

# ANNUAL REPORT 2022

## REPORT

### Partnerships for a Tolerant, Inclusive Bangladesh (PTIB) Project



**Reporting period: 01 Jan 2022 - 31 Dec 2022**

**PARTNERSHIPS FOR A TOLERANT,  
INCLUSIVE BANGLADESH (PTIB) PROJECT**



*Bangladesh has a long history of rich cultural, religious, and ethnic diversity. For decades, the country has embraced the values to live togetherness in diversity.*

Van Nguyen  
Deputy Residence Representative  
UNDP Bangladesh

**Design and Layout:** Md. Aktarul Islam

# Abbreviations & Acronyms

<b>BPO</b>	Bangladesh Peace Observatory
<b>CARU</b>	Cox's Bazar Analysis and Research Unit
<b>CGS</b>	Centre for Genocide Studies, University of Dhaka
<b>CSO</b>	Civil Society Organization
<b>CTTC</b>	Counter-terrorism and Transnational Crime
<b>D4P</b>	Diversity for Peace
<b>DKC</b>	Digital Khichuri Challenge
<b>GBV</b>	Gender-based Violence
<b>ICT</b>	Information and Communications Technology
<b>MERL</b>	Monitoring, Evaluation, and Research and Learning
<b>PTIB</b>	Partnerships for a Tolerant, Inclusive Bangladesh Project
<b>PVE</b>	Preventing Violent Extremism
<b>OSINIT</b>	Open Source Intelligence
<b>RCCE</b>	Risk Communication/Awareness and Community Engagement
<b>SDG</b>	Sustainable Development Goals

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# Executive Summary

## Key takeaway

After the completion of a successful year (2021), PTIB's highly motivated and innovative youth-centric social hackathon series 'Digital Khichuri Challenges- DKCs' reached its peak by promoting peace, tolerance, harmony, social cohesion, etc. related messages using youths' knowledge, strength, and capacities last year.

In 2022, PTIB took a unique approach to organize non-residential and localized hackathons across the country through engaging former DKC teams (BYS, Chalkboard, and Peace Maker Studio), local institutions/universities (North South University, Moanoghar, Asian University for Women), government counterpart, and relevant private sector organizations and INGOs (ActionAid Bangladesh and Plan International Bangladesh) as the organizing and resource partners.

Digital Khichuri Challenge selected the theme to empower the Bangladeshi youth as responsible citizens by nurturing creativity and innovation and building commitment to harmony, peace, tolerance, human rights, and sustainable development.

*I thank Moanoghar  
and UNDP  
Bangladesh for  
organizing such a  
beautiful event in  
Rangamati that  
promotes solidarity  
and celebrates  
diversity.*

Barrister Devasish Roy  
Honorable Raja,  
Chakma Circle

## With the successful completion of Phase I, PTIB is now in Phase II.

The second phase 'Technical Assistance Project Proforma/Proposal' (TAPP) document has been signed. Prior to TAPP, the project's programme document had been signed.

## 2022 Achievements

UNDP's Partnerships for a Tolerant, Inclusive Bangladesh project works to promote peace and tolerance by preventing violence, hate speech, and extremism in Bangladesh. In 2021, the project strengthened additional initiatives and launched new ones.

## Digital Khichuri Challenges (DKCs) Over 2.16M

Bangladeshis were reached with messages promoting peace, social cohesion and digital literacy, with a particular focus on **empowering youth as a responsible citizen**

## Bangladesh Peace Observatory (BPO)

BPO continued to grow its database to produce peace reports, peacegraphics as well as supported **Data-Driven Analysis and Media Reporting on violence in Bangladesh**

## Cox's Bazar Analysis & Research Unit (CARU)

Apart from weekly and monthly reports, CARU made its 5-year overview report (August 2017-December 2022) focusing on unnatural deaths, violent and insecurity incidents, the Rohingya movement, drug trends, etc.

## Diversity for Peace (D4P)

D4P's Festival of Tolerance was a first-of-its-kind event to bring many stakeholders working on SDG16 under one platform. 1000+ people joined the festival in person and 405K through online.

# 2022 Achievements

## #AmraiBangladesh campaign

Towards a more Peaceful and Tolerant Bangladesh using **Social Listening and Data Analytics**, the campaign demonstrated the potential to create a significant impact in real life through effective communication on social media.

## Study on youth tolerance

In collaboration with BRAC, PTIB conducted a joint research project on understanding the tolerance level of youth in Bangladesh covering over 7k respondents in 21 districts to make the findings nationally representative.

## Support for the Dhaka Police (CTTC)

CTTC published youth perspectives on the prevention of violent extremism, based on the findings of youth dialogues organized with UNDP support

## A new partnership approach

To transmit the idea of digital peace to other relevant organizations for a sustaining impact, PTIB extended non-funding partnerships to co-host and organizes DKCs and D4P's festival of Tolerance

# INTRODUCTION **1**

# 1.1 Project Information

<i>Project/outcome title</i>	<i>Partnerships for a Tolerant, Inclusive Bangladesh (PTIB)</i>	
<i>Atlas ID</i>	00086326	
<i>Relevant UNDAF/ CPD/ SP/ SDGs</i>	<p><b>Bangladesh UNDAF Outcome 1 &amp; Country Programme Document (CPD)</b>  <b>Outcome 2:</b> Develop and implement improved social policies and programmes that focus on good governance, reduction of structural inequalities and advancement of vulnerable individuals and groups.</p> <p><b>CPD Output 2.1:</b> Civil society, interest groups, relevant government agencies and political parties have tools and knowledge to set agendas and to develop platforms for building consensus on national issues.</p> <p><b>UNDP Strategic Plan:</b>  <b>Outcome 3:</b> Strengthen resilience to shocks and crisis.  <b>Output 3.2.1:</b> National capacities strengthened for reintegration, reconciliation, peaceful management of conflict and prevention of violent extremism in response to national policies and priorities.</p> <p><b>Sustainable Development Goals (SDGs):</b>  <b>Goal 16:</b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable, and inclusive institutions at all levels.</p> <p><b>Target:</b>  <b>SDG target 16.1:</b> "Significantly reduce all forms of violence and related death rates everywhere".  <b>SDG target 16.6:</b> "Develop effective, accountable and transparent institutions at all levels".  <b>SDG target 16.7:</b> "Ensure responsive, inclusive, participatory and representative decision-making at all levels".</p>	
<i>Country</i>	Bangladesh	
<i>Region</i>	Asia-Pacific	
<i>Date project document signed</i>	3 June 2018	
<i>Project dates</i>	<b>Start</b>	<b>Planned end</b>
	6 January 2017	31 May 2021, extended to June 2023 with no cost.
<i>Project budget</i>	USD \$5.18 m	
<i>Funding source</i>	Denmark, Netherlands, Norway, UK, Japan (through UNODC)	
<i>Contribution Denmark</i>	DKK 4,044,000	
<i>Implementing party</i>	United Nations Development Programme (UNDP)	

# Project Overview 1.2

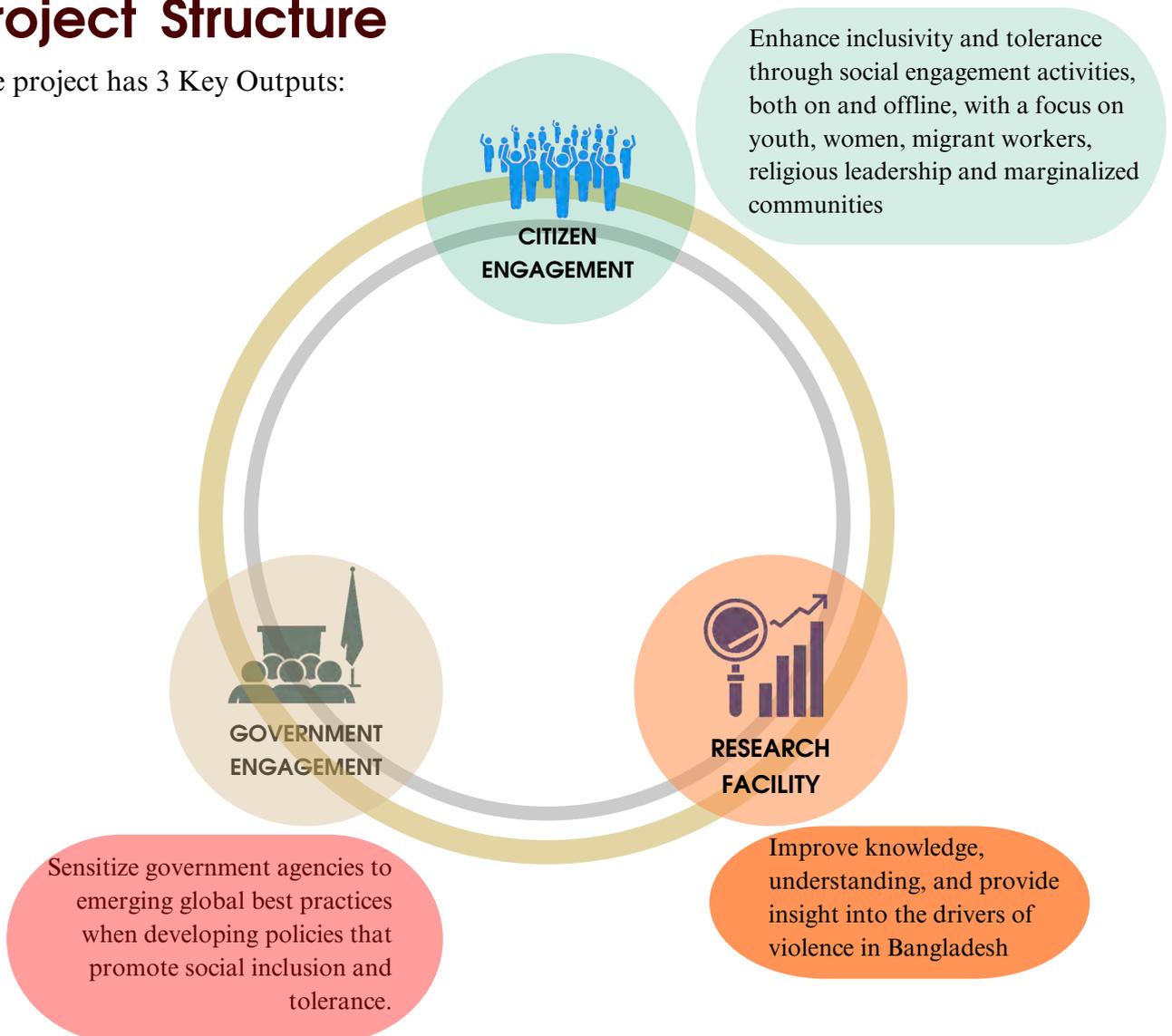
## Objectives

This project uses cutting-edge evidence to help promote authentic and resonant Bangladeshi narratives of diversity and tolerance. It structures its learning and research to be far more integrated and responsive to emerging trends than more traditional UN projects, using three distinct data-collection and analysis teams to produce the data which allows for

evidence-based programming and messaging. The project contributes substantially to objectives outlined by the United Nations Country Team, the Rohingya Joint-Response Plan, the Government of Bangladesh, and more recently the Risk Communication and Community Engagement (RCCE) pillar of Bangladesh's COVID-19 response.

## Project Structure

The project has 3 Key Outputs:



# International Agreements

This project responds to the UN Secretary General's 2015 call for every country to develop a coherent and contextual strategy for the prevention of violent extremism (PVE), while reaffirming the need for inclusive institutions, transparent politics, and a commitment to fundamental human rights. Moreover, the project helps implement the United Nations Strategy and Plan of Action on Hate Speech. In May 2019, the Secretary-General identified hate speech as a menace to democratic values, social stability, and peace. PTIB's focus on inclusivity and tolerance also resonates with the December 2019 UN General Assembly's resolution on a culture of peace.

# 1.3 Summary of Project Strategy

## *PTIB leverages evidence-based and open-source intelligence to be more integrated and responsive to emerging trends*

While most projects have a learning component, to better understand the issue being addressed, the PTIB project structures its learning and research to be far more integrated and responsive to emerging trends, feeding directly into new programming and messaging. This involves expanded, comprehensive, and independent monitoring and data collection to help close the violence data gap in Bangladesh. The project does this using three data collection teams: 1) The Bangladesh Peace Observatory, based at the University of Dhaka, which collects and analyzes nationwide statistics on violent incidents; 2) The Cox's Bazar

Analysis and Research Unit (CARU), UNDP's in-house monitoring team, which tracks violent incidents in regions affected by the Rohingya emergency; 3) and Social Media Monitoring, conducted by the Canadian strategic data and analysis company SecDev, which collects data and analyzes engagement with sources of disinformation and incitement on Bangladeshi social media. Building on this data and evidence, the PTIB project works with local Bangladeshi partners to promote critical thinking and support targeted but authentic expressions of Bangladeshi diversity online and offline.

## *PTIB capacitates the youth with digital literacy and social media engagement skills*

The project addresses complex issues of identity and inclusion by promoting a digital literacy model. Digital literacy is not a measure of standard literacy or whether someone can read or write. Digital literacy reflects a person's ability to critically engage with Bangladesh's online environment and to identify and

question any misleading or incendiary online content they may encounter. This is done by supporting the development and strengthening of Bangladesh's 'online immune system' to improve citizens' ability to counter and question misinformation and incitement tactics independently. UNDP activities rely on

superior monitoring and analysis of online trends and an adaptable communications strategy and programme design. Specifically, a focus on promoting digital literacy and safe use of online can help vulnerable communities, including minorities and women, to identify and speak out against incitement and violence that might disproportionately affect them. This decentralized, critical-thinking approach

is more transparent, effective, and democratic than simply removing online posts or directly limiting online speech. Moreover, to outnumber and counter online spoilers who are spreading hate speech and disinformation, PTIB is strengthening positive and inclusive youth voices. With PTIB support, youth organizations are becoming more effective in their social media campaigns.

### ***Bangladeshi voices, Bangladeshi ownership***

Sustainable change, especially on complex national and community identity issues, cannot be effectively promoted by internationals. PVE in Bangladesh means analyzing the current trends and cultivating or coordinating local partners to help act on this information. These include a range of Bangladeshi academic, civil society and government partners, many of whom

would not have been able to start working on these issues without UNDP support. Through national partners, the project's implementation has ensured that peaceful and inclusive messages retain their essential Bangladeshi character, drawing on lessons from Bangladeshi history and cultural memory.

### ***PTIB is actively supporting UN collaboration***

UN agencies in Bangladesh bringing their PVE activities together under one programmatic framework. This is a collaborative effort of the UN Agencies in Bangladesh to deepen understanding, empower communities and strengthen the role of national and subnational authorities in the prevention and

countering of violent extremism. PTIB collaborated with UN Women peace cafes on the DKC on a safe internet for Women. PTIB was the leading organization to organize a joint UN workshop on Women and VE in Bangladesh.

# Bangladesh in 1.4 2022: Trends

## ***A new violent extremist group uncovered***

In October 2022, a newly formed violent extremist organization called Jama'atul Ansar Fil HindalSharqiya (JAFHS) came to the attention of law enforcement agencies. JAFHS gained significant attention following the apprehension of its members in Dhaka. Prior to this, there were reports in the mainstream media about the disappearance of over 50 young men from various districts throughout the year. The subsequent investigation established a link between these missing individuals and the newly emerged violent extremist group.

In terms of law enforcement efforts, 2022 saw 55 raids resulting in 109 arrests related to violent extremism. Additionally, one violent incident occurred where two convicted terrorists were snatched away. This indicates the ongoing challenges faced by authorities in combating violent extremism in the country.

## ***Normalization of violent extremist discourse on social media: An emerging trend of concern***

In a concerning development, the analysis of violent extremism in Bangladesh in 2022 revealed an increase in Bangladeshi youth spreading violent extremist (VE) ideology on social media. This trend was driven predominantly by university students who glorified the 9/11 attacks, praised terrorist leaders, and disseminated hate speech. The initial platforms used by these student networks were Facebook, but they eventually expanded to smaller outlets like HushUp and SoundCloud after facing takedowns on larger platforms. This shift allowed for the continued spread of VE content through various channels.

Unlike the first wave of VE influencers, these new users made no effort to hide their identities. This lack of anonymity indicates the normalization of VE discourse within society. Additionally, this trend suggests that violent extremist

groups are gaining traction with its "hands-off" strategy of sowing extremist values among local users, who then go on to establish their own VE ecosystems.

***Fluctuations in violent extremist channel subscriptions: Impact of platform policing and resilience of VE Groups***

In the middle of 2022, subscriptions to violent extremist (VE) channels had a significant surge, reaching a peak of 13 million. However, by the end of the year, the number had decreased to 11.3 million, marking the first decline since monitoring commenced in March 2018. This decrease can be attributed primarily to the efforts of platform policing, which led to the takedown of several influential VE channels on Facebook. Among them was a prominent channel boasting over 2 million subscriptions. Despite these removals, VE groups quickly responded by creating new channels on Facebook to continue their activities.

