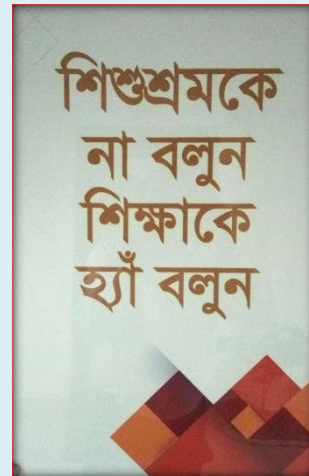




PROFILE OF UDAYAN – Bangladesh

"UDAYAN - Enlightening Bangladesh's Future, Together"



BASIC INFORMATION

Name of the Organization: UDAYAN-Bangladesh

Date of Establishment: 12 February 2000.

Address:

UDAYAN-Bangladesh

Udayan, 27/6 Kharder Road, Kharder,
Bagerhat-9300, Bangladesh

Phone: +8802477752703

Cell :01794-133032, 01716-661961

E-mail:udayanbangladesh12@gmail.com

udayanbd@yahoo.com

Contact Person

Md. Asaduz Zaman Sheikh

Executive Director

UDAYAN-Bangladesh

Cell: 01794-133032

E-mail:udayanbangladesh12@gmail.com

udayanasad@gmail.com

LEGAL STATUS / REGISTRATION:

S1	Registration Authority	Registration No	Date
1.	Directorate of Social Service	Bager-694	15/05/2005
2.	NGO Affairs Bureau, Bangladesh	2625	08/03/2011
3.	Directorate of Youth & Sports	Bager: 143	29/05/2007
4.	Micro Credit Regulatory Authority MRA	03183-00208-00683	19/01/2013
5.	Directorate of Women's Affairs	Bager- 71/4	15/02/2004
6.	SAM under the U.S. Government	DUNS 731608316	04/02/2017
7.	CMS under the Asian Development Bank	024477	04/02/2017
8.	PADOR Europe Aid ID, EC	BD-2017-ASC - 0402059623	04/02/2017
9.	Income Tax Office	TIN: 343586998157	05/02/2014
10.	VAT Office	VAT:001675209-0802	06/02/2014

EXECUTIVE SUMMARY

UDAYAN – Bangladesh, an independent and women-led NGO registered in February 2000, is dedicated to combating inequality, poverty, and injustice. Operating across four divisions in Bangladesh and partnering with over forty CBOs, CSOs, and allies, we support communities in building resilient and prosperous lives, particularly in times of crisis. We aim to address the root causes of poverty and drive sustainable change.

Our work focuses on empowering disadvantaged groups, especially women, children, and adolescents, through diverse development approaches, including education, health, governance, human rights, reproductive health, anti-trafficking, water and sanitation, climate change, gender equality, agriculture, and more.

Founded to meet the needs of coastal communities, UDAYAN – Bangladesh employs two fundamental approaches: community-based and Rights-Based for Human

Development. Our strategies encompass partnership development, advocacy, social mobilization, capacity building, networking, and community empowerment.

We aim to ensure household livelihood security and significantly reduce extreme poverty among the poor and marginalized by promoting good governance, human rights, and social justice, leveraging national and international mechanisms, and combating anti-poor policies.

UDAYAN - Bangladesh VISION, MISSION, AND GOAL :

Vision:

A world free of poverty and injustice, where everyone enjoys dignity, human rights, social justice, and resilience to climate change.

Mission:

Collaborating with marginalized communities to eliminate poverty and injustice, upholding our core identity and principles.

Goal:

To create sustainable development initiatives that uplift the marginalized, promote social inclusion, and ensure equal opportunities for all members of society.

Motto: "UDAYAN - Enlightening Bangladesh's Future, Together."

OBJECTIVES:

- To establish an environment where children's and women's rights are recognized.
 - To Protect the Coastal Environment.
 - To raise awareness and advocate for good governance, gender equality, and rights for the disabled and older people.
 - To raise awareness of biodiversity conservation and disaster preparedness.
 - To establish Disabled Rights.
 - To improve health and hygienic conditions by using safe water and sanitation.
-

Principal Values:

Neutrality: Maintain political and religious neutrality while addressing human rights violations.

