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# Technical Proposal

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## TECHNICAL PROPOSAL

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[Dhaka, 04 February, 2014]

To: **Mr. Syed Hosainy, PhD**  
**Director Innovation Incubator and Volwiler Research Fellow**  
**Abbott Vascular; Santa Clara, CA 95054**  
**Adjunct Professor, U California Berkley, Dept of Bioengineering**

**Dear Sir:**

I, the undersigned, based on your interest to work with us, offer to provide the consulting services for *Media Advocacy on Entrepreneurship in Agriculture and Farming* in accordance with our telephonic and email conversation and correspondence.

We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true.

Sincerely,



Authorized Signature [*In full and initials*]:

Name and Title of Signatory: Shykh Seraj, Director & Head of News

Name of Firm: Impress Telefilm Limited./ Channel i

Address: 40, Shahid Tajuddin Ahmad Sarani, Dhaka-1208

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## CONSULTANT'S ORGANIZATION AND EXPERIENCE

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### *A - Consultant's Organization*

- A.1 Name of the Organization** : Impress Telefilm Limited./ Channel i
- A.2 Address** : 40, Shahid Tajuddin Ahmad Sarani,  
Tejgaon I/A, Dhaka-1208, Bangladesh  
Telephone: + 88 02 8891160-65  
Fax : + 88 02 8891587
- A.3 Names of Contact Persons** : Shykh Seraj (Mr.)  
Director & Head of News
- A.4 Legal Status** : Incorporated under the Companies Act, 1994 (Act no: xviii) as  
a private limited company.  
Date of incorporation: 19<sup>th</sup> November, 1995,  
Number- C-29725 (1013)/95
- A.5 Introduction to Impress Telefilm Limited** : Since 1995, Impress Telefilm Limited is considered as the  
leading electronic media production house in Bangladesh.  
It provides services in the following areas:
- Production of video documentaries
  - Preparation of scripts for any types of production
  - Writing of script for drama and advertisement
  - Pre-production of different programs
  - Post-production of different programs
  - Computerized video animation
  - Production of drama, magazine, entertainment, educational programmes
- Most of the package programs of the state owned Bangladesh Television (BTV) are being produced by the Impress Telefilm Limited. Besides, it produced good number of documentary films for international organizations.
- Until launching its own satellite television channel on 1 October, 1999, the organization kept its operation limited only within production of programmes for the BTV, such as:
- Educational fillers
  - Social message
  - Drama

- Musical shows etc.

#### **A.6 The Management**

: Impress Telefilm Limited is managed by an eight member board of directors. Currently, the firm has approximately 700 staff with various academic and technical skills all around Bangladesh.

#### **A.7 Programme Areas**

: The 15 year old private satellite TV channel of Impress Telefilm Limited is committed to broadcast and disseminate the best quality information to every citizen of Bangladesh. The following are the main areas of program of the satellite channel:

- News
- Drama
- Film
- Documentary (Agricultural, News-based, Feature)
- Talk shows
- Open debating
- Reality shows
- News-based documentary

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## ***B - Consultant's Experience***

Impress Telefilm Limited has a solid experience in the areas of making documentary films and raising evidence-based advocacy campaign on various social issues. It has also made documentaries on issues relating to Local Governance Support Project and the Union Parishads for the electronic media.

In 2004, Impress Telefilm Limited launched a development programme, entitled, *Hridoye Mati O Manush* (Soil & Men in Heart). It is aired every Saturday at 9:35 p.m. This programme has already brought about new dimensions to the agricultural production and distribution chain in the country. The programme includes special feature on a seasonal crop or agro item, problems and prospects of its production and distribution, ongoing research for its betterment, climate change, agro-ecology, environmental awareness, community awareness etc. Every episode of the programme contains an exclusive interview of an agro scientist, successful farmer or renowned person in his/her respective fields. The programme also features pre-budget open field discussion programme, entitled, *Krishi Budget...Krishoker Budget* (Agriculture Budget...Farmers' Budget). *Krishi Budget...Krishoker Budget* is all about the community leadership and giving farmers a voice for their rights. The programme goes to the remotest regions of Bangladesh to bring out the actual scenario of farming and farmers. It carries a great significance to give a guideline to the policy level of the government. Other than the *Hridoye Mati O Manush*, the everyday transmission of the Impress's satellite channel attempts to reach the viewers with some additional programs. These include social messages on the following issues:

- Health
- Sanitation
- Caring for the disabled people
- Community Development Programme
- Livelihood
- Gender sensitization
- Prevention of HIV/AIDS
- Road safety
- Forestation
- Citizens rights
- Consumer's rights
- Youth Development
- Child rights
- Democratization
- Environment Consciousness Fillers

Following are some of the assignments that Impress Telefilm Limited successfully accomplished in the past:

**Assignment 1: Media awareness on climate change at the coastal areas**

Assignment name: Media Awareness on climate change at the coastal areas	
Country: Bangladesh Location within country: Barinds region, Teknaf, St. Martins, Cox's Bazar, Bagerhat, Satkhira	Duration of assignment (months): Three months
Name of Client: UNDP	Total N <sup>o</sup> of staff-months of the assignment: 5
Address: IDB Building, Agargaon, Dhaka	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro): USD 3600
Start date (month/year): November, 2009 Completion date (month/year): December, 2010	N <sup>o</sup> of professional staff-months provided by associated Consultants: N/A
Name of associated Consultants, if any: N/A	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): <ul style="list-style-type: none"> <li>• Mr. Fahmidul Islam, Project Coordinator</li> <li>• Mr. Aditya Shaheen, Project Researcher</li> <li>• Mr. Zahir Munna, Field Researcher/Co-ordinator</li> <li>• Mr. Mahin Abdullah, Video Editor</li> <li>• Mr. Shahidullah Titon, Cameraman</li> </ul>
<p><b>Narrative description of Project:</b></p> <p><i>Bangladesh will face grave socio-ecological risks if it fails to adapt to climate change. Many of the risks are gradual and difficult to differentiate from background variability of climate. Coastal areas of the country are specially at risk. Adaptation to climate change is fundamentally linked to sustainable development efforts of the country.</i> The project focused on the above-mentioned varied issues and brought up the core ideas and how people are informed about the effects and what measures could be most useful for them.</p> <p><b>Goal:</b></p> <p>Building awareness among coastal people and policy makers through effective media coverage on various issues of climate change and bringing up probable/effective measures.</p> <p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• What are the expected climate changes?</li> <li>• What are the consequences for Bangladesh?</li> <li>• For what climate change-induced impacts is Bangladesh most vulnerable?</li> <li>• How can the potential effects of climate change influence the policy making, and what adaptation measures for Bangladesh are most feasible?</li> </ul>	
<p><b>Description of actual services provided by your staff within the assignment:</b></p> <ul style="list-style-type: none"> <li>• Identify the core problems of climate change at the coastal belts (Work areas as assigned)</li> <li>• Develop a strategy for the people and the policy makers so that the issue gets more attention</li> <li>• Hold open dialogues on the issue of climate change in presence of experts, policy makers and common villagers at the work regions</li> <li>• Motivate people about the climate change adaptation strategies</li> <li>• Building awareness among the community people and stakeholders</li> <li>• Broadcast the vital information found from the field</li> </ul>	