Secular and moderate values were the primary targets of VE content making up over 40 percent of all posts throughout the year. VE actors dominated online discussions on topics like liberalism and secularism, generating the most widely circulated

commentary in Bangla on these issues. They also vehemently criticized the World Cup, considering football as a form of idolatry. Furthermore, they strongly condemned the Taliban's expulsion of women from postsecondary schools, using it as an opportunity to attack women's access to education in Bangladesh. VE groups also opposed curriculum reforms, particularly the introduction of new grade-school textbooks.

Underscoring the impact of events in India, a series of incendiary remarks by a leading politician on Indian television galvanized VE groups on Bangla social media. VE actors were also quick to exploit events in India, such as school bans on hijabs, to incite hatred and violence. Posts about armed jihad were the most popular theme during incidents in India.

***Safeguarding Communal Harmony: Reflections on Durga Puja in 2022***

In 2022, following the outbreak of extensive communal violence in 2021, the administration and law enforcement agencies remained highly vigilant. Civil society and political parties were also on alert, leading to a more peaceful observance of Durga Puja, the largest Hindu festival.

To prevent violence, the government formed special committees at the local

administrative level. Additionally, the PTIB and its partners launched a campaign to prevent the incitement of communal violence through social media, which contributed to promoting communal harmony.

Despite these efforts, at least six incidents of attack and vandalization of puja spots were posted on social media, four of them were confirmed by PTIB monitoring.

Underscoring the impact of events in India, a series of incendiary remarks by a leading politician on Indian television galvanized VE groups on Bangla social media. VE actors were also quick to exploit events in India, such as school bans on hijabs, to incite hatred and violence. Posts about armed jihad were the most popular theme during incidents in India.

### ***Tension persisted in Cox's Bazar***

Cox's Bazar continues to experience a tense security environment, as observed by the UNDP's Cox's Bazar Analysis and Research Unit (CARU). CARU has been diligently collecting and analyzing data regarding security risks in both the host and refugee communities.

Notably, there have been no reported gunfight deaths in Cox's Bazar since December 2021. However, there has been a gradual increase in the murder rate within the district throughout 2022.

The host community recorded a murder rate of 2.4, while among Rohingya refugees, it reached 5.9.

In 2022, there was a decrease in the confiscation of Yaba tablets, with approximately 23 million seized compared to 28 million in the previous year. This reduction can be attributed to certain restrictive measures taken on Myanmar's border, which were absent in 2021 due to the military takeover. Additionally, the increased demand for a new drug called crystal methamphetamine may have contributed to the decrease in Yaba seizures in 2022. The confiscation of crystal meth saw a significant increase, with a total of 105 kilograms seized in 2022 compared to 27 kilograms in 2021.

The anti-NGO movement emerged at the beginning of the year, raising the issue of NGO employment of locals as many NGOs and agencies reduce staff due to funding shortfalls.

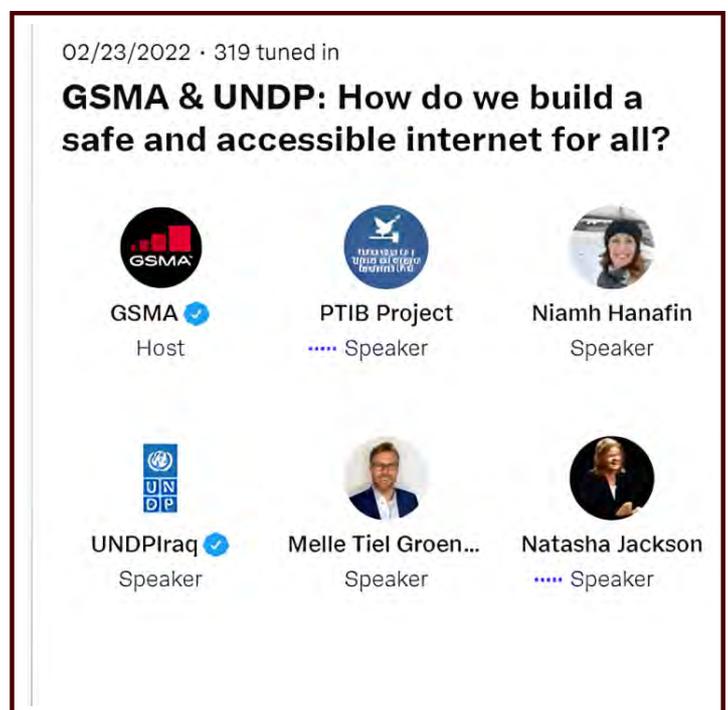
Within the Rohingya camps, the power struggle among the armed groups continued and escalated by the end of the year. The conflict between the Arakan Rohingya Salvation Army (ARSA), the Rohingya Solidarity Organisation (RSO), and two allied criminal groups has deteriorated the security situation. The number of reported murders in the camps has quadrupled, with a total of 34 Rohingya individuals falling victim in 2022.

# 1.5 Partnerships & Knowledge Sharing

PTIB is designed as a learning initiative and has a strong basis in research providing evidence for programming. The different research products such as the CARU and SecDev briefs are reaching large audiences and are rich in providing insights and guidance for PVE programming and in the Rohingya crisis response. Knowledge sharing is an essential aspect of PTIB, and team members often contribute to various knowledge-sharing and discussion forums.

In February 2022, PTIB was invited as a panelist in a live Twitter space conversation on "How do we build a safe and accessible internet for all?" organized by UNDP and the Groupe Speciale Mobile Association (GSMA). PTIB shared our insights on how to build a safe and accessible internet for all. We joined the 5th Technical Exchange of the 5-country Community of Practice (CoP) on Online Hate Speech and Disinformation Monitoring and Programming focused on Tackling Hate-Speech against Minority Groups. During the exchange, we shared our experiences with the Rohingya crisis and the COVID-19 response. The UNDP RR presented PTIB research findings and best practices during the EU-UNDP High-Level Discussion on Responsible Digitalization: Risk-Informed Use of Online Data and content moderation

Content Moderation for PVE. The EU Delegation in Bangladesh invited PTIB for the Conflict Analysis Screening (CAS) Workshops to assess conflict-related drivers and developments in Bangladesh.



Many missions to Cox's Bazaar include a meeting with the CARU team for a briefing on security and social tensions. The International Criminal Court persecutors met with the CARU team. CARU had presentations to different committees in the Rohingya crisis response.

# A New Partnership Approach 1.6

To transmit the idea of digital peace to other relevant organizations for a sustaining impact, PTIB extended non-funding partnerships to co-host five Digital Khichuri Challenges in 2022. The hosting partners are North South University, Dhaka, Moanoghar, Rangamati, Asian University for Women, Chittagong, and Action Aid Bangladesh in Cox’s Bazar. The partnerships have widened the geographical coverage and made DKCs more localized and cost-effective. The partners provided the venue, facility for the activation campaign, and volunteers without any funding support. Instead, they were recognized as co-hosts with proper online, offline, and media visibility.

In the same approach, PTIB led in building a coalition of I/NGOs with ActionAid, Institute for Environment and Development (IED), Manusher Jonno Foundation, The Asia Foundation, and EMK Centre to organize the “Festival of Tolerance” in a larger scale. Every organization will directly manage parts of the event with cost. No internal fund transfer or agreement is needed.

*To collaborate with UNDP in a programme like this is a great experience for us. The youth participants look confident, and a very conducive environment has been created for them, which makes us very proud.*

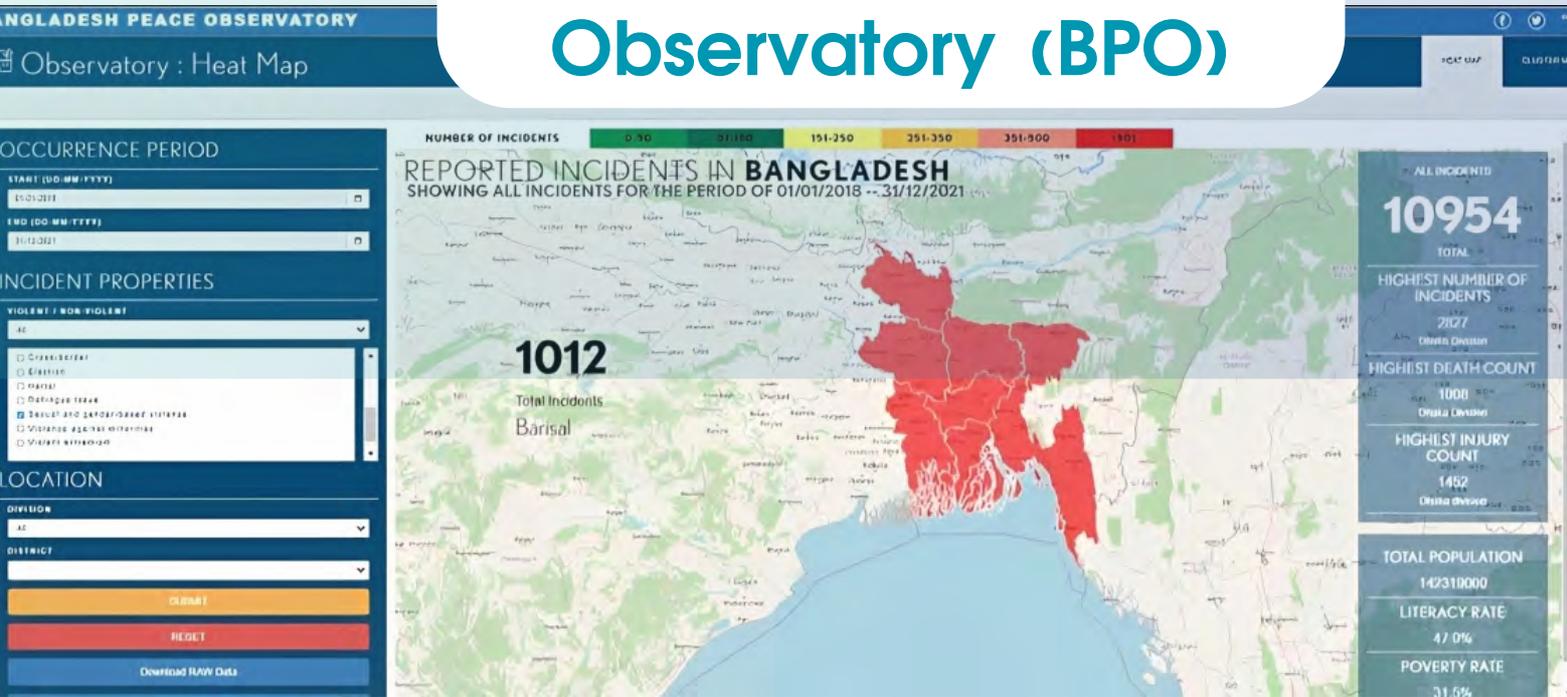
Jolly Nur Haque  
 Director of Programme Development and Learning  
 PLAN International



# 2 RESEARCH FACILITY

**Outcome 1**

# 2.1 The Bangladesh Peace Observatory (BPO)



The BPO *catalogues, aggregates, maps, and visualizes nationwide statistics on violent incidents* using a combination of data and media reports.

Based at the University of Dhaka and supported by UNDP, the BPO produces targeted analyses and updates, identifying new avenues for research. A variety of qualitative (micronarrative) and quantitative methods (media monitoring) are used to help identify violent trends.

The BPO successfully accomplished the following in 2022:

✓ **BPO database continues to grow**

In 2022, the BPO database has expanded even further. Since its inception in 2017, BPO has diligently recorded and maintained incident data, allowing for a longitudinal study of violence in Bangladesh. As of the end of 2022, the database now encompasses eleven years of data, starting from the year 2012 and extending up to 2022.

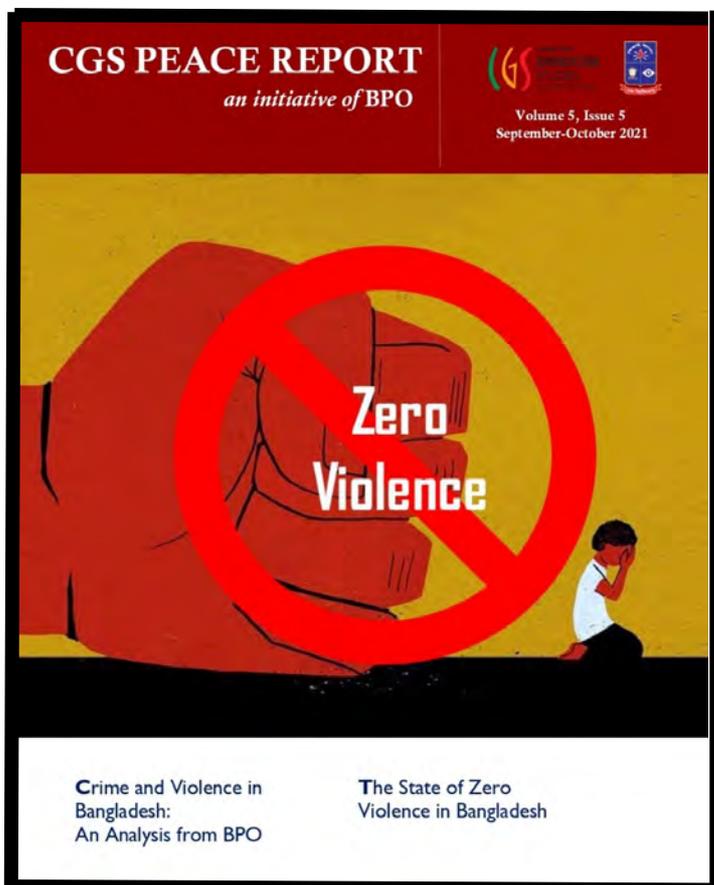
Throughout 2022, BPO recorded a total of **12,905 incidents**, bringing the cumulative number of incidents in the database to 141k. This substantial increase in data further solidifies BPO's position as the

most extensive open-sourced database on violence in Bangladesh.

The availability of over 141k incidents within the BPO database offers researchers, policymakers, and development partners a comprehensive source for understanding and analyzing patterns of violence over an extended period. It allows for a holistic view of the evolving nature of violence in the country.

### ✓ **Peace reports**

In 2022, BPO produced four bi-monthly peace reports, and the annual peace report 2021. The thematic focus of the bi-monthly peace reports was i) Land-Related violence ii) Zero violence in Bangladesh iii) Drug trafficking iv) Suicide-prone demographics in Bangladesh.



audiences to quickly understand and analyze the trend and patterns of violence in the country. Furthermore, by utilizing visual aids and leveraging the power of digital communication BPO ensures the wide circulation of these Peacegraphics by distributing them via email to reach a larger audience.

### ✓ **Peacegraphics**

BPO continues to make strides in disseminating information through its online platform. In 2022, BPO published nine Peacegraphics, visualizing violence trends in Bangladesh. These graphics, available on the BPO website, provide a clear and accessible representation of the data, allowing stakeholders and general

### ✓ **Peace fellowship**

Under UNDP-BPO Peace Fellowship, four studies have been completed in 2022: 1) The State, Civil Society and The Tentacles of Collective Violence in Bangladesh 2) The Case of Violence against Bengali Religious Minorities in Bangladesh: Perspectives of the majority-Muslim Students from Public and Private Universities 3) Social media rumors and mob violence in Bangladesh: A critical analysis 4) Communication to Combat Crime and Violence in Bangladesh.

**BPO data-informed research by UNDP**

In 2022, the UNDP research team at the Bangladesh country office conducted two studies exclusively utilizing BPO data. The first study was on gender-based violence, while the second study was on violence against minorities.

