

ANNUAL REPORT

#বাঁচারলড়াই

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#BacharLorai

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2020

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we connect people with resources

Foreword

We are quick to dwell on the emotional separation that the world wide web brings by limiting the formation of personal and meaningful social connections in our communities. To the contrary, 2020 reminded us of the promised potential of the internet that we often forget: connecting together to create a powerful positive difference. The #BacharLorai movement originated on Zoom and Google Hangouts between Bangladeshi citizens and expatriates who wanted to cushion the impact of COVID-19.

Spotlighting underlying inequalities and historical burdens faced by societies in the global south, the pandemic came as a wake up call for a generation going to bed thinking that the status quo needs to change. Thus, when the journey started, the aim was not to create an organization by picking the best out of those who wanted to make change, but to ensure any effort from any person finds its space on a platform for all. A social movement powered by civic society. All patriots alike, in their own ways.

#BacharLorai translates to ‘fight for survival’ in English. Initiated as what it reads to be, it was a simple hashtag that went along with the early efforts of many who wanted to help. From explainer videos that informed citizens, to building treatment capacity in health centres — the idea of Bangladeshis uniting for rapid collective change built an entire movement out of a piece of paper conceived on a late night phone call between a few. And then, it grew.

New people, new thoughts, fresh perspectives and a shared will to create tangible change.

When it comes to community mobilization, inspiring everyday citizens to respond collectively is the undeniable call of the time. 2020 witnessed social movements across societies which challenged the existing status quo — one of which happened to be #BacharLorai. A movement that transcended borders to create impact. A platform that created itself on its own.

This publication features our collective efforts to disseminate aid and build awareness across all eight divisions of the country.

Together, by connecting people with resources we will continue to create change.

#BacharLorai Family
31st December 2020

We Salute You

As Bangladeshis we have ceremoniously paid respect to the heroes who have sacrificed for the nation. On the cricketing field, we have provided relentless support to the Tigers through their many ups and downs. From the very beginning, #BacharLorai brought the heroes of the pandemic, our healthcare and frontline workers, to the centre of its narrative.



Freedom Fighter
Shamsul Alam Bir
Uttam salutes the
frontline workers



Supporting the biggest musicians
of Bangladesh brought together by
USAID to pay tribute to frontline
workers

Spices 100 gm each (chilli, tumeric and coriander) - (4
Soap 3 pieces - (40tk/kg) - 120

We are now a part of the #BacharLorai movement to
strengthen our initiatives. #BacharLorai is a social movem
Bangladeshi expats, citizens, and grass-roots organization
this fight together.

Communities we are currently supporting:

1. Bede Community (Keraniganj)

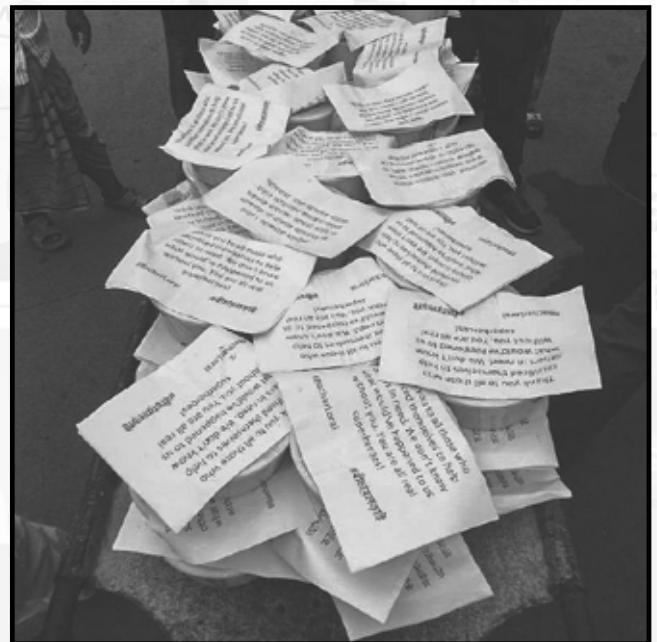
Every week providing 50 Bede families with 2 weeks of food relief
around 400 families from this community.



