

Queen's Birthday and National Day of Denmark

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Breaking the barrier in IT

Production of pre-press graphic design and layout

WHEN Mr. Peter Vestergaard, Managing Director of Vestergaards Bogtrykkeri heard the project idea of outsourcing pre-press graphic design and layout from Bangladesh in the year 2001, he was unsure and had his doubts about the success of such project.

After a year, on July 2002 Vestergaards Bogtrykkeri signed a five-year contract with a Bangladeshi company, Aftab IT Ltd. to provide offshore pre-press graphics production for the two leading Danish newspapers.

Prior to this agreement, the Bangladeshi and Danish Company as well as Danish Private Sector Development (PSD) Programme had commenced a pre-project phase in August 2001 and conducted the necessary preparations with a Danish grant support of USD 110 thousand. The pre project gave clear indication of the unexploited possibilities in this sector.

In the process of pre-press jobs

Aftab IT works as a back office of Vestergaards Bogtrykkeri. Aftab IT receives basic and raw layouts of required job on Portable Document File (PDF) format via Internet in Danish language. Young Bangladeshi graphic designers create graphic design and layout within few hours in Danish language with Danish style and colour in a draft format. After completion of the draft Aftab IT send a proof copy of the design and after having approval from the head office they send the final copy. It is easier due to dedicated high speed Internet line as Aftab has its own VSAT and other added facility of the time difference between Denmark and Bangladesh.

Most challenging part of this project was difference in language and cultural outlook between Bangladesh and Denmark. But technical experts from Danish companies are living in Bangladesh for longer period minimize these barriers through well-planned training and development effort. It

is a win-win situation for both the Danish and Bangladeshi firm because the Bangladeshi firm can provide the service at a cheaper cost.

The company is expecting to earn USD 2 million within next five years. Also it has 20 graphic designers and have plan to recruit more in near future. Constant training and development programme was the key success factor for the project. Danida PSD Programme committed to provide approximately USD 530 thousand for training and development purpose to this project for three years.

This type of project is a new one in Bangladesh, which is already bringing billions of dollars to other developing countries like India. As the potential is great - and in this case - it only took small push from the Danish Private Sector Development Programme to establish profitable long-term and mutually binding co-operations between the Danish and Bangladeshi company in this sector.



Her Majesty Queen Margrethe II

MESSAGE

It is with great pleasure that I take the opportunity of the birthday of Her Majesty Queen Margrethe II to express the pride we Danes take in having Her Majesty the Queen as our Head of State. Queen Margrethe II has been ruling Denmark since 1972. In 2004 we are in Denmark also celebrating the marriage on 14 May of our future King, His Royal Highness, Crown Prince Frederik to Miss Mary Donaldson from Australia. Furthermore celebrations are being planned throughout 2005 on the occasion of the 200th birthday of the renowned Danish story teller Hans Christian Andersen.

Denmark has been represented in Bangladesh since 1971 and has supported Bangladesh in its endeavours to promote development since the birth of the Nation. Our development cooperation is an expression of the strong ties that exist between our two countries. It is based on mutual understanding and respect for similarities and cultural differences. Strong partnership and Bangladeshi ownership are important pillars for building an even stronger cooperation. Bangladesh has come a long way since independence based on the resources of the land and the resilience of its hard working people. The steady macroeconomic growth and food security are important indicators of success. During the last decade agricultural growth has been particularly strong. Growth in manufacturing has similarly strengthened the positive economic trends.

Presently the Bangladesh-Denmark development cooperation programme is under revision. The aim is to establish a new five year strategy for 2005-2009. The main areas of support are expected to remain in drinking water, sanitation and hygiene promotion, agriculture including fisheries and livestock development and rural roads. In addition activities will continue in support of democratisation, human rights and good governance. Denmark is looking forward to seeing irreversible improvements in these areas. We fully share the aspiration of the Bangladeshi people to see a

development towards an operational democracy with all necessary safe guards for good governance effective administration and human rights protection. Already now we work in partnership with public administration departments and institutions and with civic society to promote these goals.

There is close cooperation between our two countries in commercial matters. Through an agreement in 1999 a Private Sector Development Programme was formally established. The aim is to attract Danish technology and investments to the private sector here. It has grown fast and is now among the largest programmes in Danish partner countries. Denmark also supports a Mixed Credit programme offering partially tied, interest free or low interest loans to finance development projects executed by Danish exporters. One current example is a possible support to a surface water treatment plant in Dhaka. Although the Bangladeshi economy is growing steadily, poverty is still deep and widespread. The ongoing efforts by the Government of Bangladesh of designing a truly homegrown strategy for poverty reduction is strongly supported by Denmark. I am confident that the results of this effort will lead to an even stronger basis for further cooperation and cordial relations in future.



Niels Severin Munk
Ambassador of Denmark to Bangladesh

Danish development assistance in Bangladesh

Water Supply and Sanitation Sector Programme

Denmark has been supporting the water supply and sanitation sector in Bangladesh since 1972, first through the nation-wide GoB/UNICEF rural water and sanitation programme and from 1990 in selected towns in five priority coastal districts through the Urban Water Supply, Sanitation and Drainage project.