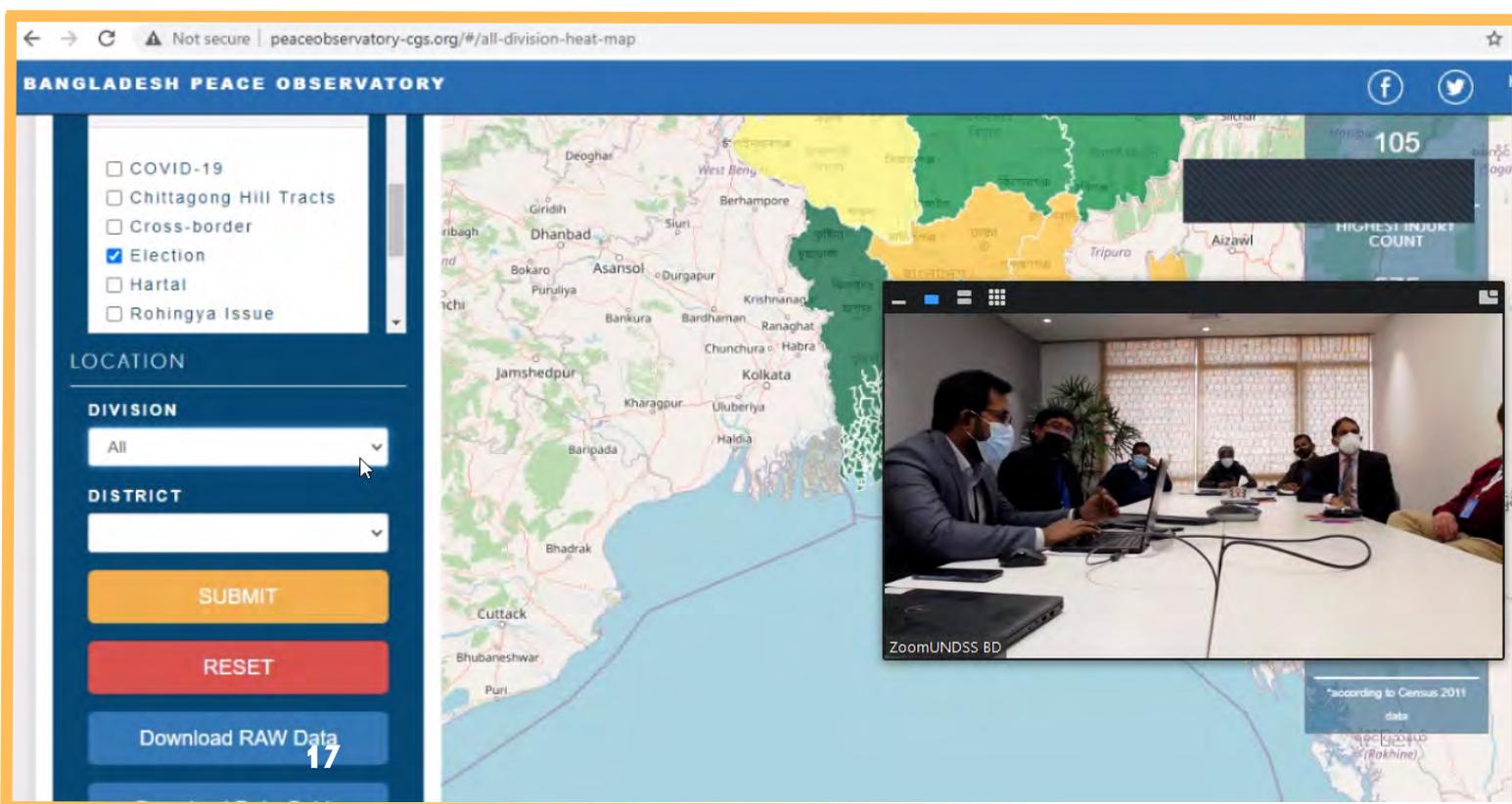
**BPO-UNDSS Coordination:**

In 2022, PTIB facilitated a coordination session between the BPO and UNDSS (United Nations Department of Safety and Security) colleagues in various locations, including Dhaka, Cox's Bazar, and other districts.

The session aimed to empower UNDSS personnel to effectively utilize the BPO data platform independently for risk mapping, analysis, and security decision-making. Given UNDSS's mandate to monitor incidents of security concern across Bangladesh, BPO's real-time data

on categories such as violent protests, election violence, and clashes between political parties and armed groups align perfectly with UNDSS's monitoring focus.

During the session, the BPO data mining guide was presented, providing UNDSS colleagues with comprehensive instructions on how to leverage the BPO data platform to its full potential. This guide equips them with the necessary skills to independently extract, analyze, and interpret data for risk assessment and mapping purposes. By harnessing the power of the BPO data platform, UNDSS can enhance its situational awareness, identify emerging trends, and make informed security decisions. This coordination between BPO and UNDSS would strengthen Bangladesh's overall security monitoring and response efforts.



## Case Story: BPO's Contribution to Data-Driven Analysis and Media Reporting on Violence in Bangladesh

In June 2022, the leading Bangla national daily, Prothom Alo, published two in-depth reports on the state of violence in Bangladesh, drawing extensively from the data provided by BPO. These reports shed light on significant issues impacting society and contributed to a more informed understanding of the prevailing challenges.

The first report, titled "Youth Crime is on the Rise: Increased Bullying and Sexual Harassment" highlighted the alarming increase in youth-related criminal activities and incidents of bullying and sexual harassment. By utilizing BPO data, Prothom Alo effectively showcased the extent of these issues, raising awareness among readers and stakeholders.

সোমবার, ২৪ জুলাই ২০২৩

বাংলাদেশ

**তরুণদের অপরাধপ্রবণতা বাড়ছে, বেশি লাঞ্ছনা-যৌন নিপীড়ন**

সুহাদা আফরিন ঢাকা

প্রকাশ: ১৩ জুন ২০২২, ১৯:২৮

সাল	সংখ্যা
২০১৯ সালে	২ হাজার ৪১১টি
২০২০ সালে	২ হাজার ৩৬৩টি
২০২১ সালে	১ হাজার ৮৯৬টি

২০১২ থেকে ২০১৮ সাল পর্যন্ত ছিল দেড় হাজারের মধ্যে

গণগণ হিসেবে ঢাকা ও চট্টগ্রাম বিভাগে তরুণদের সহিংস ঘটনা সবচেয়ে বেশি ঘটছে। প্রতীকী ছবি

তরুণদের এই বয়সটা হচ্ছে উপভোগের সময়। একটি সমাজে যখন সুস্থ বিনোদন না থাকে, তখন তরুণেরা অপসংস্কৃতির দিকে ঝুঁকি পড়ে।

অধ্যাপক মুহাম্মদ উমর ফারুক, চেয়ারম্যান, ক্রিমিনোলজি অ্যান্ড পুলিশ সায়েন্স বিভাগ, মাওলানা ভাসানী বিজ্ঞান ও প্রযুক্তি বিশ্ববিদ্যালয়।

The report underscored the urgent need for preventive measures and comprehensive interventions to address youth crime and create a safer environment for the younger generation.

Monday, 24 July 2023

**প্রথম আলো ENGLISH**

**Kidnapping: Dhaka ranks first followed by Chattogram**

Kamruzzaman Dhaka

Published: 01 Jun 2022, 22: 32

Map of Dhaka | Prothom Alo illustration

The second report focused on the issue of kidnapping, revealing that Dhaka ranked first, followed by Chattogram, in terms of the prevalence of such incidents. Prothom Alo's coverage, based on BPO data, brought attention to this concerning trend and emphasized the importance of proactive measures to combat kidnapping, safeguard communities, and protect vulnerable individuals.

### Reasons behind kidnapping

According to BPO, selling organs and forcing people to beg and marry off are the main reasons behind the abduction in Asia. Demanding ransom, killing political rival and sexual harassment are held responsible for kidnapping in Bangladesh.

The collaboration between BPO and Prothom Alo exemplifies the power of data-driven journalism in addressing critical social issues. By leveraging BPO's comprehensive data and analysis, Prothom Alo produced well-researched reports that captured the attention of a wide audience. These reports informed the public and served as a call to action for policymakers and stakeholders to prioritize addressing the underlying causes of violence and implement targeted interventions.

The case of BPO's contribution to data-driven analysis and media reporting demonstrates the potential for utilizing robust data sources to generate meaningful insights and drive positive change. Through continued collaboration and dissemination of accurate information, BPO and media outlets like Prothom Alo can continue to create awareness, facilitate informed discussions, and contribute to the development of evidence-based strategies for violence prevention in Bangladesh.

## Youth Panel on Monitoring Hate Speech and Misinformation

As a sub-element of the research facility, two youth panels from Khulna and Rajshahi districts act to validate PTIB's social media monitoring findings, inform UNDP on new VE social media channels and the ongoing trends of misinformation and hate speeches discussed in the community to supplement and improve UNDP's monitoring. Engaging with youth panels also helped PTIB to understand how the youth perceive the extremist messages and, most importantly, understand the social impact of online misinformation, hatred, and extremist campaign.

Discussion with the youth panel provides insights into public perception of different social media trendy issues in 2022 like the

Karnataka Hijab controversy, students protest against inflammatory remarks on the Prophet of Islam, Russia Ukraine war, Sri Lanka's economic and political crisis, and so on.

### *Youth panels' observation on Karnataka hijab controversy and its social media discussion:*

In February, a video went viral showing a girl wearing a burqa entering her college campus in Karnataka, India, while being harassed by boys wearing saffron scarfs. The incident triggered a heated discussion on social media.



**The youth panel summarized people's reactions on social media towards the viral video and its associated incidents:**



*Many condemned the harassment and praised the girl for her courage.*



*Some criticized the girl for chanting "Allahu Akbar," viewing it as a Muslim extremist response to Hindu extremist aggression.*



*Certain posts from India questioned if a similar situation would occur in Bangladesh, sparking communal tensions in the comment sections. People who denounced such posts were attacked and labeled as traitors from an Indian nationalist point of view.*

Extremist pages seized the opportunity to portray Muslim oppression in India and furthered their agenda by promoting the concept of Ghazwat-ul-Hind (preparation for jihad). While revenge attacks on Hindus in Bangladesh were not explicitly called for, there were individuals within communities who expressed violent intentions in response to such incidents.

A youth from Rajshahi shared his experience of a friend contemplating revenge, highlighting the importance of intervening and guiding individuals toward peaceful actions. He described:

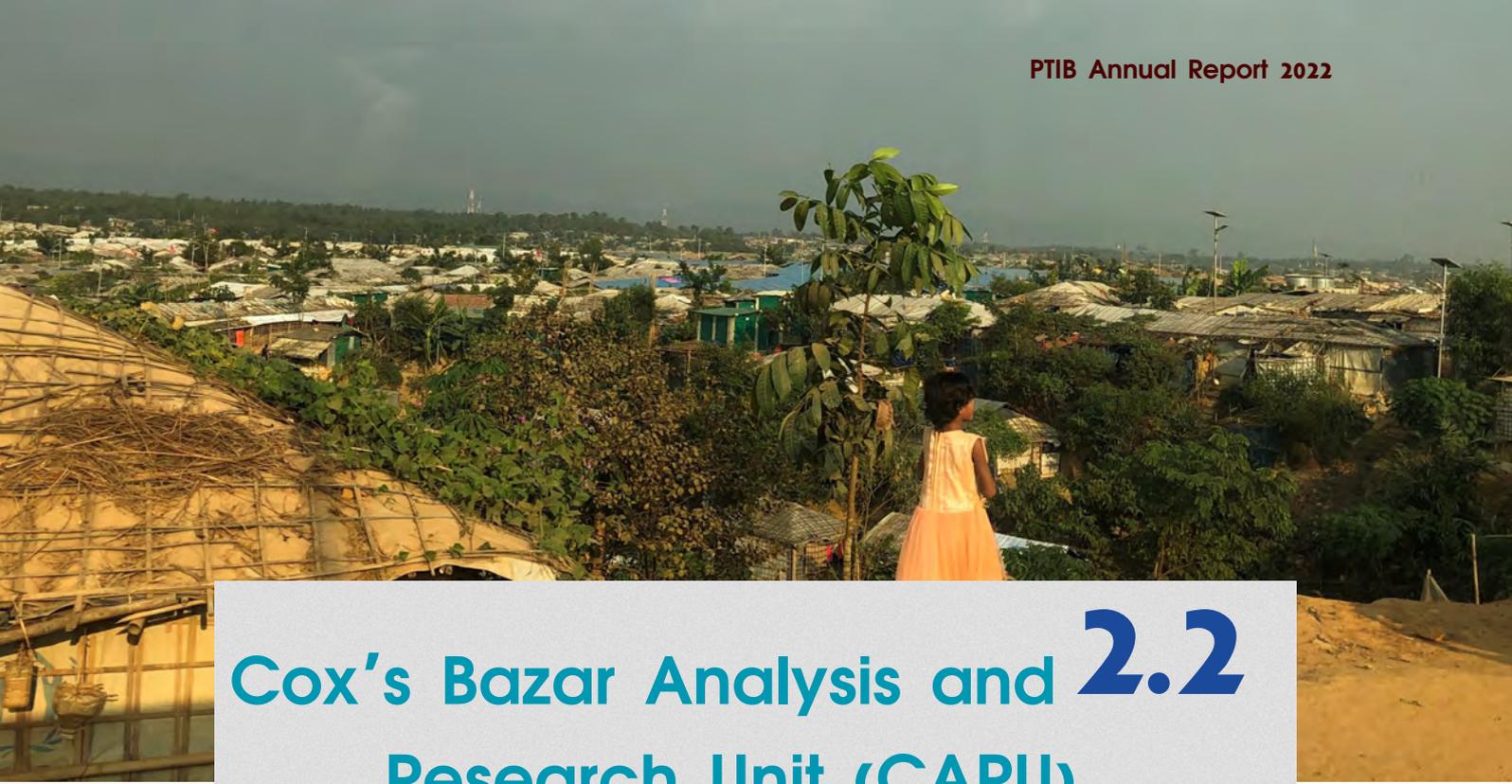
**The youth panel identified key lessons from this case:**

➤ *Offline discussions and debates play a crucial role in expressing rational reactions during communal or religious tensions. Examples were given of contrasting approaches taken by the authorities at Sylhet and Rajshahi universities. While Sylhet University's lack of dialogue prolonged the protest and caused damage, the vice-chancellor of Rajshahi University engaged in conversation with students, leading to a peaceful resolution.*

➤ *Having an offline friend circle provides a healthy outlet for venting frustrations. Isolation and reliance solely on social media can increase the risk of radicalization.*

"I maintain a neighborhood friend circle of different ages, gathered for chattering in a tea stall. One of our friends, three years my junior- just completed the 12th grade, was very angry after seeing the Karnataka video and social media posts around it. Though he is a regular boy of trendy cultures and does not practice the religion, he could not help but express his intention to take revenge by attacking Hindus where found. We had to try hard to convince him of right and wrong to act upon. Good that we are his friend. If not, and if he got people of similar mindset around him, things could be worsened."

This case highlights the need for thoughtful offline discussions, promoting understanding and rational responses in the face of sensitive and polarizing situations.



## Cox's Bazar Analysis and **2.2** Research Unit (CARU)

CARU *monitors international, national, and local media reports* with the objective of preventing *rumors, disinformation, and tensions by tracking security incidents*. It has established a database in accordance with the *International Classification of Crime for Statistical Purposes (ICCS), Classification of Crime for Statistical Purposes (ICCS), containing over 20,000 incidents* added by classification from *2017 to the present*. Based on reported incidents, CARU *analyses violent situations, insecurity, and conflictual events*.

Additionally, CARU verifies sensitive data throughout Cox's Bazar District and inside the camps. Reporting includes daily updates on Signal as well as weekly, monthly, and sporadic reports (on specific topics or date ranges).

### Day to Day

Two Signal groups are maintained by CARU, one for the UN partners and the other for analysts and researchers in Cox's Bazar, and they both supply recipients with crucial information as it develops daily, which provides both practical information and acts as a situational awareness tool among the humanitarian partners in the region. Weekly and

#### Highlights

In addition to its regular work, CARU provided briefings on security analysis in response to requests from the government, diplomatic missions, Inter-Sectoral Coordination Group (ISCG), and NGOs. It also shared supplementary material, analytical narratives, and data presentations. Numerous partners, both inside and outside of UNDP, asked to use CARU findings for their advocacy, risk reduction, and negotiating in 2022.

Monthly reports are circulated to partners and stakeholders, analyzing not only homicide, security incidents, abductions, and other forms of violence, tensions, and vulnerabilities but also portraying positive developments in the host and Rohingya community.

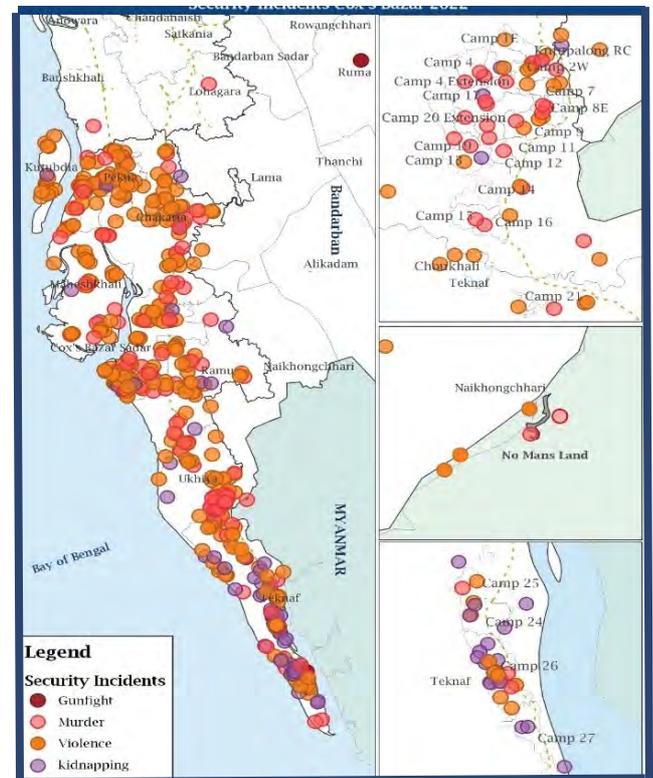
## 5-Yearly Report

The CARU 5-yearly report, which covers the period from August 2017 to December 2022, analyzes each entry pertaining to incidents in the Cox's Bazar district. This report focused on unnatural deaths, violent and insecurity incidents, the Rohingya movement, the nature of violence, drug trends, and tension between Rohingya and the host community in Cox's Bazar district by analyzing data from August 2017 to December 2022.