Firm's Name: Impress Telefilm Limited

## Assignment 2: Awareness-raising Media Campaign on Bird Flu

Assignment name: Awareness-raising Media Campaign on Bird Flu	
Country: Bangladesh Location within country: Kurigram, Manikganj	Duration of assignment (months): Two months
Name of Client: UNICEF	Total N <sup>o</sup> of staff-months of the assignment: 5
Address: Sheraton Annex Building, 1 Minto Road, Shahbagh, Dhaka	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro): USD 2400
Start date (month/year): January, 2009 Completion date (month/year): January, 2009	N <sup>o</sup> of professional staff-months provided by associated Consultants: N/A
Name of associated Consultants, if any: N/A	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): <ul style="list-style-type: none"> <li>• Mr. Aditya Shaheen, Team Leader</li> <li>• Mr. Zahir Munna, Project Researcher</li> <li>• Mr. Taufique Ahmed, Co-ordinator</li> <li>• Mr. Mamun Karim, Video Editor</li> <li>• Mr. Russell Shah, Cameraman</li> </ul>
<p><b>Narrative description of Project:</b> Many common villagers never heard about bird flu. Many don't know what to do when birds fall sick and die. Neither the affected farmers, nor the villagers knew about the urgency of reporting bird death. To address this situation, UNICEF was supporting Bangladesh Government to implement effective risk communication activities. Impress Telefilm was assigned to make five television documentaries to create/build awareness among people regarding bird flu, in this process. Common understanding or rather misunderstandings on the Avian Influenza was also highlighted in the documentaries.</p> <p><b>Goal:</b> Building awareness among common people about bird flu.</p> <p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• Finding the existing ideas on bird flu</li> <li>• Aware people about the urgency of reporting bird death</li> <li>• Run effective risk communication activities</li> <li>•</li> </ul>	
<p><b>Description of actual services provided by your staff within the assignment:</b></p> <ul style="list-style-type: none"> <li>• Review the actual scenario of bird flu in the work areas</li> <li>• Develop a media-strategy to ensure the right message is put on the table</li> <li>• Building awareness among people about the urgency of reporting bird death</li> <li>• Conduct open dialogue among community people</li> <li>• Broadcast the messages found from the field</li> <li>•</li> </ul>	

Firm's Name: Impress Telefilm Limited

### Assignment 3: Media coverage on child labour in agriculture and recommendations for non-hazardous agricultural works for children

Assignment name: Media coverage on child labour in agriculture and recommendations for non-hazardous agricultural works for children	
Country: Bangladesh Location within country: All over Bangladesh	Duration of assignment (months): Five months
Name of Client: Save the Children Sweden Denmark	Total N <sup>o</sup> of staff-months of the assignment: 8
Address: Post office Lane, Gulshan 1, Dhaka	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro): USD 9600
Start date (month/year): November, 2009 Completion date (month/year): December, 2009	N <sup>o</sup> of professional staff-months provided by associated Consultants: N/A
Name of associated Consultants, if any: N/A	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): <ul style="list-style-type: none"> <li>• Mr. Aditya Shaheen, Director</li> <li>• Mr. Zahir Munna, Project Researcher</li> <li>• Mr. Taufique Ahmed, Co-ordinator</li> <li>• Mr. Sahara Tushar, Field Researcher</li> <li>• Mr. Mamun Karim, Video Editor</li> <li>• Mr. Mahin Abdullah, Video Editor</li> <li>• Mr. Shahidullah Titon, Cameraman</li> <li>• Mr. Russell Shah, Cameraman</li> </ul>
<p><b>Narrative description of Project:</b> Bangladesh is an agrarian country. Very commonly, children are involved as agro-labours as the rural people are mostly marginal and they want to avoid the labour cost. Impress Telefilm was assigned to find how and why the children are involved in agriculture. And, if so, then what jobs are hazardous for them. Is there any alternative for the children or is there any non-hazardous jobs that the children can do as agro-labours, without hampering their study and family life? A study and a documentary on the issue of 'Child Labour in Agriculture' were produced as assigned.</p> <p><b>Goal:</b> Sorting out core reasons why a child is becoming an agro-labour and what are the recommendations for a child so that s/he can escape the hazards during work</p> <p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>• Finding reasons why children are becoming agro-labours</li> <li>• What hazardous agricultural jobs they're involved with?</li> <li>• What are the probable recommendations (non-hazardous agricultural works) for the children?</li> </ul>	
<p><b>Description of actual services provided by your staff within the assignment:</b></p> <ul style="list-style-type: none"> <li>• <b>Make</b> an elaborative study on 'Child Labour in Agriculture'</li> <li>• <b>Travel</b> almost all the districts of Bangladesh to cover this issue</li> <li>• <b>Make</b> a video documentary (15min) on child labour</li> <li>• <b>Broadcast</b> the video documentary on child labour</li> </ul>	

