English in Action is a programme of collaboration between the Government of Bangladesh and the UK Government.

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“Changing Learning, Changing Lives” - we developed that slogan when the programme was being designed because English in Action, EIA as it is commonly known, is looking to increase social and economic inclusion for more than 25 million Bangladeshis by developing English language skills for school pupils and adult learners. EIA also expects to contribute to the economic growth of Bangladesh by providing English language as a tool for better access to the world economy. We are taking this forward through the development and delivery of an inclusive national programme.

By the end of the final year of the programme (2016/17), we are aiming to achieve the following results:

- Increased proficiency in communicative English among the population of Bangladesh (measured using internationally determined standards)

- Employer satisfaction with applicants’ / employees’ communicative English increased by 20% against a measured baseline, and

- Increased motivation for learning and using English among the population of Bangladesh.

Already in Year 5 of the programme there are great success stories, as you will read in this brochure. But there is still a long way to go. We look forward to keeping you informed about the programme and hearing from you on your impressions.

J R Shotton
Project Director
School Initiatives

Teaching and Learning in Schools

The EIA schools programme introduces new English language teaching and learning activities to teachers and students across Bangladesh. By 2014, more than 12,500 teachers and almost a million students will be part of the programme. By 2017, we aim to reach 75,000 teachers and over 10 million students.

Innovative Teacher Professional Development

International research indicates that classrooms and schools are the best places for teachers to improve their practices. It also shows that teachers learn most effectively from each other, with additional stimulation and support from outside.

The EIA schools programme therefore includes:

- new classroom activities for teachers and students
- audio-visual professional development and classroom resources made available at low cost through micro SD cards on teachers’ mobile phones, with supporting print materials
- on-going support through paired teachers in schools and regular locally-based meetings of teachers.

2017
75,000
TEACHERS
10 million
STUDENTS
Our teacher professional development materials and classroom resources are linked to the national textbook, *English for Today*, making it easy for teachers to incorporate activities and practices into their lessons.

Working with the Government of Bangladesh, Upazila staff take part in field level teacher support and monitoring.

**Change in the Classroom**

During 2010-2011, more than 700 teachers and 130,000 students, from all seven divisions of Bangladesh, took part in the EIA schools programme. As a result:

- Over 80% of teachers said that they now use mostly English in the classroom.

- Over 90% of teachers said they design activities to enable communication.

- Both primary and secondary students reported regularly taking part in and enjoying activities promoted by EIA.

- Over 95% of teachers said that EIA helps them to improve their own English.

Most importantly, our research shows that these changes in attitudes are driving significant changes in teachers’ classroom practices and students’ learning outcomes.

Following this success, we are now scaling up to thousands of teachers.
A Surprising Day

Ummul, Primary Assistant Teacher

One day, I decided to use an EIA poster in a Class 3 English lesson. I usually found it hard to make my students understand the lessons.

I started teaching, using the poster, when one of my students approached me and asked me to sit down. This surprised me as the student usually did not pay much attention in class. It turned out that the boy wanted to teach the class! This was an entirely new experience for me and my students. The student asked his classmates questions about the poster and took the entire session with little help from me. After this, I encouraged the other students to come to the front and do the same.

I had never seen such enthusiasm before from my students during English lessons and now students taking the class are a regular part of my lessons.

Student Voices

Sumon, Secondary Assistant Teacher

“Sir, we would like to play guessing game... we want to play the game 'Teacher's say'... Please, Sir, please... Multimedia class today!”

These are the sayings of my students... they are now really enjoying their English class very much with EIA materials... getting interested in English... much more attentive... they are not afraid or bored of their English classes. Rather, they wait for it eagerly. I think my other EIA teachers also gain the same experience.
MEDIA AND ADULT LEARNING

Part of English in Action, BBC Janala (‘window’ in Bangla) is an award-winning, multi-platform service which is enabling millions of Bangladeshis to learn English affordably – through their mobile phones, the web, television programmes, print media and peer-to-peer learning.

Our main target audience is adults aged 15-45 years, from a wide range of socio-economic groups. So far nearly 24 million people – a quarter of the adult population in Bangladesh – have accessed EIA media products.
Innovative Approach

We aim to change perceptions of learning English (previously considered difficult and expensive), reduce barriers to learning and support the development of an innovative educational media sector.

Our mobile phone service transforms a simple handset into a low-cost learning device. Anyone can learn and practise English by calling a mobile shortcode, from any mobile phone in Bangladesh. So far, more than 6 million people have accessed short audio lessons for the cost of less than 50 paisa per minute. Lessons and quizzes can also be accessed and downloaded through a dedicated website. Learning content is also available through the leading Bangla daily newspaper Prothom Alo, through CDs and books and via a growing network of peer-led English learning clubs across the country.