## Peace and Development Analysis

In order to assess the nature and scope of the impact following the arrival of the Rohingya group, CARU produced a Peace and Conflict assessment looking at the situation in Cox's Bazar. Cox's Bazar District is bordered to the northeast by the District of Bandarban and to the southeast by the Rakhine State of Myanmar. Teknaf and Ukhiya are home to 590,791 Bangladeshis and 913,660 Rohingya refugees. The presence of the refugees who started arriving in large numbers in August 2017 has placed significant pressure on a district that was already one of the 20 worst-performing districts in the country. The major industries in the peninsula are

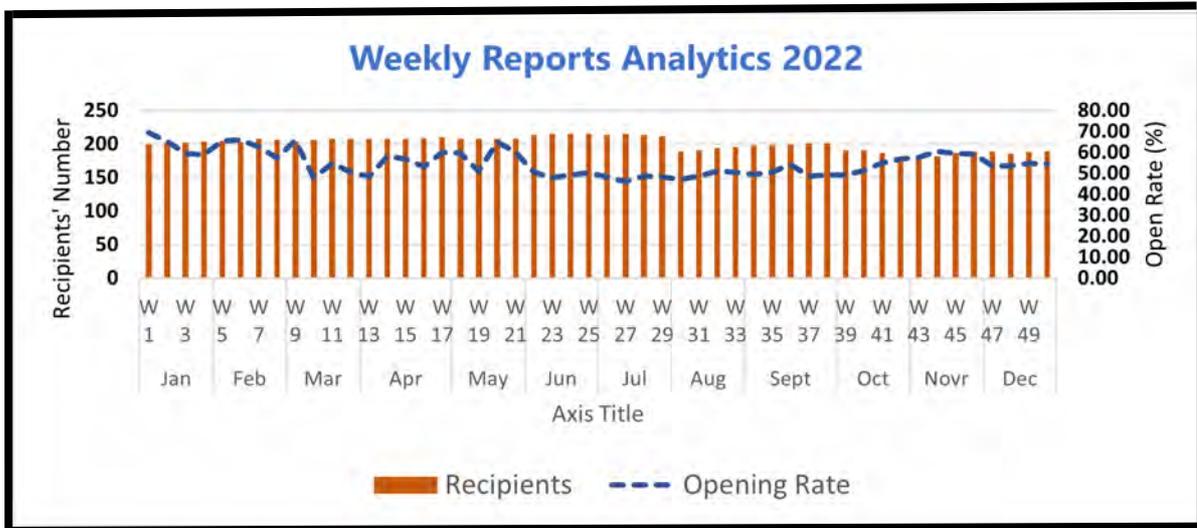
tourism, agriculture, and fishing but these are outweighed by the rapid increase in the local drug economy as the district is the principal entry point of the illegal methamphetamine-based pill known as yaba into Bangladesh.



## Data Visualization and Geo-locating incidents

Apart from the analysis and narratives, the database helps prepare various maps, data visualization, and geo-location of incidents that include but are not limited to homicides, security incidents, abductions, and other forms of violence and vulnerabilities of the host community and the refugee community. Maps often illustrate the nature of violence and intensity in certain places such as which camps have the presence of political and nonpolitical armed groups.

# Weekly and Monthly Reports



During the reporting period, CARU distributed 50 weekly reports, including two biweeklies, with an average opening rate of 54.79%, to 200 recipients (on average each week) from the government, UN agencies, Embassies, INGOs, and NGO staff. Additionally, 139 recipients (on average every month) received a total of 12 monthly reports published in 2022, with a 49% average opening rate.



## 2.3 Violent Extremist Social Media Monitoring

SecDev and its national partner Rupantarsupport PTIB in monitoring and analysing Bangla online extremist channels on social media platforms. This analysis offers invaluable insights and identifies trends in online extremist narratives that seek to erode liberal, pluralistic and democratic values, undermine equality by attacking women's rights, marginalizing ethnic and religious minorities, and invoking the persecution of vulnerable groups.

UNDP generates social media monitoring reports monthly and quarterly and shares them with the government, UN agencies, and development partners. These reports aid in the development of well-informed programmes to combat intolerance.

### The Social Media Accomplished the Following in 2022:

**Informing on emerging issues**  
Monitoring insights provided insights on the ever-evolving trends of violent extremist narratives and their causal effects on the recent breakthrough of violent extremism in Bangladesh. For instance, how extremist campaigns for preparing armed jihad influenced youth reportedly left home to join militant groups.

**Informing PTIB civic engagement work**

Monitoring insights informed the crafting of alternative narratives and outreach activities, such as the Peace Talk Café and Digital Khichuri Challenge on promoting communal harmony.

**Assessing digital harms and SDG**

In 2022, SecDev has expanded to analyse the ways in which violent extremist campaigns online affect key United Nations Sustainable Development Goals (SDGs), including those related to peace, gender equality, and education.

**Support to the PVE working group**

Presentations regularly update UN agencies and international partners on PVE developments online.

**Opening rate on SecDev reports**

In 2022, the average opening rates of SecDev reports was 43%. However, the total number of people opening the reports is larger as the links are being shared around as additional individuals are opening the reports.

# COVID-19 Disinformation 2.4

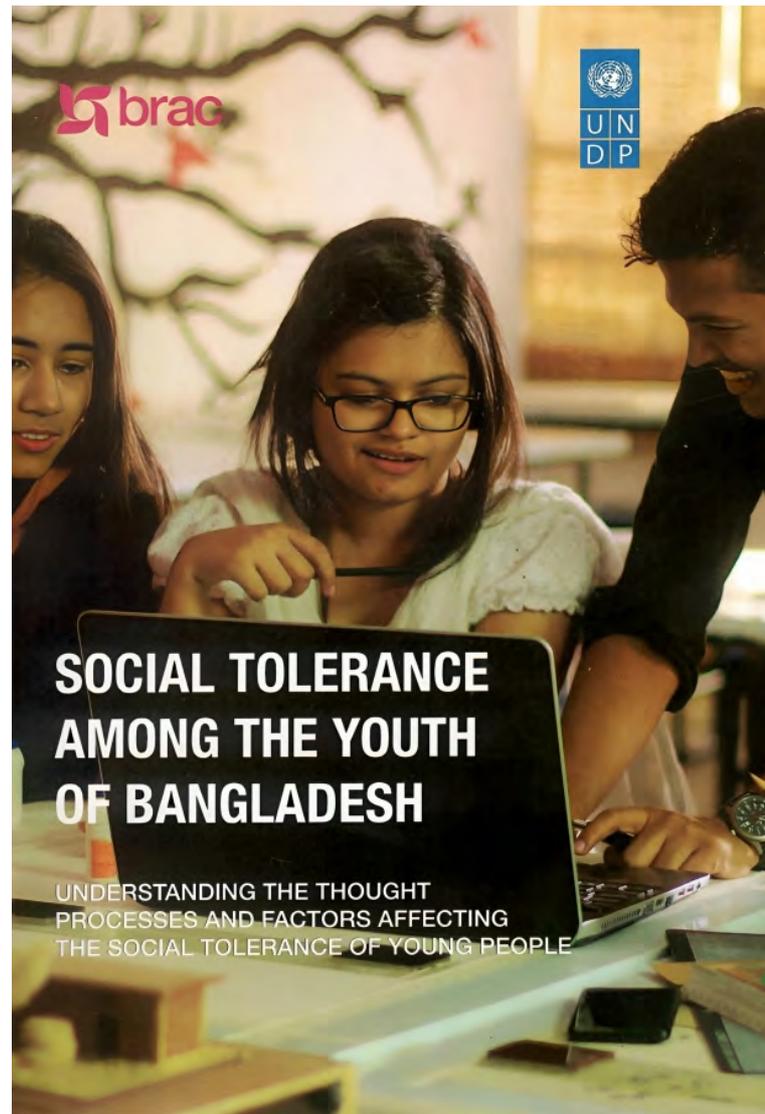
## Monitoring

PTIB initiated the social media monitoring of COVID-19 misinformation in March 2020 since the pandemic outbreak and lasted till February 2022. Through this monitoring, PTIB led the Rumour and Misinformation Task Force of the RCCE pillar under the joint Government UN national COVID-19 response and supported in shaping the strategies of the national COVID-19 awareness campaign.

In 2022, PTIB produced two monitoring reports. The first report was in January after a fresh spike in infection brought the Covid19 misinformation posts back on Bangla social media misinformation channels. The second report, issued in February 2022, indicated that the misinformation campaign in the first half of January did not gain momentum. As the virus infection rates declined and the government lifted restrictions, social media discussions related to COVID-19 also diminished, leading to the discontinuation of the monitoring efforts.

## 2.5 Study on Youth Tolerance

In 2022, PTIB initiated with BRAC a joint research project on understanding the tolerance level of youth in Bangladesh. The quantitative study aimed to cover over 7k respondents in 21 districts to make the findings nationally representative. PTIB contributed to developing the research methodology, questionnaires, and data collection from sample experimental groups in two districts.



# CITIZEN ENGAGEMENT 3

**Outcome 2**

# 3.1

## Digital Khichuri Challenges



PTIB’s highly successful *social hackathon* series, the “Digital Khichuri Challenges”[1] have become *an established brand in Bangladesh with a reach of over 12M people*, while many of the platforms that emerged from these hackathons have developed an even greater reach.

Each hackathon is themed to a subject that has recently been prominent on Bangladeshi social media, using UNDP’s online research.

*Most of the people spread misinformation in the digital space due to lack of knowledge, misunderstanding of the context, and without verifying the source and credibility of it. So, sensible and conscious youth must come forward with ideas and initiatives to stop such spreading of rumours and misinformation in the social media and digital space. This type of competition will help to reduce misinformation on digital platforms that can ensure a tolerant society in Bangladesh.*

Professor Atiqul Islam  
Vice-Chancellor  
North South University

## New Initiative in 2022:

### *Partnership with Host organizations, Technical Partners, and Implementing Organizations*

Since the first DKC, the hackathons and idea labs were organized as 3-4 days residential programmes. **Maximum 2 DKCs** were held per year. Participating teams were mobilized and selected through national or regional campaigns.

**Three former DKC winners - BYS, Chalkboard, and Peace Maker Studio** were engaged as implementing partners who facilitated and organized DKCs in multiple locations. As **technical partners, RedOrange Media and Communications, and BetterStories Limited** provided support to the DKC youth organizers in developing their knowledge and capacities in designing Idea Lab sessions.

This year DKC partnered with host organizations (**North South University, Moanoghar, Asian University for Women, ActionAid Bangladesh, and Plan International Bangladesh**) in **Dhaka, Rangamati, Chattogram, Cox's Bazar, and Rangpur districts** to reach diverse youth groups and make the hackathons more accessible to both urban and rural youths.

In 2022, PTIB took a unique approach to organizing **non-residential and localized hackathons across the country** through engaging former **DKC teams, local institutions/universities, government counterparts, and relevant private sector organizations** and **INGOs** as the organizing and resource partners.

## Digital Khichuri Challenge I 2022:

### *Pathway to Peaceful Societies: Catalyzing Youth as Responsible Citizens*

 **Theme:** A responsible citizen is someone who is aware of and understands their country and its challenges, and their place in it. They take an active role in their community and work with others to make their country more peaceful, sustainable, and fairer. In 2022, Digital Khichuri Challenge selected the **theme to empower thee Bangladeshi youth as responsible citizens by nurturing creativity and innovation and building commitment to peace, human rights, and sustainable development.** The Bangladeshi youth were engaged in

this initiative through competitions called “Digital Khichuri Challenges” where we sought concepts and ideas from the youth to use digital means in support of the promotion of global citizenship. This initiative contributed to **SDG target 4.7; By 2030**, ensuring that all learners acquired the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender development, including, among others, through education for

1. Like Bangladesh itself, khichuri is a traditional Bangladeshi rice dish that is a mixture of many different ingredients.

sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development.

✔ **Promotional campaign:** Digital Khichuri Challenge took a hybrid approach to reach young students across the country. The online promotion was run in parallel to offline activations in **5 culturally diverse locations** (North South University in Dhaka, Rangamati, Asian University for Women in Chattogram, Rangpur, and Cox's Bazaar). Through face-to-face interactions in offline activations, **30K students** were sensitized with messages of peace, tolerance, and social harmony in **24 local educational institutions**. More than **100 teams submitted** their digital campaign ideas and the most promising **36 teams were selected** for three-day Idea Labs in Dhaka, Rangamati, Chattogram, Cox's Bazar, and Rangpur.

✔ **Direct mentorship:** Former DKC winners helped mentor youth in understanding their roles as global citizens, hate speech and tolerance in social media, the importance of advocacy for social change, and the fundamentals of designing digital campaigns for social change.

✔ **Winning ideas:** The winning idea was to create digital campaigns (a) to counter hate speech and misinformation, (b) to promote religious and cultural diversity, and (c) to promote digital tolerance among Bangladeshi youth. A total of 10 winners from 5 locations were selected (2 winning teams from each location).

*The Digital Khichuri Challenge was an incredible journey, empowering us to leverage digital tools for peace and tolerance. Through idea lab and mentorship our campaign "Digital Peace Keeper" fostered responsible digital citizenship. Winning the challenge amplified our impact and opened doors for collaboration. Grateful for this transformative experience, we continue to strive for a safer and more harmonious online world.*

Team Digital Peace Keeper  
Winner, North South University Cohort

✔ **Total reach:** Online and offline messaging associated with the DKC event itself **reached 2,161,575 people** with **244,187 engagements online**.





## North South University Cohort, Dhaka:

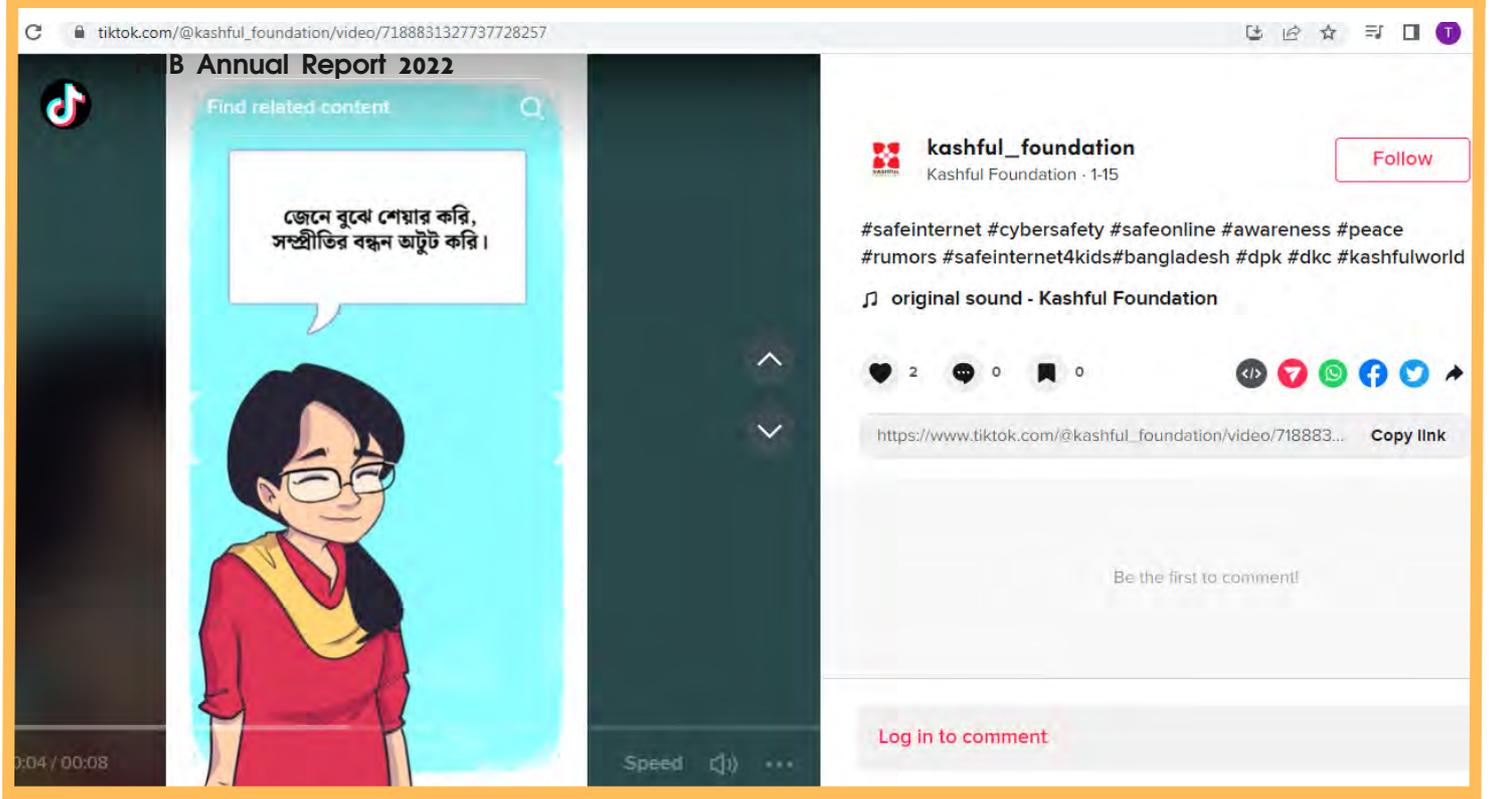
### *Team 'The Flip Side'*

Through #TheFlipSide campaign on Facebook, the team promoted and highlighted stories of people from diverse religious backgrounds coming together to help each other in times of need. The campaign engaged religious leaders, community leaders, influencers, athletes, and academicians in promoting religious harmony. By showcasing their heart-warming and inspiring stories, the campaign challenged existing stereotypes about different religions and promote interfaith harmony and understanding. In two months, the campaign had a **reach of 135,000** and **engaged 23,000** audiences online/on Facebook.