Independence: Ensure moral and financial freedom, independent of government or political influences.

Humanity: Prioritize compassion and respect for all individuals.

Non-discrimination: Promote equality and fairness for everyone.

Core Values

Respect and Loyalty: Honor every individual and demonstrate dedication.

Participation and Commitment: Encouraging active involvement and dedication to our mission.

Gender Sensitivity: Promoting equality and fairness regardless of gender.

Accountability and Transparency: Maintaining openness and responsibility in all operations.

Innovation and Adaptation: Embracing creativity and flexibility to meet challenges.

Dynamism and Professionalism: Ensuring agility and high standards in our work.

Equity and Justice: Ensuring equal opportunities for all, regardless of race, age, gender, sexual orientation, color, class, economic status, religion, ethnicity, or disability.

Mutual Respect and Inclusivity: Valuing diversity and ensuring all voices, especially the marginalized, are heard and respected.

Solidarity and Empowerment: Standing with the disadvantaged, enabling them to take charge of their development and fight poverty and injustice.

Honesty and Transparency: Committing to openness, objectivity, and clear communication with all stakeholders.

Courage of Conviction and Innovation: Pursuing a poverty-free society with creativity, boldness, and innovation.

Professionalism: Implementing programs based on professional standards and experience for maximum efficiency.

Sustainability: Promoting practices that ensure long-term benefits for people and the environment.

STRATEGIC APPROACHES:

UDAYAN – Bangladesh aims to create a sustainable and equitable future for all, emphasizing disaster resilience, environmental protection, and social justice.

Disaster Management, Response, and Relief: We urgently need to enhance disaster preparedness, emergency response, and relief efforts to effectively support affected communities.

Climate Justice and Resilience: Significantly advocate for climate justice and sustainable practices, strengthening community resilience to climate change through education and resource mobilization.

Health, Nutrition, and WASH: Improve community health and nutrition, focusing on safe water, sanitation, and hygiene (WASH) practices. Enhance sexual and reproductive health (SRH) education and services.

Children's and Women's Rights: Promote and protect children's and women's rights and empower them through gender equality initiatives and safe environments.

Good Governance and Equality: We advocate for transparency, accountability, and inclusivity, ensuring equal rights and participation for all, including people with disabilities and older adults. Your role in this is significant.

Coastal Environment Protection: Protect coastal environments through conservation efforts and community engagement, emphasizing biodiversity and disaster preparedness.

Rights and Advocacy for the Disabled: Uphold and advocate for the rights and inclusion of disabled individuals, ensuring equal opportunities and support.

Food Security: The key to ensuring food security lies in supporting sustainable agricultural practices, food distribution, and nutrition education to combat hunger and malnutrition.

Community Engagement and Support: Engaging communities in participatory planning and providing resources and support for local initiatives is crucial in addressing community needs.

CROSSCUTTING APPROACH & TARGET GROUP:

Crosscutting Approaches:

Human Rights
DRR and CCA
Gender and Equity
SRHR & HIV/AIDS
Sustainability
Value for Money
Governance
Transparency & Accountability

Target Group:

- Women
- Children
- Adolescent and Youths
- People with disability
- Transgender
- Vulnerable Men

Sector Coverage: UDAYAN Bangladesh

UDAYAN Bangladesh's multifaceted interventions reflect their commitment to holistic community development. Through our work in human rights, child education, gender equality, health, nutrition, food security and livelihood, mental health, WASH, climate adaptation, disaster preparedness, and community radio, UDAYAN Bangladesh is profoundly impacting the lives of individuals and communities nationwide. Our dedicated efforts continue to build a more equitable, resilient, and sustainable society.

1. Human Rights and Civic Engagement

Advocacy and Awareness: UDAYAN Bangladesh actively promotes human rights and civic engagement through various advocacy and awareness campaigns. These initiatives educate communities about their rights, encourage civic participation, and foster a culture of accountability and transparency. By empowering individuals to advocate for their rights, UDAYAN helps build stronger, more democratic societies.