Our fight for survival would have been unaccomplished had it not been for the sacrifices of these selfless individuals.

Building on the traction of the campaigns, #BacharLorai organized emergency funds to be distributed to 25 sports coaches who had lost their daily earnings.

Saluting our Healthcare Heroes with care packages



Former Captains of the National Cricket Team saluting the frontline workers



We Salute You



#BacharLorai

The #BacharLorai movement connects expatriates, citizens, and grassroots organizations fighting COVID-19 through digital social innovation. It is a cross-disciplinary network to connect those who want to help, to those in need.

The ecosystem enables people to start an initiative or collaborate on an existing one. Individuals launch or take part in initiatives that create social impact as by-products of their economic activities.

A collective effort that could not be voiced without the right people harnessing the power of social media, coding a web platform and providing consultancy solely at the cost of their passion to do good.

we aim to inspire everyone to join the fight

fighting the coronavirus, starts with you



photo : Niloy Palit

Focus Areas



Socioeconomically Disadvantaged

Assisting those who are vulnerable to the negative impacts of COVID-19 due to a lack of access to education, employment, wealth and social status.



Healthcare Equipment & Treatment

Distributing healthcare equipment to support Bangladeshi hospitals and healthcare workers fighting the pandemic.



Access to Information

Using emotional intelligence to simplify and translate COVID-19 content to increase understanding and awareness across populations.

Supply Chains in Rural Settings

Increasing access to goods and shared knowledge through informal supply chains in rural settings to get resources where they are needed the most.



Mental Health

Breaking social stigmas to raise awareness about COVID-19 without increasing fear and motivating front line workers fighting the virus.



Data Analytics

Collecting data from interventions and initiatives to understand the role of artificial intelligence in fighting the pandemic.



we connect those who want to help those who need help



thank you

A united effort that could not be voiced without the right people harnessing the power of social media, coding a web platform and providing consultancy solely at the cost of their passion to do good - the collective of which operates through crowdsourcing funds from our respected donors.

Initiatives

A crowdsourced funding mechanism using digital technology, has been integral in ensuring the financing and facilitation of all projects. #BacharLorai would like to express its deepest gratitude to its donors and associated partners for their support in 2020 - your contribution has not only driven our movement, but sustained meaningful impact across communities.

The 15 multifaceted initiatives supported by #BacharLorai primarily focussed on acquiescing expatriate funds through international GoFundMe campaigns. However, personal cash and cheque donations, in addition to digital transfers via BKash and online Bank Transfers were set up for several projects. With the support of donors and well-wishers, grants in excess of one hundred and fifty thousand Canadian dollars across different initiatives, was raised to support Bangladesh's fight against COVID-19.



Creating Capacity

BacharLorai set out to address the nationwide shortage of oxygen supply for healthcare centres. ‘Oxygen for Life’ was able to secure funds to supply 120 cylinders to 33 rural and urban healthcare centres. The centres were chosen upon consultation with healthcare experts and each cylinder was vetted by public health inspectors.

‘The O2 Fund’ was launched in a bid to replicate the efforts of ‘Oxygen for Life’. This project successfully delivered 51 oxygen cylinders to an additional 8 healthcare centres. Additionally, ‘The O2 Fund’ also supported a rural oxygen bank to allow free access to oxygen for socioeconomically disadvantaged people.

171 Cylinders

41 healthcare Centres

18 Districts

Rohingya Aid
Oxygen Bank

Focus Areas



Creating Capacity

With 4 beds for every 10,000 people in a population of 162 million, the shortage of hospital beds became a real time challenge for civic society. Building on the confidence from successful initiatives earlier in the year, #BacharLorai took a bold approach to change that reality.