### *Team 'Digital Peace Keeper'*

The team launched a creative 360-degree online campaign targeting young people to promote a safer, more peaceful, and tolerant online environment. Using innovative media like TikTok reels, comics, illustrations, etc., the campaign raised awareness on complex issues such as misinformation, online rumors, harassment, bullying, religious violence, and racial discrimination. Through Facebook, Instagram, and Tiktok platforms, the 'Digital Peace Keeper' campaign **reached 597,155** people with **58,221** engagements online.





## Rangamati Cohort:

### Team 'SAABA'

By showcasing and mainstreaming the cultural diversity of indigenous communities, the 'SAABA' campaign aimed to foster a greater understanding of indigenous culture and inclusivity to address racial discrimination and prejudice experienced by the indigenous people in Bangladesh. Through the campaign on Facebook, the content on indigenous culture reached **326,000 people online** with an **engagement of 79,000 audience.**

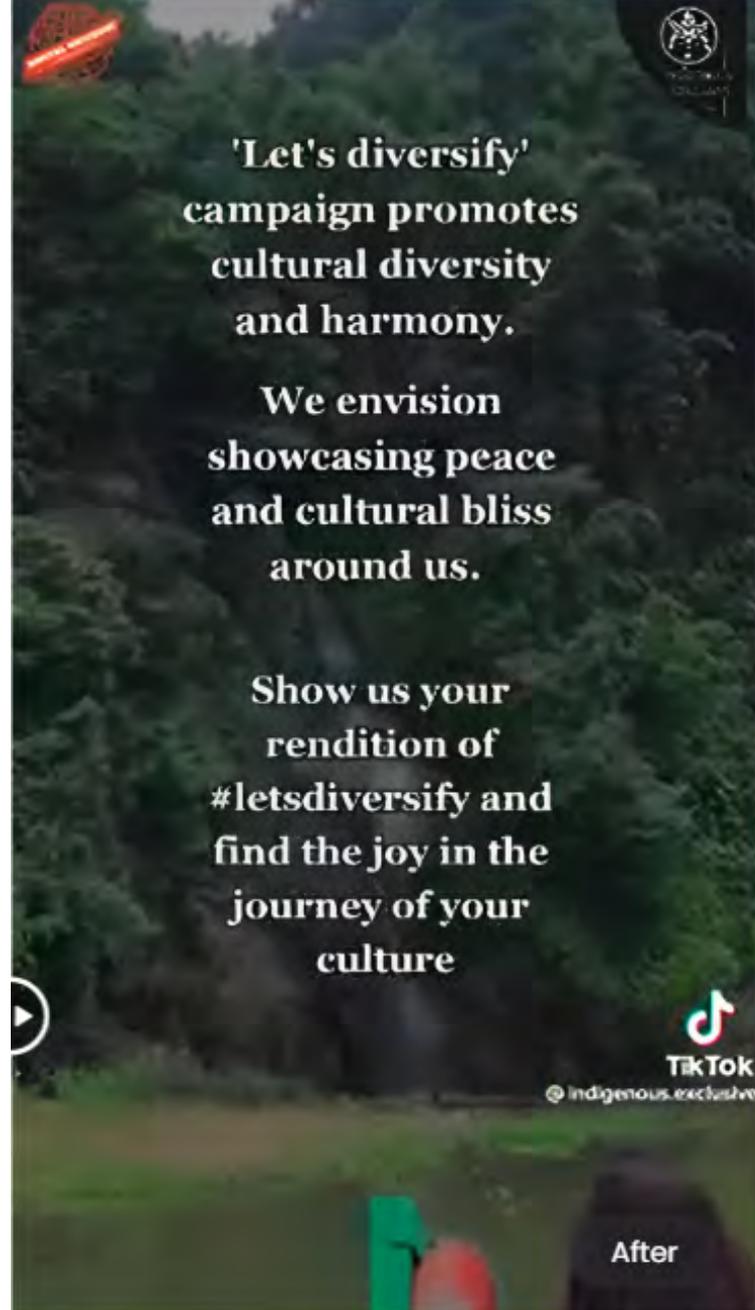


## Team 'Let's Diversify'

The campaign promoted the rich cultural diversity of indigenous people through storytelling and folktales on digital platforms. With an aim to promote cultural harmony through sharing indigenous culture, the campaign 'Let's Diversify' reached **111,600 audiences** while creating **6,947 engagements online**.

*It has been a privilege for us to host the Digital Khichuri Challenge 2022 in Rangamati. I highly encouraged the participants to continue their stride and keep honing their skills.*

Ashok Kumar Chakma  
Executive Director, Moanoghar



## Asian University for Women Cohort, Chattogram:



## Team 'Illuminate'

Team 'Illuminate': To debunk a common misconception that friendships and harmony cannot prevail over religions and cultural differences, team 'Illuminate' implemented a digital campaign on Facebook to highlight real-life stories of friends whose special bonds flourished despite their religious differences. In two months, stories of the campaign had a **reach of 7,212** and engaged **6,711 audience online**.

### Team 'Let's Spread Humanity'

The campaign 'Let's Spread Humanity' promoted humanity and peaceful coexistence to counter religious and cultural intolerance. Through digital content like comics, illustrations, short videos, songs, poems, interviews, and webinars, the campaign shared messages of religious and cultural harmony with its audience. In two months, the campaign Though Facebook and Tiktok, the campaign reached **768,000 people online** with an **engagement of 15,700 audiences.**

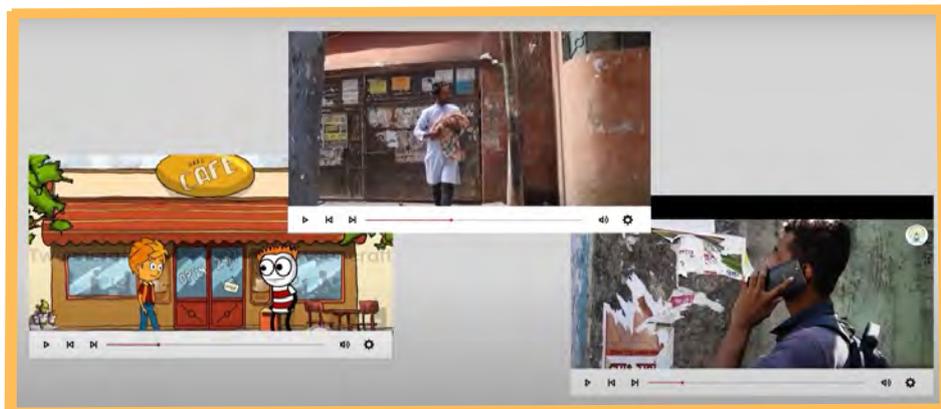


### Cox's Bazar Cohort: Team 'Decode the Peace'

The campaign 'Decode the Peace' aimed to counter hate speech against religious minorities through messages of religious harmony. Through Facebook, the campaign reached **16,800 people** with an **engagement of 225 audience.**

### Team 'Hurricane'

The team promoted narratives of communal and religious harmony in Bangladesh through their Facebook campaign titled 'Hurricane'. The campaign used innovative digital content including videos, short films, newspaper articles, comics, campaigns, seminars, and webinars with students and religious leaders to raise awareness



awareness on the importance of religious tolerance and respect for different beliefs. In two months, the campaign reached 60,000 people while creating 5,567 engagements.

## Rangpur Cohort:

### Team 'Jagen Bahe'

Team 'Jagen Bahe': The team implemented the 'Jagen Bahe' campaign to promote safe cyberspace for the Bangladeshi Youth. Under the campaign, 120 youth from Rangpur, Dinajpur, Nilphamari, and Kurigram districts received online orientation sessions on social media etiquette and digital tolerance. In addition to that, the campaign engaged social media influencers, representatives from local government, community leaders, students, and academicians to raise awareness on digital tolerance and counter cyberbullying. In two months, the campaign **reached 57,560 people** with **53,420 engagements online**.

### Team 'Tonger Gaan'

Team 'Tonger Gaan': This campaign promoted messages of peace, religious tolerance, and cultural harmony through folk music. Folk songs are popular in the northern part of the country because of its natural rhythms, simple tunes, and local dialects. For generations, folk songs have been used to orally transmit messages among the rural people. Following the same approach, the campaign 'Tonger Gaan' composed folk songs to counter hate speech and to promote the narratives of peaceful coexistence. Through Facebook and YouTube, the campaign reached 109,573 people with an engagement of 17,892 audience online.



*Being part of the Digital Khichuri Challenge (DKC) has been a rewarding experience for us. We started our journey with DKC to promote cyber security and digital literacy for the youth. DKC provided us the opportunity to showcase our passion and work to other like-minded youth and international organizations. Even after our campaign with DKC ended, we continued to advocate for cybersecurity and digital literacy which created further opportunities to collaborate with other international organizations in a different capacity.*

Team Jagen Bahe  
Winner, Rangpur Cohort



# Peace Talk Cafés 3.2

By allowing youth to interact directly with experts, government officials, and noteworthy figures on important subjects, the Peace Talk Cafés have taken a radically different approach to social engagement when compared to what is traditionally done in Bangladesh.

Peace Talk Cafés create an informal, approachable, and even *cozy atmosphere in local environments to conjure meaningful dialogues on pressing and contemporary topics.*

Peace Talk Café 11th Edition

## Empowering the Bangladeshi Youth as Global Citizens

This iteration of the Peace Talk Café was organized in conjunction with the Digital Khichuri Challenge 2022 theme where youth had the opportunity to interact with an expert panelist consisting of development practitioner, prestigious “The Diana Award” winner youth activist, an inclusion practitioner, and founder of an international communication consultancy. Participants and panelist discussed their views on ways to empower the Bangladeshi youth as responsible global citizens by nurturing their creativity and innovation, and how youth can leverage digital means in support of the promotion of peace, human rights and sustainable development.

*It was interesting to hear about the experiences of colleagues, law enforcement agencies, and other organizations who are working hand in hand to address issues related to mental health and cyberbullying. It is important to have this discussion to bring awareness. But how do we build resilience in our community? One of the significant issues of our time is how we conduct ourselves and how we interact on the internet. Educating people on how they should behave and conduct themselves on the internet would be very important for the future.*

Stefan Liller  
Resident Representative  
UNDP Bangladesh.



Peace Talk Café 12th Edition

## Mental Resilience in the Digital Era: Empower Women and Girls to Counter Cyberbullying and Online Harm

To address the pressing issue of how cyberbullying and online incitement are associated with considerable negative mental and psychosocial consequences on girls, women, and young people, making it a severe mental health concern, an expert panel consisting of development practitioners, representative from cybercrime investigation unit, lawyer, and mental health expert came together to bring this important discourse to the fore. Youth and the panel explored how different actors can collaborate to prevent the adverse mental health consequences of cyberbullying and other online harms from the mental health perspective.



# 3.3 Digital Peace Movement Campaigns: Social Listening

## Social Listening

In 2022 PTIB initiated the social listening exercise to improve the effectiveness of the social media engagement of UNDP/PTIB and partners, in partnership with Loosely Couple Technology (LCT), a Bangladeshi-originated firm but also based in Malaysia.

Social listening, also referred to as social media listening, is the process of identifying and assessing what is being said about a company, individual, product, or brand on the internet. Social listening has been developed and practiced mostly in the commercial sector for branding and selling products and services online. However, some initiatives have been taken to support non-commercial social media campaigns and advocacy.

The purpose of PTIB's social listening exercise is to identify significant trends and public perceptions regarding tolerance and inclusivity on social media to decide on a more informed social media campaign strategy for PTIB and its partners.

### ***What we listened and learned (Jul-Dec 2022):***

Overall social media space of Bangladesh doesn't discuss tolerance and inclusivity in general unless there is any event or past reference. The major discussions observed during July-December 2022 were related to the victory of the Bangladesh Women's Football Team in the SAAF Games, the Puja festival, and incidents in the Chittagong Hill Tracts concerning ethnic minority rights.

The Women's Football Team's victory generated positive discussions but also triggered gender-discriminating comments. The Puja festival, however, saw more neutral and tolerant discussions compared to previous years marked by communal violence.

Hate speech sporadically emerged targeting women, and religious and ethnic minorities. Even when people demand justice against Rape Victims the expression turns discriminatory to women with victim-blaming.

News that covers the festivals of Religious Minorities can trigger hate speech as well.

People also respond negatively when Islam or Muslim Community is referred to as associated with terrorism.

The Women's Football Team's victory generated positive discussions but also triggered gender-discriminating comments. The Puja festival, however, saw more neutral and tolerant discussions compared to previous years marked by communal violence.

Crafting content with consideration for these intolerances and the target audience significantly reduces negative responses. When news articles and video stories are presented in a provocative manner, it tends to trigger intolerant comments. However, addressing these concerns directly in the content helps neutralize such responses and also garners appreciation from the audience.

Though PTIB and its partners have a limited presence in the overall social media discussion space, they stood out in driving discussions on peace, tolerance, and inclusivity.

The celebration of the women's win in football identified an opportunity that sports can be an effective engagement vehicle to drive the discussion around breaking gender stereotypes and promoting women's empowerment in Bangladesh.

To further promote peace, tolerance, and inclusivity, partnering with relevant public media outlets could be more effective.

Overall, the findings emphasize the importance of partnerships, strategic content creation, and targeted engagement to foster a more tolerant and inclusive social media environment in Bangladesh.

The learning from the social listening used in a data-driven communication campaign- **#AmraiBangladesh**.

## #AmraiBangladesh

Towards a more Peaceful and Tolerant Bangladesh using **Social Listening** and **Data Analytics**

In response to the recurring incidents of communal violence during Durga Puja, a pilot social listening campaign called #AmraiBangladesh was launched. The objective was to prevent social media-instigated violence and promote communal peace and harmony during the festival.

The campaign was timed two months before the 2022 Durga Puja and involved PTIB and its youth champions, including the DKC teams and D4P partners. The approach was to utilize social listening strategies and leverage the partners' presence on social media platforms.

The campaign planning began with a thorough understanding of the audience, their interests, preferences, and pain points. The goal was to convince people to abstain from violence, particularly when instigated by religious beliefs. The campaign aimed to build tolerance in people and address differences in opinion, religion, and cultural activities that could potentially lead to offenses against other religions.

To maintain credibility and avoid the perception of propaganda, the campaign did not employ any paid promotions. Instead, it focused on organic and user-generated content. One of the challenges was to engage key partners without providing financial incentives.

The methodology involved inspiring responsible behavior in response to instigating incidents and disturbing opinions, with the goal of reducing violent reactions. The campaign followed the "Theory of Diffusion of Innovation," targeting key innovators first and then reaching the wider audience through early adopters and mass outreach partners. Messaging was developed through trial and measurement, analyzing previous incidents, identifying sources of hate speech, understanding the factors that drive hate speech, and determining what promotes peace, tolerance, and harmony.

Appealing content was created, including memes, discussions on puja food, explanations of Islam, and discussions on history and heritage. However, these approaches did not gain significant traction. What proved to be effective was a message focused on harmony and inclusivity, emphasizing the responsibility to protect and facilitate the safe celebration of Hindu neighbors. This message, supported by the hashtag #AmraiBangladesh, generated the highest engagement and sparked word-of-mouth conversations outside of social media platforms.