Legal Aid and Support: UDAYAN provides legal aid and support services to support victims of human rights violations. These include legal counseling, representation, and referral assistance in navigating the judicial system. Their efforts ensure that marginalized individuals have access to justice and can seek redress for grievances.

2. Climate Change and Adaptation

Environmental Education: UDAYAN Bangladesh integrates environmental education into its programs to raise awareness about climate change and promote sustainable practices. These initiatives include school programs, community workshops, and advocacy campaigns focused on climate resilience and environmental stewardship.

Adaptation Strategies: To help communities adapt to the impacts of climate change, UDAYAN implements adaptation strategies such as sustainable agriculture, disaster-resistant infrastructure, and water conservation techniques. These strategies enhance community resilience and reduce vulnerability to climate-related risks.

3. Disaster Preparedness and Response

Emergency Relief: In response to natural disasters, UDAYAN Bangladesh provides immediate relief including food, water, shelter, and medical aid. Their swift response helps mitigate the impact of disasters and supports affected communities in the recovery process.

Preparedness Training: Beyond immediate relief, UDAYAN focuses on building disaster preparedness through training programs that equip communities with the knowledge and skills to respond effectively to emergencies. This includes creating disaster response plans, conducting drills, and establishing early warning systems.

4. Food Security and Livelihoods

Sustainable Agriculture: UDAYAN promotes sustainable agricultural practices to improve food security and livelihoods. Training in organic farming, crop diversification, and efficient water use helps farmers increase yields and reduce environmental impact. These practices ensure long-term food security and economic stability for farming communities.

Livelihood Development Programs: To support economic development, UDAYAN offers livelihood development programs that include vocational training, entrepreneurship support, and microfinance services. These programs help individuals build sustainable sources of income and improve their socio-economic status.

5. Access to Drinking Water, Sanitation, and Hygiene (WASH)

WASH Infrastructure Development: UDAYAN Bangladesh ensures access to clean drinking water and improved sanitation facilities in underserved communities. They construct and maintain wells, boreholes, and latrines and promote good hygiene through community education programs.

Hygiene Promotion: In addition to infrastructure, UDAYAN conducts hygiene promotion campaigns to educate communities about the importance of handwashing, safe water storage, and proper sanitation. These efforts help prevent waterborne diseases and improve overall public health.

6. Health and Nutrition

Comprehensive Healthcare Services: UDAYAN Bangladesh provides essential healthcare services through community clinics and mobile health units. These services include maternal and child health care, immunizations, and general medical care. UDAYAN improves overall health outcomes in underserved areas by ensuring access to quality healthcare.

Nutrition Programs: Addressing malnutrition is a key aspect of UDAYAN's health initiatives. They run nutrition programs that provide education on healthy eating, distribute nutritional supplements, and support food security initiatives to ensure that families have access to nutritious food.

7. Mental Health and Psychosocial Support

Counseling and Support Services: UDAYAN Bangladesh provides mental health and psychosocial support through counseling services, support groups, and awareness campaigns. These initiatives aim to destigmatize mental health issues, provide emotional support, and improve the mental well-being of individuals in the community.

Community-Based Mental Health Initiatives: Through community-based initiatives, UDAYAN engages local stakeholders in promoting mental health awareness and providing support. These programs include training for community health workers, creating safe discussion spaces, and integrating mental health services into existing healthcare programs.

8. Child Education and Protection

Quality Education Initiatives: UDAYAN Bangladesh is dedicated to providing quality education to children from disadvantaged backgrounds. We operate schools and learning centers that offer a comprehensive curriculum, including extracurricular activities that promote holistic development. UDAYAN ensures that children receive an education that prepares them for a better future.

Child Protection Programs: Protecting children from abuse, exploitation, and neglect is a core focus of UDAYAN's work. They implement child protection programs, including awareness campaigns, training for caregivers and educators, and support services for at-risk children. These efforts create a safe and nurturing environment for children to thrive.

9. Gender Equality

Empowerment and Leadership Training: UDAYAN Bangladesh is committed to promoting gender equality through empowerment and leadership training programs. These initiatives give women and girls the skills and confidence to take on community leadership roles. UDAYAN also advocates for equal opportunities and fights against gender-based violence and discrimination.