Firm's Name: Impress Telefilm Limited



#### Assignment 4: Media advocacy on Swine Flu

Assignment name: Media advocacy on Swine Flu	
Country: Bangladesh Location within country: All over Bangladesh	Duration of assignment (months): Three months
Name of Client: UNICEF	Total N <sup>o</sup> of staff-months of the assignment: 5
Address: Sheraton Annex Building, 1 Minto Road Dhaka	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro): USD 3600
Start date (month/year): June, 2009 Completion date (month/year): June, 2009	N <sup>o</sup> of professional staff-months provided by associated Consultants: N/A
Name of associated Consultants, if any: N/A	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): <ul style="list-style-type: none"> <li>• Mr. Fahmidul Islam, Team Leader</li> <li>• Mr. Sahara Tushar, Project Researcher</li> <li>• Mr. Zahir Munna, Co-ordinator</li> <li>• Mr. Mahin Abdullah, Video Editor</li> <li>• Mr. Shahidullah Titon, Cameraman</li> </ul>
<p><b>Narrative description of Project:</b> Impress Telefilm covered all the districts of Bangladesh to make TV spots for building awareness on bird flu. Bird flu was then regarded as the most horrendous of diseases and people were pretty much feared about it. To let people know the right and proper information, Impress went to the rural areas and also the urban/suburban areas to find out what people were pondering over the issue of Swine Flu. Later, with proper information the TV spots were broadcast so that people might know what the Swine Flu is all about. People used in the TV spots were from real-life and nothing was staged for the spots.</p> <p><b>Goal</b> Building public awareness on Swine Flu</p> <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>• Increasing awareness about bird flu</li> <li>• Promoting healthy behaviors that can reduce the risk of contracting the virus</li> <li>• Broadcast findings in a format of TV Spot</li> </ul>	
<p><b>Description of actual services provided by your staff within the assignment:</b></p> <ul style="list-style-type: none"> <li>• Identify the real pictures of swine flu</li> <li>• Develop a strategy for the people and the policy makers so that the issue gets more attention</li> <li>• Hold open dialogues on the issue of climate change in presence of experts, policy makers and common villagers at the work regions</li> <li>• Aware people about the climate change adaptation strategies</li> <li>• Broadcast the vital information found from the field in TV Spot format</li> </ul>	

Firm's Name: Impress Telefilm Limited

## Assignment 5: Strengthening Local Governance

Assignment name: Amader Union	
Country: Bangladesh Location within country: UP Bangladesh	Duration of assignment (months): One month
Name of Client: World Bank	Total N <sup>o</sup> of staff-months of the assignment: 5
Address: THE WORLD BANK Plot E-32, Agargaon Sher-e-Bangla Nagar, Dhaka 1207, Bangladesh	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro): USD 1200
Start date (month/year): June, 2009 Completion date (month/year): July, 2009	N <sup>o</sup> of professional staff-months provided by associated Consultants: N/A
Name of associated Consultants, if any: N/A	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): <ul style="list-style-type: none"> <li>• Mr. Aditya Shaheen, Team Leader</li> <li>• Mr. Taufique Ahmed, Project Researcher</li> <li>• Mr. Zahir Munna, Co-ordinator</li> <li>• Mr. Mahin Abdullah, Video Editor</li> <li>• Mr. Shahidullah Titon, Cameraman</li> </ul>
<p><b>Narrative description of Project:</b> The Local Governance Support Project (LGSP), being implemented by the Local Government Division of the Ministry of Local Government, Rural development &amp; Cooperatives supports Union Parishads (UP) in providing services that meet community priorities. Media mobilization initiatives were undertaken with Channel i. in a show called Hridoye Mati O Manusher Daak.</p> <p><b>Goal</b> Strengthening citizen's awareness to improve transparency and accountability of the UPs.</p> <p><b>Objective</b></p> <ul style="list-style-type: none"> <li>• Raising awareness among the UP community.</li> <li>• Advance and broaden knowledge base and dialogue on local governance at the national and local levels</li> <li>• Promoting downward and upward accountability at the local level</li> <li>• Expanding the long-term technical capacity of the government at the central, local and intermediary levels to develop and manage a multi-tiered system of government</li> </ul>	
<p>Description of actual services provided by your staff within the assignment:</p> <ul style="list-style-type: none"> <li>• Research on accountability practices in the UPs</li> <li>• Making twelve minute documentary on practice of transparency at the UP level</li> <li>• Broadcasting the documentary films in the TV</li> </ul>	