As a result, the 2022 Durga Puja celebrations witnessed one of the most peaceful periods in the last decade. The success of the campaign highlighted the importance of crafting the right messaging and ensuring that people embrace the add

message on their own. Social listening and analysis of consumer responses played a crucial role in finding and crafting effective messaging.

The campaign spread further through the involvement of influencers, UNDP partner organizations, celebrities, bloggers, and social media platforms like

Sarabangla and Rabbithole. By following the "Theory of Diffusion of Innovation," the movement reached over eight hundred thousand people during the Durga Puja festival, with more than ten thousand actively engaging with the campaign organically. The published contents were shared over six hundred times.



The #AmraiBangladesh campaign demonstrated the potential to create a significant impact in real life through effective communication on social media. By utilizing social listening techniques and engaging key partners, communal peace and harmony were promoted, and social media-instigated violence was prevented during the Durga Puja festival.

# Diversity for Peace 3.4



Diversity for Peace, an initiative of PTIB, driven to *promote the value of diversity, draw strength from the principles of inclusion, tolerance* and create more connections and mutual understanding among people of diverse identities.

Diversity for Peace covers the PTIB project's offline, grassroots-level activities in collaboration with local NGOs/CSOs/CBOs which respond to issues identified through the project's analysis of online incitement on social media.



Sijle Fines Wannebo  
Deputy Head of Mission  
Development Cooperation, Political and  
Economic Affairs  
Royal Norwegian Embassy in Dhaka

*Norway always respects diversity and harmony with special attention and dignity. It is our trust that Bangladesh too will maintain this positive trend of uplifting humanity, harmony and coexistence aiming at balanced and just development.*



*Tolerance is highly important for all of us. It is our duty and responsibility to respect and appreciate harmony and cultural diversity for the sake of world's humanity.*

Winnie Estrup Petersen  
Ambassador  
Embassy of Denmark in Bangladesh

Since 2019, 30+ NGOs/CSOs/CBOs have partnered with the D4P initiative to undertake activities that showcase the diversity of Bangladesh at the grassroots level, with geographic coverage in 16 districts of Bangladesh. The geographical area selection of D4P is data-centric and target oriented. So far, the D4P initiative has reached 16 most intolerant districts of Bangladesh based on Bangladesh Peace Observatory data. A whole of society approach- including Government, public and private sectors has been taken to promote inclusivity

and tolerance and prevent violent extremism at the community level of Bangladesh. D4P sought to heavily leverage the partners' networks and outreach through on-ground activities.

*A glimpse of some of the activities and achievements of D4P has given below-*

To combat the rising levels of incitement to discrimination, hatred, intolerance, and violence towards minorities and vulnerable groups, we need to encourage greater appreciation and respect for diversity. Therefore, a coalition has been formed to organize a national-level event titled “Festival of Tolerance” on November 16, 2022, at the precinct of Bangla Academy in Dhaka.



**Festival of Tolerance: a call for celebrating harmony everywhere**

Partners ActionAid, Institute for Environment and Development (IED), Manusher Jonno Foundation (MJF), and The Asia Foundation (TAF) have contributed directly in equal partnership.

*This was a first-of-its-kind event to bring many stakeholders working on SDG16 under one platform. 1000+ people joined the festival in person and 405K through online.*

Mr. Professor Dr. Md. Akhtaruzzaman, Honourable Vice Chancellor, University of Dhaka; Mr. Nahim Razzaq MP, Honorable Parliament Member, People's Republic of Bangladesh; Ms. Winnie Estrup Petersen, ambassador, Embassy of Denmark in Bangladesh, Ms. Silje Fines Wannebo, Deputy Head of Mission, Royal Norwegian Embassy in Dhaka, Mr. Matt Cannell, Development Director, British High Commission in Bangladesh, Officer-in-Charge Susan Vize from UNESCO Dhaka and Van Nguyen, Deputy Resident Representative of UNDP attended the festival along with other guests.



*Festivals of harmony should be celebrated in every home. The magic of harmony should inspire people.*

Selina Hossain  
Eminent writer, and  
President of the Bangla Academy

*The birth of Bangladesh is from harmony where people of all races, religions, creeds, and languages liberated the country unitedly. But unfortunately, the temper of tolerance is somehow reducing day by day. To build up a country of non-communal and multi-race in the true sense, we need to continue the discussion and dialogue of harmony every day.*

Aroma Dutta, MP  
Bangladesh National Parliament  
People's Republic of Bangladesh



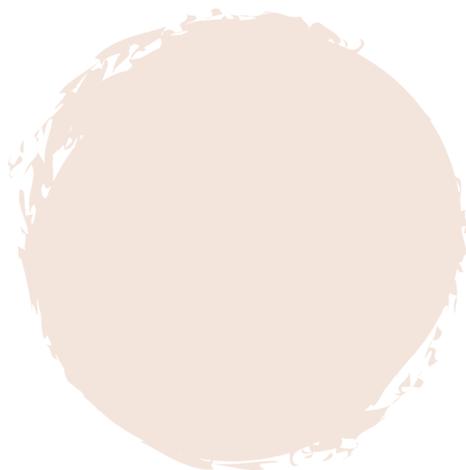
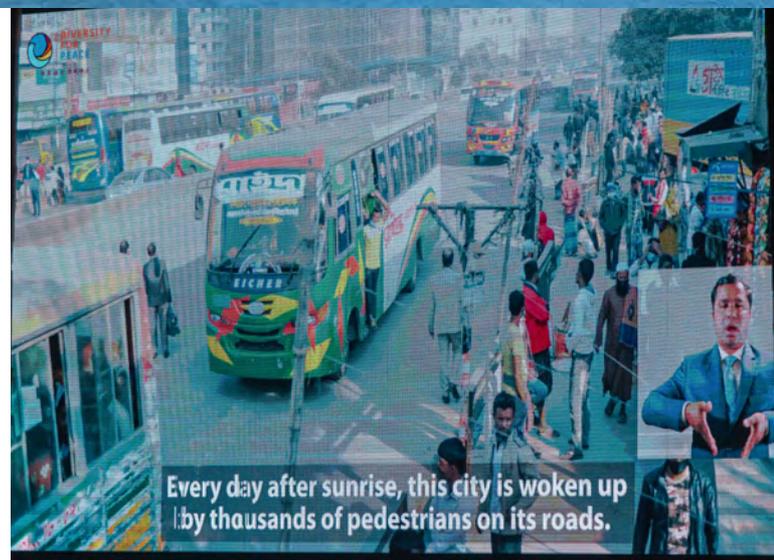
*It is not enough to accept diversity only, we need to celebrate this spirit. Indigenous Peoples of our land are losing their languages, land and culture. It is only possible to build secular and non-communal Bangladesh guaranteeing the protection of all races, religions and languages.*

Shaheen Anam  
 Chairperson Inaugural Ceremony, Festival of Tolerance and  
 Executive Director of Manusher Jonno Foundation (MJF)



## Unveiling of Universal Accessibility Guideline in Bangla

Bangladesh Society for the Change and Advocacy Nexus (B-SCAN) has published the Bangla version of the Universal Accessibility Guideline, contributing to the social inclusion of persons with disabilities (PwDs). B-Scan is a woman with disabilities-led organization that works for the social inclusion of PwDs.



## Panel Discussion on 'Interfaith' and 'Youth and Tolerance'



Panelists for the Interfaith discussion were Mr. Professor Dr. Md. Rafiqul Islam from the University of Dhaka, Interim Response Director - Rohingya Refugee Response Mr. Dr. Fredrick Christopher from World Vision Bangladesh, Ms. Zareen Mahmud

Hosein from HerStory, Mr. Professor Dr. Chandranath Podder, and Mr. Professor Dr. Mohammad Bahauddin from the University of Dhaka. Ms. Arjyashree Chakma from Indigenous Exclusive moderated the panel discussion.





Mr. Zahid Kabir Titu from UNICEF Bangladesh, Mr. Alexius Chicham from International Labor Organization, Mr. Mohammad Aftabuzzaman from APON Foundation, Mr. Amiya Prapan Arka from Dhrobotara Youth Development Foundation-DYDF and Ms. Lamea Tanjin Tanha from TransEnd participated in Youth and Tolerance as panelists. Mr. Md. Ittekkhar Mahmud Rony from the Bangladesh Society for the Change and Advocacy Nexus (B-SCAN) moderated the panel discussion.

## Human Book Café

One of the major attractions of the Festival of Tolerance was Human Book Café. Swayong, a former DKC winner facilitated this event with the call to break the barriers faced by the people of different identities of the society due to polarization tools like religion, caste, creed, gender, etc



## Empathy Game

The Empathy Game has been designed and organized by **Mekateam** in association with **EMK Center** with a call to witness the visitors why polarization, empathy building, resilience, and tolerance are necessary to build an inclusive society as part of promoting tolerance and acceptance of other identities among mass people



*Once, the University of Dhaka was the melting spot for practicing politics and culture. The trend of lively discussion among the diverse race and religion continued. It is the craving need to bring back the trend of cordial dialogue with all in these hard times.*

Kazi Faisal Bin Seraj  
Country Representative  
The Asia Foundation

## Pot Song

Rupantar has performed Pot Song with the call to maintain peace, harmony, and tolerance among societies with the conviction of building a tolerant and inclusive Bangladesh irrespective of caste, religion, creed, gender, etc.



*Social media is increasingly used as tool for spreading hate speech and disinformation, calling hatred and violence against minorities and vulnerable groups. We all need to promote greater dignity and respect for diversity in order to prevent increased incitement, discrimination, hatred, intolerance, and violence against minorities and vulnerable people.*

Numan Ahmed Khan  
Executive Director  
Institute for Environment and  
Development - IED





*Diverse life, nature, and people of multi races, communities, religion, and gender are the lifeline and beauty of our country. The spirit of our great liberation war and declaration of the constitution is to live with all people with tolerance and harmony as well as ensure everyone's dignity and rights that build an egalitarian society without discrimination.*

Nahim Razzaq, MP  
Parliament Member  
People's Republic of Bangladesh

*Festival of Tolerance had various exhibitions such as a photo exhibition, hand painting, Bengali and indigenous food exhibition, pledge corner and concert etc.*



## “Sign of Love” celebrating linguistic diversity



The boundless variety of languages hosted on this map is our pride. These different languages of expression are our assets. PTIB wanted to convey through this song that love can also be borne out of differences. That is why, on the International Mother

Language Day 2022, PTIB presented "Sign of Love", made with love through the enthusiastic contribution of different ethnic groups. Click on the image to listen to the melodious song.

4

**GOVERNMENT  
ENGAGEMENT**

**Outcome 3**



## Partnerships with Bangladeshi Government Agencies

PTIB supported government agencies in Bangladesh to develop their understanding of PVE principles, to produce effective policies and meet their obligations under SDG16.

Partnerships have been built with-

- CTC and Cyber Crime Unit on research and youth engagement;
- ICT Division on youth start-ups, and digital literacy;
- Dhaka University on research and database

Partnerships' outcomes are-

- CTC organized a youth dialogue in which 400 youths participated
- CTC published documentation on youth perspectives on the prevention of violent extremism
- Three (3) research findings sharing sessions were held where the government and law enforcement agencies participated.

## CTTC's Analysis of Extremist Narratives

With UNDP support and coordination, the Counter Terrorism and Transnational Crime (CTTC) unit of Police and the Bangladesh Islamic Foundation promoted counter-narratives to the extremist interpretation of religion through a book project involving leading Islamic scholars. CTTC commissioned the background research, manuscript, publication, and distribution of the book to educational institutes. UNDP took it further to Islamic Foundation, resulting in online dissemination of the book through the National Imam Portal.

The book was widely acclaimed by readers, and to reach out to the international community, the CTTC later released an English version.

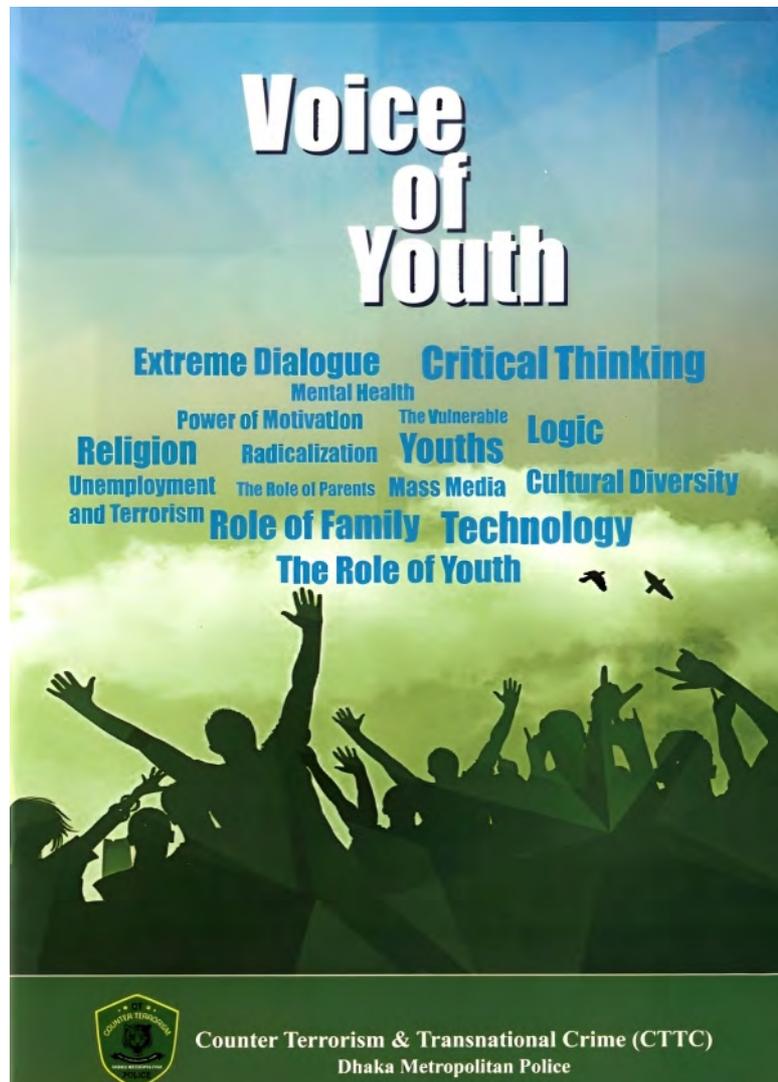
## Youth Dialogue with Counter Terrorism Police

CTTC's youth dialogue provides a valuable platform for young people to directly express their ideas and concerns to the law enforcement agency. In 2022, the Independent University (IUB) hosted a dialogue session for its students. The aim of the session was to raise youth awareness on preventing violent extremism and facilitate a two-way interaction between the youth and law enforcement agency.

The session focused on two main areas: understanding violent extremist recruitment methods and promoting safe internet use. Through open discussions and exchanges, young participants gained an improved

## Documentation of youth dialogue

CTTC published youth perspectives on the prevention of violent extremism, based on the findings of youth dialogue organized with UNDP support.



understanding of how extremist group target and recruit vulnerable individuals. This knowledge helps empower young people to recognize and resist such recruitment efforts.

Additionally, the dialogue session emphasized the importance of safe internet use. Participants were educated about the risks and potential dangers present online, including the spread of extremist ideologies



By providing guidance on how to navigate the internet safely and responsibly, young people were equipped with the tools to protect themselves and others from online radicalization.

Not only did the youth benefit from the dialogue session, but the police also gained valuable insights into the concerns and perspectives of the young generation. By actively listening to the participants, law enforcement officials were able to better understand the issues that affect the youth and tailor their strategies accordingly. This two-way interaction fostered a sense of trust and collaboration between the youth and the police, enhancing the effectiveness of preventive efforts against violent extremism.

Overall, the youth dialogue session provided a valuable platform for open discussions, knowledge sharing, and mutual understanding between young people and the Dhaka Police's Counter Terrorism & Transnational Crime Unit.



It played a crucial role in raising youth awareness and fostering collaboration in preventing violent extremism within the community.

## UNDP Human Story

The collaboration with CTC and the book on counter-narratives have been included in UNDP's publication on human stories. See the story below.

### A book project on counter-narratives to the extremist interpretation

The 2016 terrorist attack at the Holey Artisan Bakery in Dhaka is marked for its extreme brutality carried out by a group of youth without any criminal background. It was the first time Bangladesh experienced such an acute level of crime driven by religious ideology or hatred. Dealing with ideological crime is always a unique challenge for law enforcement agencies as it differed from conventional crimes motivated by factors such as financial gain, power, or personal gratification. Amidst this challenge, the Counter Terrorism and Transnational Crime (CTTC) Unit of Dhaka Metropolitan Police was formed not only to investigate terrorist acts and arrest the perpetrators but also to prevent and retarding individuals from becoming or supporting violent extremists.