Economic Empowerment for Women: UDAYAN offers vocational training and microfinance services tailored to women to enhance women's economic independence. These programs enable women to start or expand businesses, gain financial literacy, and achieve economic stability, contributing to gender equality and community development.

10. Community Radio

Information Dissemination: UDAYAN Bangladesh operates community radio stations to disseminate important information on health, education, rights, and disaster preparedness. These stations provide a platform for community voices, facilitate discussions on local issues, and promote awareness of various development topics.

Capacity Building: Besides broadcasting, UDAYAN trains local individuals in radio production and journalism, empowering them to produce content that reflects their community's needs and interests. This capacity building helps ensure that community radio remains a sustainable and effective tool for development.

GEOGRAPHIC AREA COVERAGE

How we fight inequality to end poverty and injustice: We are working across four divisions and seven districts in Bangladesh, with forty-plus partners, CBOs, and allies, supporting communities in building better lives for themselves, building resilience, and protecting lives and livelihoods in times of disaster. Because we want lasting solutions, we fight the inequalities that keep people locked in poverty and injustice - and campaign for genuine, durable change.

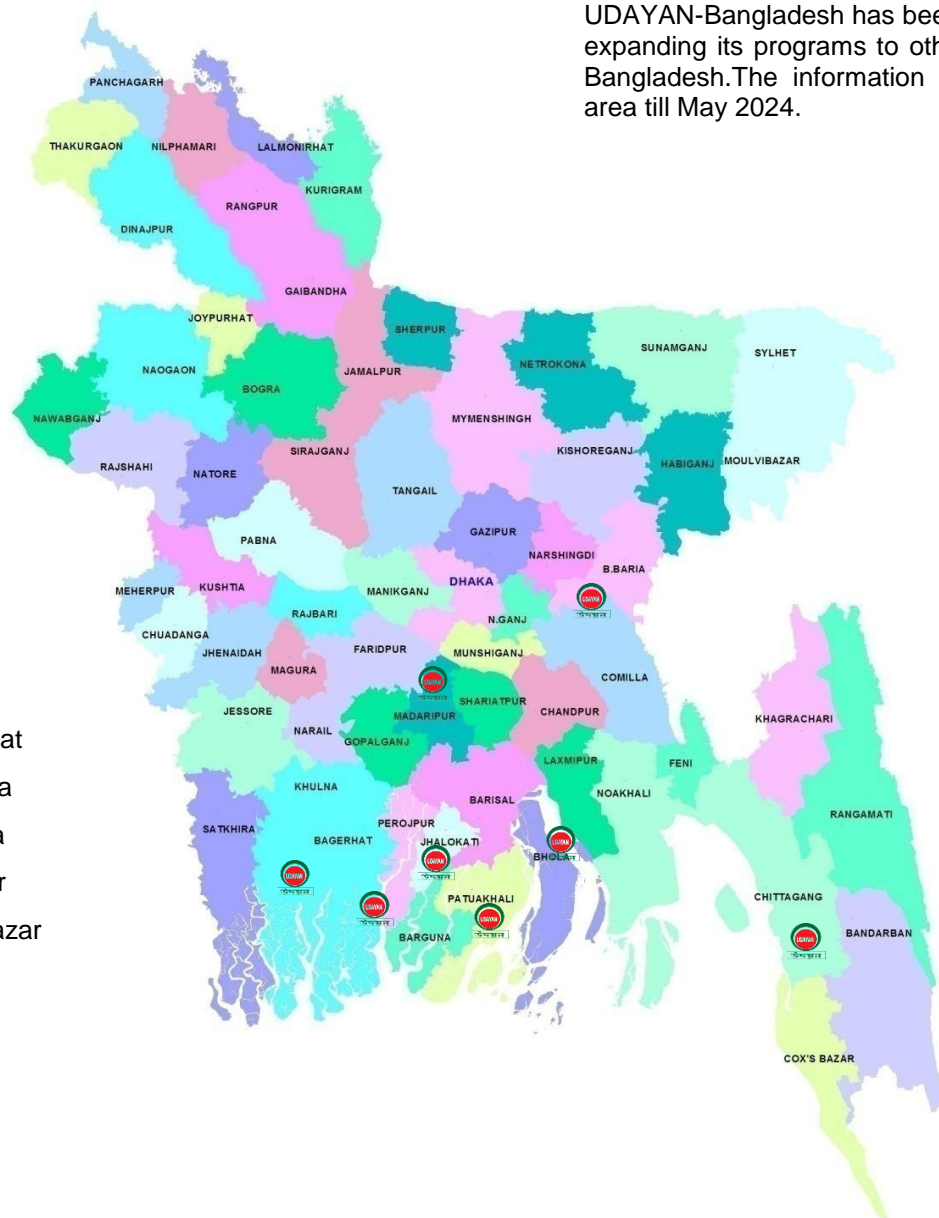
Division:

