhantu were present as special guests. Jago Nari President Razia Begum presided over.

## Strengthening of committee for prevention of violence against women, village court, arbitration council essential

It is essential to strengthen committee for prevention of violence against women, village court and arbitration council. Local government and community people should come forward to this effect.

Upazila women affairs officer should collect the cases regarding violence against women from union level doing necessary follow-ups. Every month, a recommendation for resolving the unresolved issue should be prepared at district level.

Barguna Deputy Commissioner (DC) Mujibur Rahman said this while addressing as chief guest an opinion exchange meeting on 'Role of Village Court, Prevention Committee and Local Government to Prevent

Violence against Women' at Barguna District Resource Centre on 28 February, 2012.

PPVD Project of Dhaka Ahsania Mission (DAM) organised the meeting in collaboration with the European Union and Concern Universal.

DAM Executive Director Dr M Ehsanur Rahman presided over. Project manager Rowshon Ara presented a paper on the main topic.

Barguna Sadar Upazila Chairman Lt Col (retd) Abdul Khaleq, Barguna Sadar Upazila Nirbahi Officer (UNO) Mustafizur Rahman, Patharghata Upazila Vice Chairman Mariam Chowdhury Zebu, Barguna District Women Affairs Officer Nurunnahar, Barguna Press Club President



Hasanur Rahman Jhantu, Head of Human Rights unit of Concern Universal Bangladesh Shankar Pal were present as panel discussants. Officials of various government and non-government organisations at district and upazila level, lawyers, journalists, UP chairmen, secretaries, teachers, monitoring and documentation officer of PPVD Project Dipak Kumar Sarker and all project managers of Barguna district took part in the open discussion.

Speakers said, PPVD Project collects information on the existing committees for prevention of violence against women, village courts, and arbitration councils in 17 unions of Sadar and Patharghata upazilas of Barguna district. Limitations of village court and prevention committee have become conspicuous. It is essential to ensure access of community people by mitigating the limitations and strengthening local government.



## Anti-Tobacco Peoples Forum formed in the capital

An Anti-Tobacco Peoples Forum of 21 members, headed by parliament member of Dhaka-11 Asaduzzaman Khan, was formed at a local hotel in the capital city on 28 March 2012 through a formal ceremony under the aegis of Dhaka Ahsania Mission and in collaboration with Campaign for Tobacco Free Kids. Asaduzzaman Khan MP was the chief guest while Principal of Tejgaon College Md. Abdur Rashid and Executive Director of Human Development Programme Robert Simon Gomej were special guests at the programme. Assistant Director of Dhaka Ahsania Mission Iqbal Masud was present as moderator and AKM Anisuzzamam presented the key-note paper. Campaign for Tobacco Free Kids coordinator Taifur Rahman addressed on the occasion. Thirteen Anti-Tobacco People Forums will also be formed in Dhaka City Corporation area led by thirteen respective parliament members in phases.

## Orientation course in Patharghata

A two-day orientation course has been held in Patharghata upazila of Barguna district for creating awareness on pre-childhood development and gender equity among the members of Community Action Group and Community Management Centre. Under the aegis of Multi Task, a partner organisation of ECDSP-B Project of Dhaka Ahsania Mission, the orientation course was held in the project offices of Multi Task, SBKs and pre-school centres under the project in the upazila on 25-26 February, 2012. Programme coordinator Abdullah Al-Mamun, MDO Kishore Kumar Tarua, trainer Anwar Zahid and supervisors Rafiqul Islam, Abdur Rahman and Rabeya Basori helped conduct the programme. Issues on parents' involvement in pre-childhood development, eradication of gender discrimination, bringing gender equity, women's ability to take decisions at family and community level and increasing their capability were discussed. A total of 65 participants took part.





# Rural Entrepreneurship Development: An engaging initiative of DAM

Poverty is a significant barrier in development of livelihood for marginalised people and it has a significant impact on those who are economically disadvantaged. People with limited income and resources find it challenging and difficult to escape poverty. Dhaka Ahsania Mission (DAM) has created an innovative, scalable model approach to farming, focused on creating economical opportunities for rural families to eradicate poverty in rural Bangladesh. It has created a range of innovative products ideally suited for rural people. Rural enterprises are those small scale informal sector production, trading and service-oriented initiatives by individuals or families created from their own skills and interest. The investment levels of that business range from Tk 50,000-900,000. These are based on engagement on family labour and to limited paid employees. During development of Long Term Strategy for the organisation Dhaka Ahsania Mission has undertaken a number of thematic approaches to achieve its overall organisational Mission, Vision and Goal. Considering the organisational priorities the Livelihood sector has given major emphasis on Rural Enterprises Development (RED). Over the years, DAM acquires experiences in implementing rural Income Generation Activities, moving towards Micro-enterprises and thus to Rural Enterprises Development. The Rural Enterprises Development for livelihood & empowerment has huge potential for poverty alleviation, economic and social empowerment for the rural poor and to facilitate a strong base of rural economy. This initiative will support to achieve MDGs Goals 1 (Eradicate Extreme Poverty and Hunger) and 3 (Promote Gender Equity and Empowerment of Women).

Under the RED of DAM, the MFP has organised 7,229 entrepreneurs and each of the entrepreneurs received capital support ranging from Tk 30,000 to Tk 300,000 thus disbursing a total of Tk.33,97,57,000. The entrepreneurs have accumulated an amount of Tk.1,86,88,692 as savings. The MFP introduced flexible repayment schedule of

the RE both weekly and monthly installments with an interest of 12.50% per annum. DAM has been at the forefront of rural entrepreneurship development offering diverse options for micro businesses. It supports for development of agriculture and agricultural products including fish cultivation, cow rearing, cow fattening, poultry farm/chicken rearing, dairy farm, goat rearing and vegetable cultivation etc. Required financial and technical support is also provided for many food processing businesses including paddy drying, floor, rice husking mill, rice flakes, puffed rice, pop rice, flour mill, dairy



products like sweetmeat, yogurt and clarified butter, ice-cream, bakery and Bombay mix (Chanachur) etc. On the other hand trading business support is also being provided to support people living with poverty. Usually people trade on paddy, rice, pulse, vegetable, fertiliser and pesticides, milk and dairy.

The main target groups of the initiative are marginal farmers and rural entrepreneurs who are being benefited from improved information services, access to finance, improved inputs and technologies and support for marketing activities. These rural and impoverished people are being benefited through an increased level of self-help and mutual responsibility and

through empowerment to control their own resources.

Over the years, the scope of initiative is expanded to include more community people to benefit from the intervention. The area and target is increased to help mitigate the effects of financial crisis among rural people. With this initiative, DAM aims at generating additional jobs, improvement of income and access to services for the wider segment of rural population. It also aims at filling up the gap between rural producers and higher end markets by assisting value-added business initiatives. Although agricultural production remains mostly semi-subsistence in nature, there is evidence that farmers and processors are beginning to move towards some vertical integration of the supply chain. There is an increasing demand from individual farmers, producers and SMEs. So far, DAM's target for creating rural entrepreneurship has been

fully achieved although it has been facing many external challenges while working at field level. It has helped to improve the quality of life for about 28,916 people spreading over several locations across the country.

Rural Enterprise development constitutes an essential element in DAM's development strategy. It encourages rural people through creation of jobs. A better local integration of the enterprises could also reassure poor people and encourage them to launch enterprises. Furthermore, rural enterprise development seems to be the best way to ensure certain stability and an improved attribution of local economies.



## DAM in frame

Ahsania Mission Blood Bank organised a voluntary Blood Donation Campaign recently