In 2018 UNDP Bangladesh partnered with CTC to strengthen its preventive approaches. The partnership facilitates two components. a) Research to deepen the understanding of drivers of violent extremism and b) Youth dialogues to raise awareness and exchange perspectives. UNDP coordinated five joint research between CTC and Dhaka University that bridged the academics and practitioners' gap in analysing extremism sources and expressions. Subsequently, researching violent extremism and its prevention gained more priority in CTC. In June 2020, it formed a separate R&D Division.

The youth dialogues were full of energy and enthusiasm with youth and Police officials engaging in two-way interactions. The CTC Chief and Officers deserve credit for encouraging the youth to speak up and express their curiosity and concerns about this sensitive issue. On several occasions, some participants stood up and challenged the anti-extremist position of the state and police. The key to their argument is- violent extremist values are rational, and it is legitimized by their Islamic religious ideologies.

Encountering such religious and ideological questions is a regular experience for CTC officers, especially during interviews or counseling with terrorist suspects. Globally, Islamists and other religious extremist groups motivate their recruits and followers by interpreting religious scriptures to validate their violent acts. The internet makes this extremist interpretation of religion accessible to everyone, as evidenced by the UNDP's social media monitoring, which revealed that there were 12.7 million subscribers to VE channels in Bangladesh's cyberspace in January 2023. And a police report from 2020 indicated that 85% of arrested youth were radicalized online.

While it is widely recognized that violent extremist groups manipulate the teachings of Islam to rationalize their politically motivated actions, counter-narratives dispelling all these distortions are not that much available or spoken. Not likely that our religious scholars lack sincerity, still most of the anti-extremist religious teaching people are accustomed to only reaches a basic level. But we should not forget that with gaining strengths, extremist groups are

also relentless in strengthening their arguments. By relying solely on traditional religious teachings as a counter-narrative to violent extremism, we may be overlooking the fact that these extremist groups are already equipped with more advanced arguments to counter such counter-narratives” once said Mr. Anisur Rashid, Deputy Police Commissioner and in-charge of CTC’s R&D Division.

Dealing with a well-crafted ideological narrative requires formidable scholarly efforts. CTC realized the necessity of a profound religious interpretation to refute contemporary extremist arguments, which unfortunately were not readily available for Bangladeshi readers. Some resources exist in books, blogs, and media articles, they are not comprehensive or up-to-date.

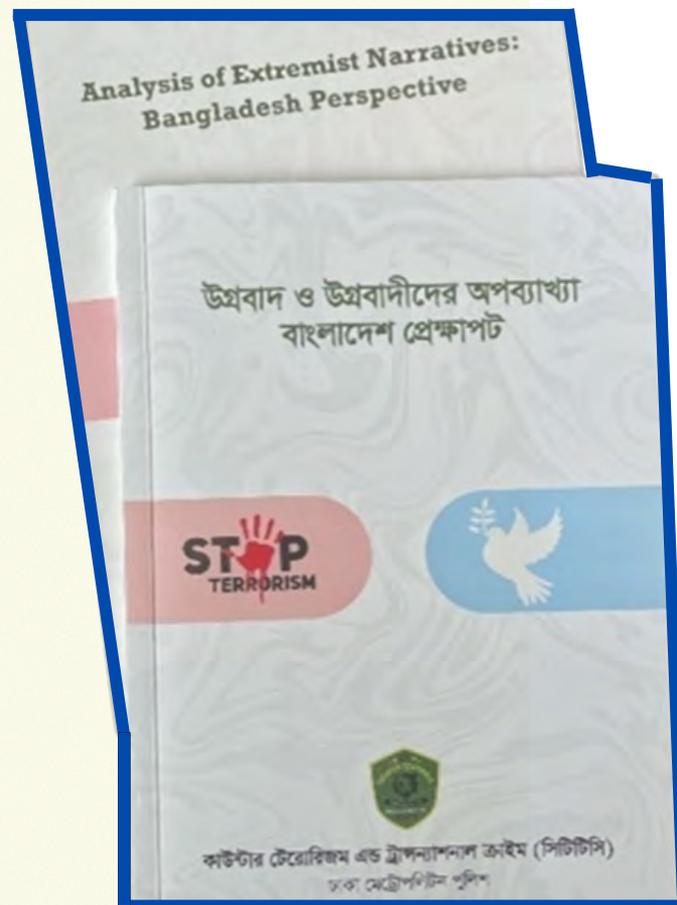
CTC planned for advanced analysis of VE narratives on the religion of Islam and scripting it in a single compilation. UNDP came forward to support this book project.

The project began with a series of brainstorming sessions and homework. The R&D team scanned the VE narratives on religion from VE groups’ publications and motivational material CTC seized from the VE suspects, and contents from VE websites and social media channels, both open and encrypted. The R&D team also relooked at the statements of accused extremists they dealt with to have a deeper understanding of what this VE ideology meant to them and drive them to join VE groups. The homework extended to collect and review available counter-narratives both in Bangla and international sources. With all this background research CTC engaged prominent Islamic scholars in Bangladesh to take over the analysis and manuscripting of the book.

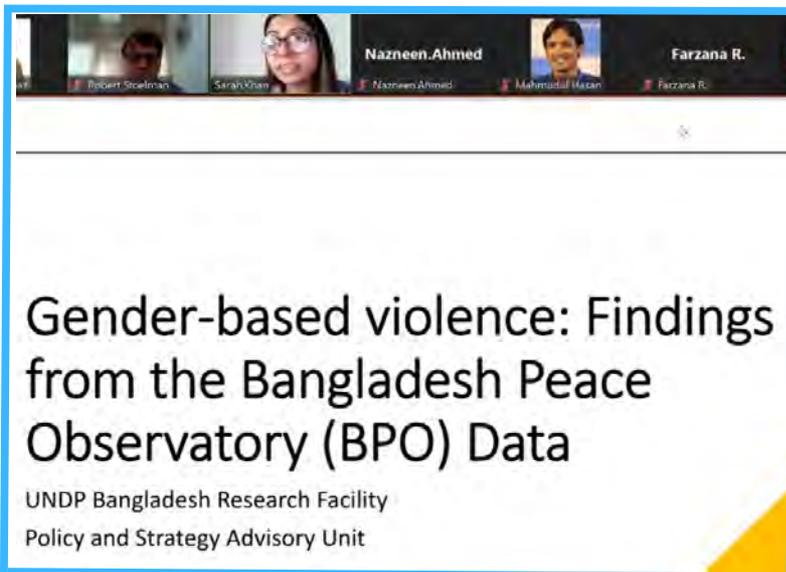
The first edition was published in March 2022. CTC distributed the book to college, university, and madrasa libraries and the participants of youth dialogue sessions. UNDP took it further to Bangladesh Islamic Foundation under the Ministry of Religious Affairs, resulting in online dissemination of the book

through the National Imam Portal. Through online, the book became open-sourced as well as reaching the 125K Imams registered in the Portal. An English version of the book was released in December 2023.

The book serves as a valuable resource for religious leaders, teachers, and campaigners seeking to prevent violent extremism by debunking extremist ideologies. At the same time, it precisely benefits the CTC officers involved in counseling the suspected extremists. They now feel more confident and better equipped to respond to the challenges and questions posed by VE suspects or raised in youth dialogue and other community awareness meetings, said Nazmul Islam, Asst. Commissioner of CTC.



# Addressing gender equality and women's empowerment



As extremist groups in Bangladesh are against the efforts to gender equality, promoting gender equality and participation of girls, women, and persons with different gender identities is at the core of UNDP's Prevention of Violent Extremism programme. UNDP's violence data platform Bangladesh Peace Observatory (BPO) presents gender-disaggregated data and provides periodic analysis on gender-based violence. With BPO's data insights, UNDP developed a comprehensive analysis on the trend and geographical analysis of gender-based viol-

*UNDP developed a comprehensive analysis on the trend and geographical analysis of gender-based violence using BPO data.*

ence. Also in 2021, a UNDP commissioned research on women and violent extremism identified the trends and drivers of female radicalization in Bangladesh that help in shaping the policy conversation for more gender responsive PVE programmes.

Addressing gender became more prominent in UNDP's digital peace movement with one of its Digital Khichuri Challenge (DKC) was an all-female cohort while the other 4 DKCs had at least 35% female participation. Localization of DKC worked well as it helped bring the cohort to a girl's university. Besides, the DKC 2022 theme resonated with SDG 4.7, which focuses on creating a safe and tolerant digital space regardless of gender identity. In addition, the 12th edition of UNDP's Peace Talk Café was on empowering girls and women to counter cyberbullying and online harm.



# PANEL DISCUSSION

TOPIC: INTERFAITH



In 2022, UNDP also set an example of breaking gender stereotypes. A UNDP-organized Festival of Tolerance brought a transgender woman as the MC of the inaugural session. An interfaith session as a part of the festival was anchored and facilitated by an indigenous woman though the interreligious dialogue is a typical men's issue in Bangladesh society.



5

**BEST PRACTICES  
AND WAY FORWARD**

# 5.1 Challenges, Best Practices and Lessons Learned

The project has identified the following best practice and lessons learned which may be highly transferable to other contexts and teams:

## *Supporting the partners to grow to create more impact*

Each year PTIB ventures new cohorts of DKC but never cuts off with the former teams. The youth aspire to advance the causes they believe in but are not ready to meet the bureaucratic hurdles needed to secure institutional support. Within this limitation, PTIB engages the teams in various activities- either of PTIB or other UNDP programmes, and even the activities of the partner CSOs to maximize their potential. Working in different formal settings is also supporting their organization building in terms of acquiring administrative skills and needs.

PTIB's relentless endeavor to extend the youth's connectivity was not limited to UNDP and partner CSOs. The project applied innovative solutions to create more opportunities for the youth. Networking events like showcasing the impacts of DKC teams was such an innovation that resulted in their new partnerships with INGOs, and private sectors.

Besides expanding their network, the project makes a genuine contribution to enhancing the partner's capacities. Social media engagement training is an example where PTIB brought the former and current

Besides expanding their network, the project makes a genuine contribution to enhancing the partner's capacities. Social media engagement training is an example where PTIB brought the former and current DKC teams and Diversity for Peace partners together. The training helped to boost the social media outreach and online presence of those organizations that ultimately benefited the promotion of peace, tolerance, and diversity they are working for. Increasing PTIB partners' social media skills means more prevalence of alternative narratives on social media that UNDP envisages.

## *Creative use of networks*

Many of PTIB's innovations and success came through efficient use of networks, ranging from human and physical resources to the capacity and reputation of the partners, allies, and counterparts. The project is well aware of the partner's areas of competencies and utilizes them for each other's support when needed. For example, a CSO partner Moanoghar planned for developing youth peace ambassadors in CHT but doesn't have training material ready. Peacemaker- a DKC team with expertise in peacebuilding training was brought up to fill the gap. A DKC team

Probash Kotha has a digital literacy campaign online for the migrant workers where PTIB linked them up with the CTTC as the key message provider. Examples can be many more.

PTIB's networking skills are further utilized to improve the programme quality and cost minimization. In organizing the social media engagement training, the project involved Facebook and two reputed international and local firms to co-sponsor the training by facilitating technical sessions. The advantage was threefold. Engaging the top-performing names was appealing to the participants and ensured excellence in session quality but at no additional cost.

### *Dividends of in-house and local capacity building*

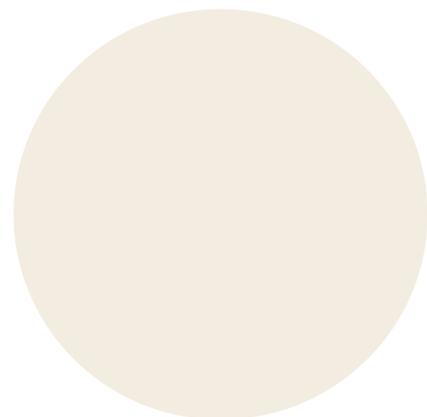
PTIB's adaptive management practice of transferring skills and nurturing in-house capacity has been proven beneficial in various aspects. It helps to continue project activities during a transition period, address any emerging needs, and bring diversification to the activities. The CARU database on social tension is an output of in-house capacities, building an institutional knowledge base for UNDP, collective socio-political memory, and a digital archive for the stakeholders of the Rohingya issues. Earlier in 2020, CARU instantly complied with monitoring social tension around Covid19. The project team has taken over the monitoring of Covid19 misinformation on social media in March 2021 after the contract with the data analysis company ended. PTIB's partner BPO has diversified their data products

utilizing interior capacity gained from an international data scientist of UNDP. From this lesson learning experience, PTIB prioritized building more national online monitoring and analysis capacity.

### *Power of user-generated content for social media campaigns*

The **#AmraiBangladesh** campaign utilized user-generated content (UGC) instead of sponsored or self-created content. This approach fostered a dynamic and inclusive movement that connected with the audience. UGC added authenticity and emotional connection, creating a sense of community among content creators during the Puja festival. The campaign's hashtag **#AmraiBangladesh** prompted users to share their content, resulting in widespread reach and organic engagement.

PTIB research and analysis has made UNDP as thought leader in PVE and social cohesion and security concerns in the Rohingya crisis response. Many development actors and practitioners turn to PTIB/UNDP for further analysis. CARU and UNRCO have conducted the social cohesion and development analysis to inform conflict prevention and build social cohesion in the Rohingya crisis response.



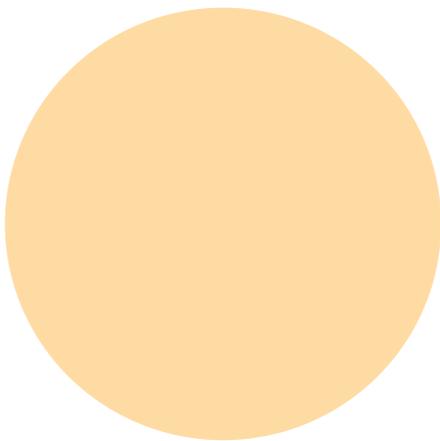
# Way Forward 5.2

PTIB and partners have gained valuable insights from social listening and innovative social media campaigning. We build on this in the second phase, deepening the skills of partners and expanding with new youth partners.

Consolidate and expand partnerships with like-minded organizations, to pool resources and enhance our outreach.

We keep the emphasis on the promoting of global citizenship among youth to combat hatred and intolerance and promote diversity and inclusivity.

- In the second phase under the NEX modality, PTIB will be placed at the ICT Division of the Government of Bangladesh. This will allow PTIB to be actively involved in digital transformation programmes, like Smart Cities, emphasizing on responding to online harms. As well as be part of the Government initiatives to promote digital literacy in Bangladesh.