A TV First

Innovative use of television lies at the heart of the success of BBC Janala. The project’s two biggest series – the drama Bishaash and accompanying educational game show BBC Janala - Mojay Mojay Shekha (‘Learning with fun’) – have enabled millions of Bangladesh Television viewers to learn English together, reaching 20 and 18 million people respectively. A second series of Mojay Mojay Shekha launched in 2012, attracted over 12 million people in the first month alone. The show motivates audiences to learn English through fun and games as well as providing an accessible English learning experience in itself.
Amar Engreji (‘My English’) Course

Our Amar Engreji course is the common syllabus for all media platforms, providing accessible and progressive content focused on improving functional, communicative English skills. Learning is personalised, allowing those using the service to proceed at their own pace, and providing step-by-step learning and interactive quizzes so that learners can track their progress.

Case Studies of BBC Janala

Mishti

Mishti is a homemaker and insurance worker from Rajshahi, married to a farmer and has two sons. Her life is very busy with her job and family. Her bosses often speak English and she could not understand them before. After learning English from BBC Janala, she is more efficient in her work. She practices English with her son, Shuvro, who has also become more confident in communication after using BBC Janala. Shuvro wants to be a doctor and they both feel BBC Janala is going to help them on their journey.

Sultan

31-year-old Sultan is a supervisor at a local business that has foreign clients. Sultan could not talk to foreigners before but, after having used BBC Janala, he has learnt how to communicate in English. His brother, the owner, impressed with Sultan’s progress, now gives a monthly mobile allowance to other workers, allowing them to access BBC Janala lessons. He says this ensures better teamwork and delivery as they can deal directly with foreigners, and the clients also agree.
MEASURING IMPACT

Research

The EIA Programme draws on a strong evidence base of existing research and its own baseline studies to assess the overall environment for English language teaching and learning in Bangladesh.

These studies look at a number of areas: English language proficiency; motivations for learning English; employers’ demands and requirements for English; teachers’ classroom practices; and the media and technological environment.
Our research and evaluation of the changes made by our **schools programme** is directed at:

- understanding teacher and student views about their experiences of learning English
- examining classroom practice
- measuring teacher and student English language proficiency.

The key research themes for the evaluation of our **media and adult learning programme** are:

- motivations and barriers for adults learning English
- access to, and use of, media and technology
- measuring adult learners’ English language proficiency.

We are also gathering evidence about the relationship between learning English and economic development.

We partner with national and international research institutions and other organisations, such as the Institute of Education and Research and the Institute of Modern Languages at Dhaka University, and Trinity College London.

We share our research as widely as possible through publishing our research and evaluation reports and by regularly contributing to national and international policy seminars, conferences and academic journals.

We underpin our work with rigorous quality assurance frameworks and user feedback processes, and implement these working closely with the Government of Bangladesh.
## Impact Highlights

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<th>EIA in Schools</th>
<th>Media and Adult Learning with EIA</th>
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<td><strong>More English in classrooms:</strong> from minimal; 75% of teacher talk is now in English</td>
<td><strong>More English learning:</strong> 8.8 million users feel they have learned some English</td>
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<td><strong>More student talk in classrooms:</strong> from minimal; 25% of lesson time is now student talk, comparable to best international practice</td>
<td><strong>More English use:</strong> 7.7 million users say they use the English they have learned</td>
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<td><strong>Improved student learning:</strong> in 12 months, students’ English proficiency improved by 15%.</td>
<td><strong>Reduced barriers to learning:</strong> now 22% less people think English is “difficult to learn”</td>
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Student levels of achievement increased by **15% in 12 months**
LASTING CHANGE

Our aim is to have a lasting impact on English language education and media learning in Bangladesh.

Working with the Government of Bangladesh

EBA works closely with the Ministry of Primary and Mass Education and the Ministry of Education, with the expectation that, by 2017, the Government will take over the EBA schools programme within its regular education structures and programmes.

Our work focuses on:

- In-service teacher training – implementing and monitoring the schools programme in collaboration with Government at policy, strategy, administrative and field levels
- Diploma in Primary Education – working with the National Academy for Primary Education on a new pre-service teacher training programme
- Curriculum development – working with the National Curriculum and Textbook Board on new textbooks and teacher editions
- Examinations and assessment – reviewing through dialogue with Government
- Digital Bangladesh – working with the Prime Minister’s Office and Bangladesh Telecommunication Regulatory Commission.
Working with NGOs and Projects

As well as our national partners – Underprivileged Children’s Educational Programme and Friends in Village Development Bangladesh – we work with a wide range of non-governmental organisations (NGOs). For example, our adult English learning clubs are supported by local NGOs and out-of-school children are reached through our work with UNICEF.

We also work closely with other national and international projects. For instance, EIA is collaborating with the World Bank in its Secondary Education Quality and Access Enhancement Project.

Working with the Private Sector

EIA works in partnership with the telecommunications sector – all six national mobile operators, state and private TV companies and national newspapers – creating affordable learning accessed by millions through sustainable business models.

Our aim is to provide a strong platform from which an independent and innovative English learning media sector will develop. In parallel, we are creating a network of English language teaching and learning media professionals to service this sector.