For the first time in history, #BacharLorai brought together Bangladeshi Students Associations from across Canada. The team successfully procured 66 hospital beds, including IV stands and essential cabinets to directly increase the capacity of treatment facilities in Chittagong, Satkhira, Munshiganj and Barisal. A multi-faceted healthcare approach to create rural supply chains, increase urban capacity and promote equitable access to healthcare for all.



66 Beds

4 Districts

2 Medical Wards

Rohingya Aid

Focus Areas





Care in our Control

The lack of control over the entire situation created a vacuum for Bangladeshis living abroad to step up for change. The first efforts from expatriates around the world involved sending medical equipment to their respective countries to ensure the stockpiles last if their loved ones ever needed it.



#BacharLorai's story started with a similar project that brought care under our control with two of our core members working with a team of expatriates to facilitate the delivery of 1000+ respiratory masks to 10 hospitals in Bangladesh.

1000 Masks

10 Health Centres

4 Districts

Donning/Doffing
Explainer

Focus Areas



Care in our Control

#Bacharlora embarked on delivering PPEs upon affirmation by healthcare consultants about the shortage of properly vetted supplies. These facilities faced supply chain difficulties amid the pandemic to secure proper sized PPEs for frontline workers.

To address this, expatriates from Canada, UK and Australia came together to run a GoFundMe Campaign which successfully delivered 205 sets of PPEs to 3 hospitals in Bangladesh. This project highlighted the extensive global outreach potential of digital social innovation as it successfully unified culturally diverse individuals from all around the world to work cohesively for an important cause.



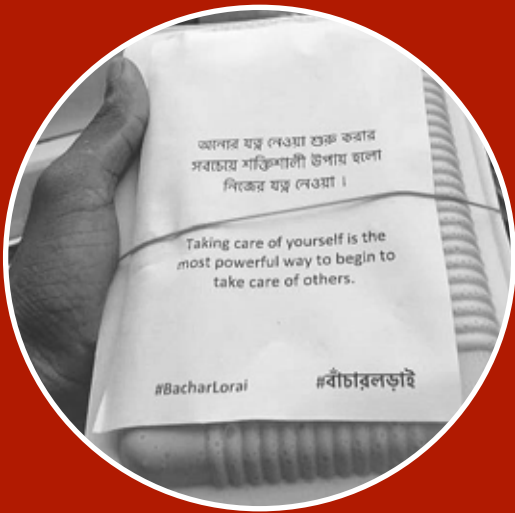
205 PPE

3 Health Centres

2 Districts

Focus Areas





5000 Care Packages

750 Healthcare workers

4 Health Centres

4 Districts

Supporting our Frontline

50,000 doctors fighting a crisis. Extensive hours, continued service and reduced time from their families negatively impacting their mental well-being and increasing their stress levels on the job; as they held up our front lines. The task at hand was not about sending meals to frontline workers, but rather creating an understanding between civic society and our healthcare heroes.

A retail brand of mental health support that led to 750+ healthcare workers receiving 5000+ meals throughout Ramadan. Each meal included motivational public health messaging in an effort to reinforce mental well-being and communicate solidarity during a difficult time.

Focus Areas



RCNB Emergency Relief Fund for Daily Wage Earners

#BacharLorai supported Resource Coordination Network Bangladesh (RCNB) to provide aid to daily wage earners in April 2020. At the onset of the pandemic it was imperative for community action groups to provide emergency aid to rickshaw-pullers, day labourers, cleaners, street vendors and other marginalized frontline workers. As frontline heroes, daily wage earners have been sacrificing their health and safety to serve the country during its darkest hour.

RCNB mobilized an international GoFundMe campaign to streamline expatriate funds to these communities. The Project successfully reached 10 different communities and supported 150 families for a period of one month.