# We would like to express our gratitude to our partners



**ICT  
DIVISION**

**FUTURE IS HERE**



**CGS** CENTRE FOR  
**GENOCIDE  
STUDIES**  
UNIVERSITY OF DHAKA



British  
High Commission  
Dhaka



**EMBASSY  
OF DENMARK**



Kingdom of the Netherlands



Foreign, Commonwealth  
& Development Office



Norwegian Embassy

# 6 ANNEX

# ANNEX

- **Project Financial Report 2022.....1**
- **Social Media Outreach Overview 2022.....2**
- **Progress of Result Indicators 2022.....5**

# Project Financial Report 2022

*Interim Financial Report*

*Project: Partnership for a Tolerant, Inclusive Bangladesh (PTIB), UNDP Bangladesh*

*Reporting period: 1 January 2022 to 31 December 2022*

<b>Activity</b>	<b>Budget (USD)</b>	<b>Expenditure (USD)</b>	<b>Variance (USD)</b>	<b>Variance (%)</b>
Research Facility	1,102,594.76	1,041,953.14	60,641.62	5%
Citizen/ Social Engagement	188,198.95	173,698.36	14,500.59	8%
Govt. Engagement	45,041.63	14,033.70	31,007.93	69%
Admin and Operation	182,358.78	184,547.73	(2,188.95)	-1%
<b>TOTAL</b>	<b>1,518,194.12</b>	<b>1,414,232.93</b>	<b>103,961.19</b>	<b>7%</b>

# Bangladesh Peace Observatory Social Media Outreach 2022

## Results

Facebook reach ⓘ

351,444 ↑ 40.6%



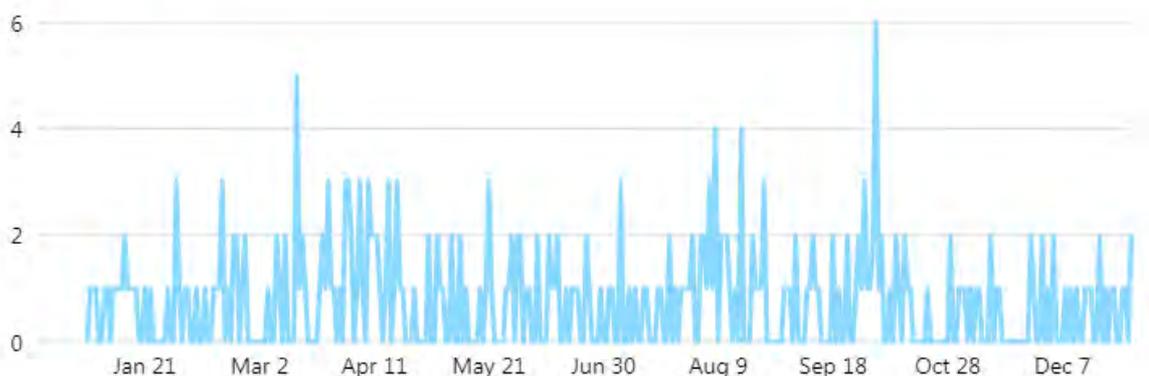
Facebook visits ⓘ

1,280 ↑ 36.9%



Facebook Page new likes ⓘ

272 ↑ 55.4%

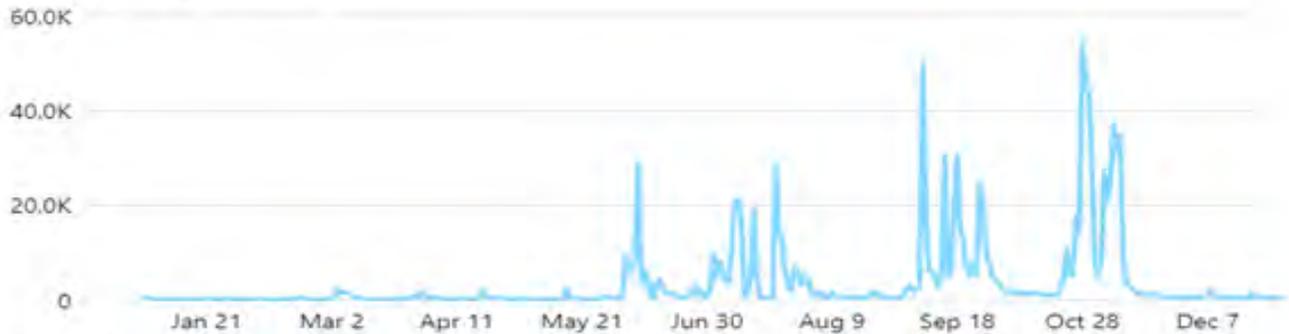


# Digital Khichuri Challenge Social Media Outreach 2022

## Results

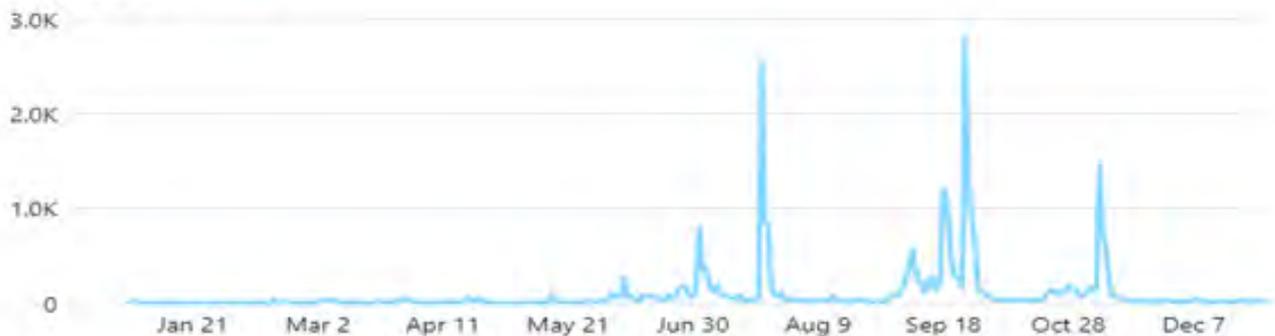
Facebook Page reach ①

761,128 ↑ 1.2K%



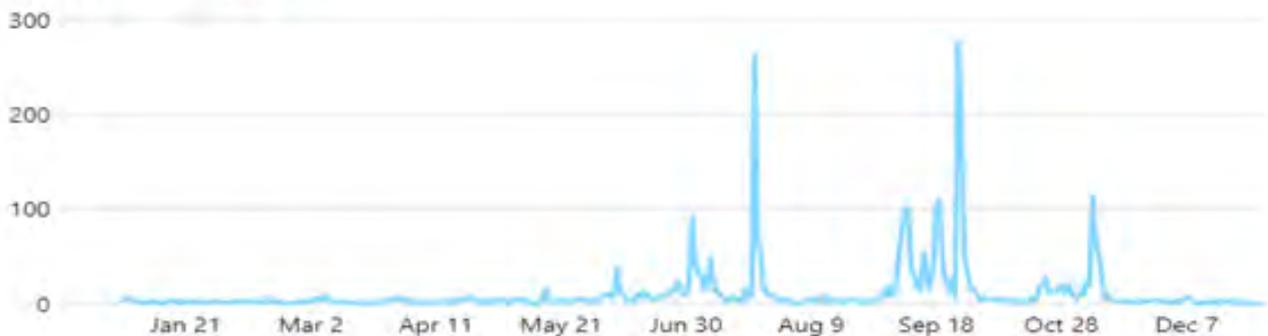
Facebook Page visits ①

33,411 ↑ 1.5K%



Facebook Page new likes ①

3,660 ↑ 577.8%



# Diversity for Peace Social Media Outreach 2022

## Results

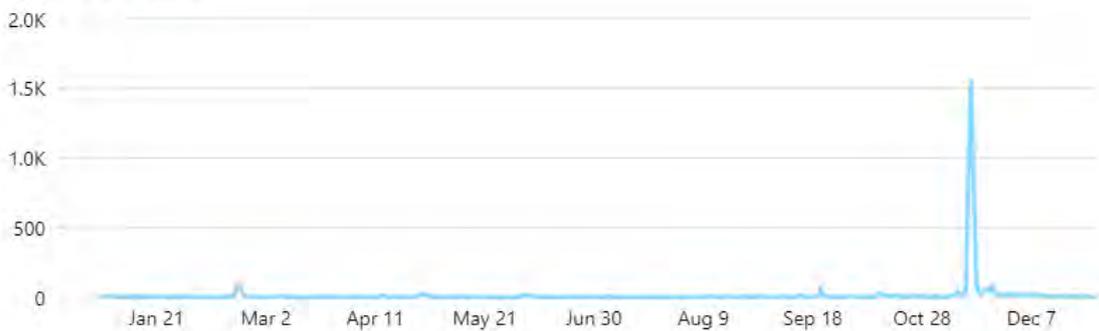
Facebook reach ⓘ

455,249 ↑ 473.7%



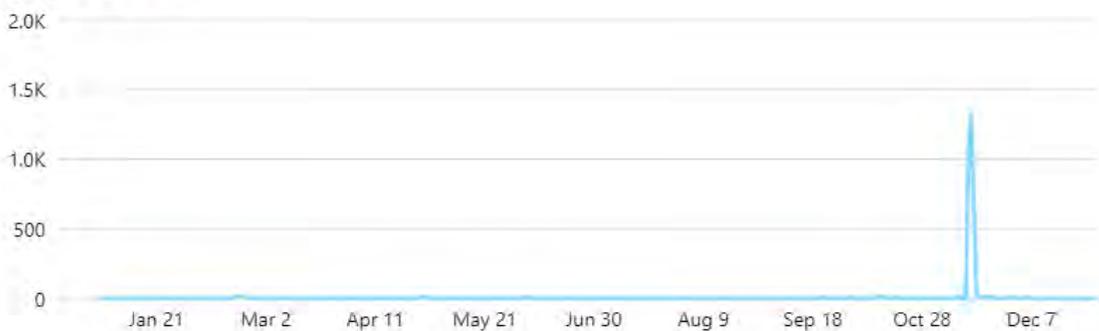
Facebook visits ⓘ

5,253 ↑ 458.2%



Facebook Page new likes ⓘ

3,428 ↑ 1.5K%



## Progress analysis of Result Framework 2022

EXPECTED OUTCOMES & OUTPUTS	OUTCOME & OUTPUT INDICATORS	DATA SOURCE	BASELINE 2017-2020	Planned target 2022	Achieved target 2022	Remarks on 2022 achieved target
Outcome 1 – Research Facility: Improved knowledge, understanding, and insights into the drivers of conflict, violence, and extremism and build capacity to analyse the sources and nature of disinformation, exclusion, and intolerance in Bangladesh	<i>1.1 Total Number of Research products produced</i>	UNDP	30	40	37	PTIB's research components SecDev and CARU are prolific producers of weekly, monthly, and quarterly and special reports. PTIB partner BPO produced 6 research reports through UNDP-CHS Peace Fellowship.
	<i>1.2 Number of dialogues and conferences research products are discussed</i>	UNDP/UN	9	14	23	
	<i>1.3 Number of instances media organizations reference research products in reporting</i>	UNDP/BPO	136	210	7	BPO's updates on Covid19 analysis boosted the media coverage in 2021 but did not continue in 2022 with the declining rate of virus infection.
	<i>1.4 Percentage of research findings that deepen the understanding on gender dimensions and leave no one behind</i>	UNDP	5%	50%	100%	All the CARU research products provide gender-disaggregated data, but in terms of in-depth understanding, SecDev reports provide a detailed analysis of the extremist narratives

						against women and minorities. Studies on women and violent extremism, GBV and violence against minorities were specifically on the gender and LNOB dimensions.
Output 1.1 BPO provision of data and insights in trends of violence in Bangladesh sustained	<i>1.1.1 Number of months' data on various forms of violence available on the "Bangladesh Peace Observatory" website</i>	BPO	72	120	132	By simultaneously mapping the current and back-year incidents, BPO has recorded data from the year 2012 to 2022
	1.1.2. Number of people who have viewed the BPO website/platform	Google analytics of BPO website	4,723	6,000	5,800	
	<i>1.1.3 Number of citations in media and social media of BPO data</i>	BPO	136	200	7	BPO's updates on Covid19 analysis boosted the media coverage in 2021 but did not continue in 2022 with the declining rate of virus infection.
Output 1.2 Disinformation, hate speech, and VE online narratives monitored, analysed, and reported	<i>1.2.1 Opening and response rates among government, UN and development partners of monitoring reports</i>	UNDP	30%	40%	55%	
	<i>1.2.2 Number of dialogues and conferences monitoring findings are discussed</i>	UNDP	6	12	10	The monitoring findings were presented and discussed in different external forums throughout the year.

Output 1.3 Causes for social tension related to the Rohingya Crisis in CXB monitored, analysed, and reported	<i>1.3.1 Opening and response rates among government, UN and development partners of monitoring reports</i>	UNDP	30%	40%	55%	
	<i>1.3.2 Number of dialogues and conferences monitoring findings are discussed</i>	UNDP	5	12	18	CARU data was presented directly to UN cross-agency meetings in Cox's Bazar and the UN Senior Executive Group (SEG) in Dhaka, bilateral discussions with country partners, and other formal consultations.
Output 1.4 Applied research conducted on emerging trends from PTIB monitoring (outputs 1,2,3) and topics identified in the annual strategic review process.	<i>1.4.1 Number research conducted on emerging trends from PTIB monitoring</i>	UNDP	2	4	7	<p>Studies commissioned on</p> <p>01) Youth tolerance</p> <p>02) GBV</p> <p>03) Violence against minorities</p> <p>Studies commissioned by BPO, supported by UNDP:</p> <p>4) The State, Civil Society and The Tentacles of Collective Violence in Bangladesh</p> <p>5) The Case of Violence against Bengali Religious Minorities in</p>

						<p>Bangladesh: Perspectives of the majority-Muslim Students from Public and Private Universities</p> <p>6) Social media rumors and mob violence in Bangladesh: A critical analysis</p> <p>7) Communication to Combat Crime and Violence in Bangladesh.</p>
	<i>1.4.2 Number of dialogues and conferences research findings are discussed</i>	UNDP	3	6	2	<p>1) Webinar on violence against minorities</p> <p>2) CGS conference on genocide and mass violence</p>
<p>Outcome 2 – Citizen Engagement: Expanded diversity in the messages, messengers, and use of available media in promoting inclusivity and tolerance in Bangladeshi society through online and offline engagement activities.</p>	<i>2.1 Number of civil society, religious and youth organizations participating in online and offline citizen engagement activities</i>	UNDP	24	55	68, cumulative [25 in 2022]	13 CSOs of Diversity for Peace component, 10 youth teams in DKC mentoring and 2 youth panels on monitoring violent extremist narratives.
	<i>2.2 Outreach of social media campaigns to prevent violent extremism and to promote tolerance and inclusivity</i>	UNDP	3 M	3M	3.1 M	<p>Digital Peace Movement: 2.1 M</p> <p>Diversity for Peace online campaign: 1 M</p>

	<i>2.3 Number of participants in off-line engagement activities to prevent violent extremism and to promote tolerance and inclusivity</i>	UNDP	4,600	10,000	31,000	
	<i>2.4 Percentage of messages that include gender dimensions and leave no one behind</i>	UNDP	20%	40%	80%	Most of PTIB's messages are on inclusivity that includes gender and ethnic, religious, and linguistic minorities.
Output 2.1 Youth capacitated to promote digital peace.	<i>2.1.1. Percentage of DKC winner teams engaged in promoting Peace/Tolerance/PVE</i>	UNDP	30%	60%		All DKC teams of the 2021 and 2022 cohorts are active.
	<i>2.1.2 Number of Facebook likes for Digital Khichuri page</i>	UNDP	41,502	200,000	64,000	DKC was organized locally and targeted a particular university or district which affected the slow increase of page likes.
	<i>2.1.3 Number of viewers reached online through Digital Khichuri Challenge/Digital Peace Movement campaign</i>	UNDP	3.6 M	3.6 M	2.1 M	DKC was organized locally and targeted a particular university or district which affected the slow increase of page reach for 2022.
	<i>2.1.4 Number of youths that has deepen their understanding on strategies by VE and other actors to promote VE, violence and intolerance online, and how to respond to that</i>	UNDP	20	100	210	Youth participated in one DKC idea lab and two Peace Talk cafes.

Output 2.2 Communities capacitated to promote diversity as a means to enhance resilience against intolerance and hatred	2.2.1 Number of CSOs, religious organizations and youth groups supported to prevent VE, and promote tolerance and inclusivity off-line	UNDP	9	20	13	13 organizations were supported for organizing the festival of tolerance.
	2.2.2 Number of people reached by off-line engagement activities to prevent VE, and promote tolerance and inclusivity	UNDP	4,600	10,000	31,000 1K at the festival of tolerance + 30k at DKC activation	
	2.2.3 Number of districts vulnerable to VE and intolerance, covered with inter-community and inter-faith dialogues at community level.	UNDP	0	10	14	14 CSO partners implemented community-level activities in 16 districts.
Outcome 3 Government Engagement: Promote active coordination, cooperation, and interaction with the Government of Bangladesh to inform their efforts to strengthen inclusivity and tolerance and prevent violent extremism.	3.1 Number of Government led dialogues and conferences on PVE and promotion of tolerance and inclusively	UNDP/UN	2	6	1	Only one youth dialogue by CTTC because of administrative delays occurred within CTTC.
	3.2 Percentage of topics/issues discussed in Government led dialogues that covered gender dimensions and leave no one behind	UNDP/UN	40%	70%	100%	CTTC youth dialogue covered the issue of the VE group's undermining of minority rights.
Output 3.1 Government and law enforcement agencies involved in	3.1.1 Number of Government led dialogues	UNDP/UN	9	12	1	Only one youth dialogue by CTTC because of

<i>dialogues with youth on PVE and promoting tolerance and inclusivity</i>	<i>with youth on PVE and promoting tolerance and inclusivity</i>					administrative delays occurred within CTTC.
	<i>3.1.2 Number of youths participating in Government led dialogues on PVE and promoting tolerance in inclusivity</i>	UNDP/CTTC	900	2000	100	As above.
<i>Output 3.2 Government and law enforcement agencies informed on monitoring and research findings related to PVE, tolerance, and inclusivity</i>	<i>3.2.1 Number of dialogues and conferences, where research findings were presented, with participation from Government and law enforcement agencies</i>	UNDP/UN	10	8	3	Govt. and law enforcement agencies participated in the research presentation on 1) online VE narratives 2) Rohingya Crisis: The Pathways to Repatriation, by CGS 3) CARU analysis
<i>Output 3.3 MOFA, BMET, CTTC, and Mo ICT capacitated to promote tolerance and inclusivity and contribute to PVE</i>	<i>3.3.1 Number of government initiatives in support of PVE, and promotion of tolerance and inclusivity</i>	UNDP/UN	TBC	4	2	CTTC, Ministry of Religious Affairs



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