- Khulna
- Barishal
- Dhaka
- Chittagong

District:

- Dhaka
- Khulna
- Bagerhat
- Satkhira
- Magura
- Pirojpur
- Coxsbazar

UDAYAN-Bangladesh has been gradually expanding its programs to other areas in Bangladesh. The information of covering area till May 2024.



GOVERNANCE, STRUCTURE& HUMAN RESOURCES:

The **General Body** comprises 21 general members who decide the overall programmatic directions and annual operation plan. The **Executive Committee (E.C.)** comprised five elected members out of 21 general members. They meet regularly every two months at intervals and make decisions as per constitutional requirements. The Executive Committee may call an emergency meeting at any time as per the organization's needs. They are responsible for the overall management of the organization. The Executive Director is the Chief Executive Officer of the organization.

EXECUTIVE COMMITTEE:

Sl. No.	Name	Designation	Educational Qualification	Profession
01.	Kakoli Sarker	Chairperson	B.A.	Development Worker
02.	Esrat Jahan	General Secretary	M.A	Social Worker
03.	Mst. Mita	Treasurer	B.Com	Social Worker
04.	Adv. Luna Siddiki	Executive Member	B.A (Hons)LLB	Lawyer
05.	Mahabuba Rahaman	Executive Member	B.A	Development Worker

HUMAN RESOURCES:

Professional staff members and volunteers of UDAYAN-Bangladesh with experience and specialization in agriculture, health, sanitation, nutrition, environment, human rights and good governance, community development, and women empowerment are presently working in UDAYAN-Bangladesh. All staff members and volunteers are hard-working and sincere in their assignments.

Sex	Permanent	Project Staff	Volunteer	Total
Male	13	11	12	36
Female	15	40	15	70
Total:	28	51	27	106

NETWORK AND ALLIANCE ORGANIZATIONS:

- Global Network of Disaster Reduction –GNDR
- Climate Action Network South Asia -CANSA
- Gender and Water Alliance(GWA), Netherlands
- Water Integrity Network WIN, International.
- CSA for SUN, Bangladesh (Scaling up Nutrition)
- Bangladesh Water Partnership - BWP National level
- Sushasoner Jonno Nagorik - SUJON
- Bangladesh Shishu Adhikar Forum BSAF, National level
- Right To Food, Bangladesh.
- Kannayaa Shishu Advocacy Forum, National
- Bagerhat NGOs Forum.

WORK EXPERIENCE:

Ongoing Projects/ Programs of UDAYAN – Bangladesh

1. Cyclone Remal Emergency Response

- **Source of Fund / Donors:** Cordaid
- **Duration:** June 20, 2024, to September 19, 2024
- **Description:** Support the Remal-affected community in Sarankhola Upazilla with multipurpose Cash Support to enhance resilience with Agriculture and livelihood, Shelter repair, Cash for Work, and psychosocial sessions.

2. Post Cyclone Remal Response

- **Source of Fund / Donors:** UNFPA - CIPRB
- **Duration:** July 2024 to December 2024
- **Description:** Providing emergency response to Cyclone Remal in Bangladesh, addressing the lifesaving GBV and SRH needs of affected women, adolescent girls, pregnant women, and persons with disabilities. The intervention covers Bagerhat and Satkhira Districts and aims to ensure

safe birth, reduce maternal mortality, and provide integrated GBV-A/SRHR services.