Firm's Name: Impress Telefilm Limited

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## Media Advocacy on Entrepreneurship in Agricultural Farming

### 1. Introduction:

Organic farming is becoming more and more significant in respect of the soil and production quality to ensure a better, sustainable and a healthy life for all. The **Department of Development Journalism** of Channel i i.e. **Hridoye Mati O Manush** has also taken into its account the importance of it which would definitely bring back the true essence of the soil with the massive awareness and activation of the Vermicompost (Containing water-soluble nutrients, vermicompost is an excellent, nutrient-rich organic fertilizer and soil conditioner. This process of producing vermicompost is called *vermicomposting*.), which has the scope that from an individual, a family and even a community can be involved. This method of awareness entirely belongs to Hridoye Mati O Manush's new initiative, '**Grow Green**'.

2014 has been announced (by UN's FAO) as the **International Year of Family Farming (IYFF)** that aims to raise the profile of family farming and smallholder farming by focusing world attention on its significant role in eradicating hunger and poverty, providing food security and nutrition, improving livelihoods, managing natural resources, protecting the environment, and achieving sustainable development, in particular in rural areas. At this outset, Grow Green can easily merge with the concept of family farming where vermicomposting can unite families and communities to make them financially stable.

### 2. Objective:

The objective of this activity is to promote and institutionalize the necessity of vermicomposting towards citizens through hands-on training, distribution, implementation and media advocacy.

### 3. Scope of work:

Vermicomposting is a key technology to bring about the positive socio-economic changes in the community. Since, Bangladesh has a mammoth population, the farmers had to farm HYV rice and other diversified crops. Through this process, varied harmful chemicals were used which degraded the quality of the soil and mostly the agro-produces have become harmful to human health. Vermicompost can bring back the purity of soil, if an individual, a family or even a community can make the organic fertilizer themselves, spending only an hour or two from their regular work. Moreover, if they produce in plenty, they can also create a market of their product. Unemployed youth, women and farming families are the key role players who would work and promote this environmentally friendly organic fertilizer.

In 40 (Forty) locations in Manikganj (20) and Mymensingh (20) districts and at 1 location, farmers will be provided the vermicomposting technology under the 'Grow Green' initiative of Development Journalism department of Channel i, i.e. Hridoye Mati O Manush.

Moreover, one more location has been decided as the 41<sup>st</sup> spot, which is located in Savar, situated at the outskirts of Dhaka. The location is a small farming plot at the CRP (Centre for the Rehabilitation of the Paralyzed) where the patients work on this plot for their mental and physical healing. 'Grow Green' intends to place one vermicompost project at this plot. Patients can work easily on wheelchair and once

they go back home, they can start their own project to make some profit from home. This will definitely make them creative, enthusiastic and will give them a light of hope.

The scope of work is for a media agency i.e. Channel i having an existing activity in the villages; and proven track-record of arranging and broadcasting open budget meetings, technology transfer, on field and has the expertise for field reporting and media dissemination will conduct the vermicomposting project.

The media agency with the assistance from its Development Journalism department, i.e. also known as Hridoye Mati O Manush will arrange hands-on training, distribution, implementation of vermicomposting and air the project activity from hands-on training till the implementation.