The Sector Programme Support (SPS) to the Water Supply and Sanitation (WSS) sector commenced in July 1999 with a budget of DKK 491 million (about Tk.482 crore or USD 79 million) for a five year period. This amount includes unallocated funds of which DKK 29 million remains. The SPS to WSS sector will facilitate implementation of the National

Policy for Safe Drinking Water Supply and Sanitation 1998.

In particular, it aims at facilitating access to basic levels of water supply and sanitation services, with special focus on the poor and underserved who have little access to government facilities and who in particular are vulnerable to crisis situations such as water borne diseases. The SPS also supports capacity building of local government institutions and communities, improved hygiene behaviour, ownership and increased involvement of women, and accountability and transparency as elements of good governance.

The SPS to the water supply and sanitation sector comprises activities related to:

policy implementation.

- Human resources development and capacity building of local government institutions, NGOs, CBOs, private sector actors, communities, and sector professionals.
- Service delivery in the urban areas.
- Service delivery in the rural areas.
- Arsenic mitigation.
- Service delivery in the Chittagong Hill Tracts

The SPS includes seven components involving cooperation with the Ministries of Local Government, Rural Development and Cooperatives, Education, and Chittagong Hill Tracts Affairs as well as NGOs.

Support

Denmark commenced support to the agricultural sector in Bangladesh in 1978 primarily focusing on the concept of rural development in the Greater Noakhali region. The aquaculture extension and smallholder livestock development activities started to be a part of the sector in late 1980s/early 1990s spreading to Greater Mymensingh as well as Central-Western regions. In the second half of the 1990s, Danish support to the agricultural sector concentrated on soil and plant resources management, production and extension services improvements independently in three sub-sectors: crop, aquaculture, and livestock.

The Fifth Five-Year Plan (1997-2002) of the Government of

Bangladesh and sector policy guidelines are the basis for planning and implementation of activities related to the agricultural sector programme support (ASPS) in Bangladesh. The ASPS commenced in July 2000. The development objective of the ASPS is to create optimised, integrated, and sustainable smallholder agricultural production for improved living conditions in the poorest areas of Bangladesh. The activities comprise policy and planning support and development of human resources through partnership approach with special focus on poverty alleviation and women's participation in the development process. Further, the aim is to promote good governance through target group ownership, institutional development and improvements in the administrative systems. Due consideration is given to nutritional and environmental aspects.

The ASPS, with a time frame of five years and a perspective of fifteen years, has a budget of DKK 486 million (more than Tk. 477 crore or US\$ 78 million). It comprises activities related to:

- Crops production, comprising, i.e., policy formulation, training and extension on soil fertility management, integrated pest management, quality control laboratory, cost recovery and operation, seed certification, vegetative and vegetative seed production.
- Aquaculture extension, including training and extension, micro-credit, technical and social development, sustainable services of NGOs and private sector.
- Livestock development, comprising, i.e., refinement and monitoring of a poultry development model, management information system, breeding strategy and multiplication programme.
- Institutional support, covering policy and planning initiatives at national level.

The ASPS presently includes 9 different components. The budget also includes unallocated funds for activities that were not identified at the time of the programme's inception. The ASPS comprises cooperation with the Ministries of Agriculture, and Fisheries and Livestock, as well as various governmental departments, para-statal organisations and NGOs.

Transport Sector Programme
Denmark commenced support to the transport sector in Bangladesh in 1981 and delivered throughout the 1980s a total of 10 Roll-on Roll-off ferries and nine landing stations. In the second half of the 1990s, Danish support to the transport sector was concentrated on the rehabilitation of the Dhaka-Aricha highway, rehabilitation of minor roads and market places in Patuakhali and Barguna districts and, on a more preparatory level, on inland waterways.

Bangladesh's Fifth Five-Year Plan (1997-2002) forms the basis for planning and implementation of activities related to the transport sector in Bangladesh and thus also for the current Transport Sector Programme Support (TSPPS). The present TSPPS commenced in September 2000 with poverty alleviation as its overall aim. The objective of the TSPPS intervention is to create the basis for a substantial increase in economic activities and improved possibilities for income generating activities in some of the poorest areas of Bangladesh. The interventions will support rehabilitation of transport and trade networks with a special focus on poverty alleviation and women's participation in the development process. Further, the aim is to promote good governance through institutional development and improvements in the administrative systems. Due consideration

is given to environmental aspects, including conditions in working environments.

The TSPPS, with a time frame of five years, was initially approved with a budget of DKK 959 millions (more than Tk. 941 crore or US\$ 155 millions). After cancellation of 3 Inland Water Transport agreements in June 2002, the available grant now stands at DKK 709 million. Currently the programme comprises 5 activities related to:

- Major Roads including rehabilitation and upgrading of existing major roads and small ferries, the latter to ensure inter-connectivity between major roads.
- Minor Roads comprising rehabilitation and upgrading of existing minor roads, and markets.
- District Maintenance Systems covering major as well as minor roads.

(Abridged)

Felicitations on the Birthday of Her Majesty Queen Margrethe II and the National Day of Denmark



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