3. Raising Economic and Social Security in Agriculture for Child Labour Eradication

- **Source of Fund/Donors:** Global March & Cordaid.
- **Duration:** March 2024 to May 2027.
- **Description:** Aim to eradicate child labour in agriculture by enhancing economic and social security for farming communities. The project supports child education, training on climate change adaptation and sustainable agricultural practices, and community livelihood support to ensure children will not engage in child labour and stay in school and families achieve financial stability.

4. SSF Gender Mainstreaming Project

- **Source of Fund/Donors:** SwedBio & COASTS Foundation
- **Duration:** 2020 to 2024
- **Description:** Focuses on integrating gender perspectives in sustainable fisheries management to promote gender equality. This project trains women in sustainable aquaculture practices and empowers them to take on community leadership roles.

5. Vulnerable Women Benefit (VWB) Program

- **Source of Fund/Donors:** Department of Women's Affairs
- **Duration:** January 2023 to December 2024
- **Description:** Provides support and resources to improve vulnerable women's Health, Nutrition, livelihoods, and social status. This program includes skills training, financial literacy, and access to microfinance and savings, enabling women to achieve economic independence.

6. Addressing Child Labour in Agricultural Supply Chains - Global to Local

- **Source of Fund/Donors:** Global March & INCIDIN-Bangladesh
- **Duration:** 2020 to 2024

- **Description:** Aim to eliminate child labor in agricultural supply chains through local and global initiatives. It involves community mobilization, policy advocacy, and direct interventions to remove children from hazardous work environments.

7. Violence against Women & Gender-Based Violence in Emergency (GBV iE)

- **Source of Fund/Donors:** Action Aid Bangladesh
- **Duration:** 2019 to 2024
- **Description:** Provides training, protection, referral, and support services to women and girls facing gender-based violence in emergencies. The project offers legal aid, psychological support, and safe spaces to help survivors rebuild their lives.

8. Women 2030 Project

- **Source of Fund/Donors:** Gender and Water Alliance / EU.
- **Duration:** 2019 to 2025
- **Description:** Empower women through sustainable development practices to achieve gender equality by 2030. The project focuses on capacity building, advocacy, and implementing gender-sensitive policies and practices.

9. Community Radio (RADIO VOIROB)

- **Source of Fund/Donors:** New Venture Fund USA & BNNRC, UNICEF and UNDP - HRP
- **Duration:** 2020 to Ongoing
- **Description:** Operates a community radio station to promote local culture, education, and development initiatives. Radio Voirob broadcasts programs that raise awareness on health, education, and social issues, engaging and informing the local population.

10. UDAYAN Education Program

- **Source of Fund/Donors:** TESCO - UK.
- **Duration:** 2019 to Ongoing

- **Description:** Provides educational opportunities and resources to underprivileged children in Bangladesh. This program includes scholarships, school supplies, and after-school tutoring to support children's academic success and reduce dropout rates.

11. Restoring the Dignity of Adolescent Girls of the South-West Coastal Belt in Bangladesh

- **Source of Fund/Donors:** TESCO - UK
- **Duration:** 2022 to Ongoing
- **Description:** Produces and distributes affordable sanitary napkins to improve menstrual hygiene management for women and adolescent girls. The project also conducts awareness campaigns to break menstruation's stigma and promote health education.

12. Micro Finance Program

- **Source of Fund/Donors:** Stromme Foundation Norway
- **Duration:** 2006 to Ongoing
- **Description:** Offers microcredit facilities to empower low-income families through small-scale business ventures. By providing financial resources and training, this program helps beneficiaries achieve economic stability and self-sufficiency.

13. Realizing the Right to Adequate Food & Nutrition

- **Source of Fund/Donors:** Save the Children
- **Duration:** Ongoing
- **Description:** Building civil society alliance for scaling up nutrition (CSA for SUN) to form and activate district and upazila-level committees on food security, nutrition education, and emergency food aid to combat malnutrition and hunger.