The following major tasks will be performed by the media agency:

1. Location Hunting
2. Distribute the technology
3. Arranging hands-on training
4. Arranging, distributing, implementing, evaluating result of vermicomposting at 40 locations in Manikganj (20) and Mymensingh (20) and 1 at CRP.
5. Develop, conduct and broadcast on Channel i five reports on
  - a. Distribution of vermicompost
  - b. Training on vermicompost (Making)
  - c. Implementation of vermicompost
  - d. Vermicompost plot at CRP
  - e. Result
6. Deliverables

Deliverables	Timeline	Remarks
1.1. Five reports on vermicompost (Distribution, Training, Implementation, Plot at CRP and Result)	Every week on Saturday at 9:35 PM on Hridoye Mati O Manush	To be shown on reputable national satellite TV channel, Channel i

1. **4. Timeline:** The timeline covers a period of 10 (Ten weeks- Five weeks for location hunt, research, planning and five weeks for activation and filming), starting from the activation week. **However, to see a tangible benefit from this project, Hridoye Mati O Manush will do follow up (Longer term follow up after 1 year or so) from some of these locations doing video reports to evaluate the success.**

7. **Payment: Project cost USD 23,000.00, equivalent to BDT 17,71,000.00 in local currency. Payable including VAT.**

*First installment:* 40%, upon signing of the contract (April 16, 2014) - BDT. 7,08,400.00

*Second installment:* 40%, upon completion of broadcast of 5 (five) reports- BDT. 7,08,400.00

*Third installment:* 20%, upon submission of DVDs of the reports- BDT. 3,54,200.00

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## 8. Contacts:

The Consultant will work with **Engr. Masih Ur Rahman, Country Director, SpaandanB**

### Technical Approach and Methodology

Media is a very powerful tool to make the voice of the common people heard. Channel i will contribute to create awareness among poor and marginalized community on vermicomposting, under its new initiative ‘Grow Green’, conceptualized by Development Journalism department i.e. Hridoye Mati O Manush.

Hridoye Mati O Manush will make five short reports and broadcast them on Channel i. Prior to that, the team of Development Journalism would also find suitable twenty locations in Manikganj and twenty others in Mymensingh and also one already fixed at CRP for distribution of vermicompost, arranging training on the new technology, see how an individual, a family or a community is dealing with the technology, and finally, look at the result of using this nature-friendly technology.

Since the project is scoped around Entrepreneurship, the aspect of revenue generation is important. The womenfolk in the farmers’ household will be able to create a small business out of the vermicomposting production and generate revenue stream for the household. We assume that monthly profit in this project after deducting all variable costs is 1000 Tk (Variable). This is first month profit for each unit. From the second month profit will increase gradually by 25%. At the end of the year, Hridoye Mati O Manush will concentrate on these key factors of revenue generation from some units (Among 40 locations). And, the fertilizer market now in Bangladesh is keen to sell organic fertilizers more than the past. So, the demand is obviously there and fertilizer dealers as well as farmers are realizing to use organic fertilizer to bring back soil quality to increase production. Through Hridoye Mati O Manush media advocacy and follow up we are definitely sure the market will expand and women could become financially stable.

District correspondents of Channel i from the mentioned two districts will support in the implementation of the tasks along with the all time desk and field support provided by the expert team of Development Journalism who are headquartered in Dhaka. All short reports will be broadcast on Channel i, on a weekly basis.

With the guidelines the team of Development journalism will find the locations and also visit the locations during filming. The district correspondents of Channel i will support the visiting outdoor team, sent from the head office. All the post-production will be done in Dhaka at Channel i headquarter.

Vermicompost is a balanced fertilizer (according to nutrient analysis).The farmers who applied it in the past for their paddy/vegetable production, at least 15-20% grain yield increased than the commercial fertilizer used at the same fields. It is expected that at least 20 villages will replicate the technology because the rural folk generally trust in ‘seeing and believing’. It is an age-old tradition of Bangladesh.

Video reports will definitely feature:

1. Extension
2. Distribution of the technology

3. Entrepreneurship
4. Revenue generation of womenfolk
5. Average yearly household income
6. Average increase in yield
7. Other villages replicating the technology
8. Follow up after one year from some locations among forty-one

<b>FIVE SHORT VIDEO REPORTS</b>							
	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
Research							
Planning and Communication							
Filming							
Editing							
Distribution and Training							
Broadcasting							