14. Adolescent Dialogue Centre

- **Source of Fund/Donors:** Stromme Foundation, Norway Revolving Fund

- **Duration:** 2019 to Ongoing
- **Description:** Provides a safe space for adolescent girls to discuss and learn about health, education, and rights. The center offers workshops, counseling, and extracurricular activities to empower girls and promote their well-being.

PRESENT & PAST DONOR & PARTNER:

- GLOBAL MARCH. & Cordaid
- SwedBio & Coast Foundation
- Ministry of Women and Children Affairs
- Gender and Water Alliance (GWA), Netherlands
- Global March & INCIDIN-Bangladesh
- TESCO-UK
- Bangladesh Bank
- Department of Social Welfare - DSS
- Ministry of Primary and Mass Education
- Stromme Foundation Norway
- Manusher Jonno Foundation – MJF
- SAVE the Children UK

GUIDING POLICIES:

- Standard Operating Procedure (SOP)
- Gender Policy.
- Child Protection Policy.
- Finance and Accounts Management Policy.
- Human Resources Management & Development Policy.
- Administrative & Service Rules.
- Information Disclosure Policy – IDP.
- Procurement Policy.
- Code of Conduct.
- Safeguarding Policy.
- Whistle Blowing Policy.
- Data Protection Policy.
- MFI Policy.

MONITORING & EVALUATION SYSTEM:

UDAYAN-Bangladesh has a Monitoring and Evaluation department. For monitoring purposes, the following methods and tools are in practice at present:

- Baseline study, outcome monitoring, mid-term and end evaluation.
- Field Visit.
- Focus Group Discussions with different stakeholders.
- Progress and performance checkup.
- Monthly and Quarterly staff meetings.
- Interview with direct beneficiaries.

FINANCIAL MANAGEMENT SYSTEM:

The Financial Management System of UDAYAN-Bangladesh is based on the following basic principles

- Transparency.
- Accountability.
- Internal and external audits.
- Close and regular monitoring.
- Access to information for all stakeholders.
- In compliance with the law of financial management.
- In conformity with the Generally Accepted Accounting Principles

TRANSPARENCY & ACCOUNTABILITY:

UDAYAN-Bangladesh adheres to the principle of transparency and accountability. It has been committed to being transparent and accountable to the public for scrutiny, especially among its beneficiaries, key stakeholders members, Donors, and the government. Hence, it has committed to Anti-corruption since its inception and practices Zero-tolerance in place of financial irregularities at all levels and Genders. The organization publishes both audit & program annual reports regularly.

AUDIT SYSTEM:

The organization follows external and internal auditing systems as per the constitution.

BANK INFORMATION:

The bank accounts are operated by two signatories: the Executive Director, Treasurer, and General Secretary. According to financial policy, there is a provision for a separate Bank account as per donor or project requirements.

GOOD GOVERNANCE PRACTICES:

Since its inception, the UDAYAN-Bangladesh has been communicating with particular emphasis on local governance & civil society empowerment to address issues related to good governance, human rights, gender equality, stop violence against women & children.

BANK ACCOUNT INFORMATION:

Name of Account	: UDAYAN - Bangladesh
Accounts Status	: Current account
Accounts Number	: 0000725529001
Name of Bank	: IFIC Bank Ltd.
Name of Branch	: Bagerhat
Routing Number	: 120010075
SWIFT Code	: IFICBDDH.

GENDER & SOCIAL JUSTICE ISSUES IN ORGANIZATIONAL ASPECT:

UDAYAN-Bangladesh has its own policy, which is followed in the organization's operation. At least 42% of staff members are female and are equally treated in all cases. Women employees can work with flexible duty hours and enjoy other facilities, like annual, maternity, and earned leave. There is a separate fresh room for the women employees and a congenial working environment was ensured. No discrimination is allowed during recruitment and salary/benefit fixation.

EXTERNAL RELATION:

UDAYAN-Bangladesh believes that good coordination can implement the program activities successfully. So, in all aspects, UDAYAN-Bangladesh always maintains an excellent relationship with the govt. and non-govt. Organization working in the development field. UDAYAN-Bangladesh participated in the monthly coordination meeting organized by the Upazila government. The administration shares the progress and constraints and seeks necessary assistance from the stakeholders.



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