1 Month

10 Communities

150 Families

Daily Meals

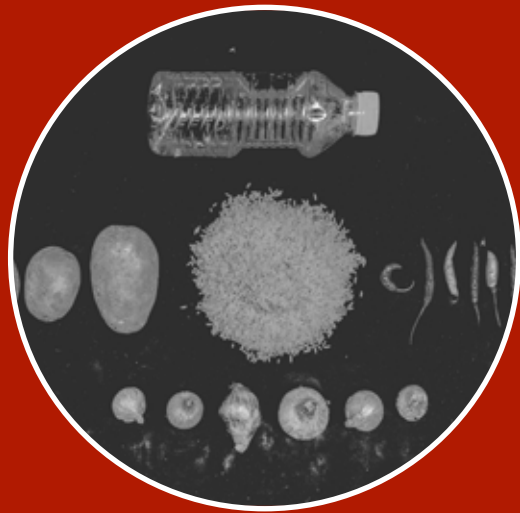
Focus Areas



Food Aid

In March 2020 #BacharLorai launched an international GoFundMe Campaign to facilitate the provision of food aid to 5 of the most badly affected communities in Narayanganj and Munshiganj District. In addition to crowdsourcing international funds, Bangladesh-based donations enabled the campaign to successfully support over 650 families for a period of 25 days, exceeding the initial target of streamlining food subsidies to 450 families.

The project included targeted support towards 50 families from the Disabled Welfare Society of Bangladesh. Furthermore, a one-day food drive to support 50 homeless individuals in Shahbag and Mohammadpur was undertaken by on-the-ground BacharLorai volunteers.



650 families

5 Communities

Families from the
Disabled Welfare
Society of Bangladesh

Focus Areas



#PAYUP

Cornell BSA partnered with #BacharLorai to effectively raise funds for the families of laid off RMG workers, as the industry suffered due to cancelled orders from foreign buyers. As the #PAYUP movement gained momentum, this became the official fundraiser supporting the unemployed workers of Bangladesh. Through its partnership with BEACON, various media coverage and support from social media influencers, #BacharLorai disseminated food relief packages, including masks and soap, to 703 affected families.

The project also touched the lives of certain minority populations including Adivasis in the Bandarban Hill Tracts. Additionally, a neighborhood-centric distribution was carried out in a few localities surrounding Dhaka city where 450 families of mainly rickshaw pullers and domestic workers received aid. Many expressed their gratitude for these young American-Bangladeshi students of Cornell University.

Focus Areas



1253 Families

6 Communities

Garments Workers
Indigenous Populations



675 Families

27 Latrines

2 Ponds

1 Water Retention Tank

Cyclone Amphan

#BacharLorai partnered with Better Future Bangladesh (BFB) to provide emergency aid to 535 families fighting Cyclone Amphan in the most heavily affected areas. This constituted 7 communities from Koira, Satkhira, Patuakhali, Bagerhat and Barguna – areas highly susceptible to the dangers of COVID-19.

Uttaran with the support of #BacharLorai provided emergency assistance regarding WASH facilities. The project activities included giving 27 latrines and disinfecting, dewatering and cleaning 2 ponds for 70+ families and a water retention tank of 4000 ltr for 3 families to harvest rainwater. Uttaran had selected participants from 140 families from three villages of Assasuni Sadar Upazila for this phase.

Focus Areas



Rohingya Aid

Close to a million Rohingya refugees – deemed stateless and escaping persecution, reside in the Kutupalong and Ukhia camps in Southern Bangladesh. Lack of healthcare equipment, financial resources and medical facilities makes the camps a basket case for COVID-19 and other diseases to spread rapidly.

#BacharLorai successfully delivered 10 hospital beds to both camps. First-hand accounts of the concerning conditions of the Rohingyas inspired us to facilitate additional support. By tapping into #BacharLorai's flagship project 'Oxygen for Life', 4 cylinder units were distributed to RTM International's Clinic - this supported the setting up of a COVID Isolation Ward at the Ukhia camp.



10 Beds

4 Cylinders

COVID Isolation Ward

Focus Areas





5000 Sanitary Pads

145 Mosquito Nets

145 Food Packages

Rape Education

Women for Women

Utilizing the movement's wide network of supporters, funds were secured for the women in the slums of Korail, as a stepping stone for tackling the larger issues faced by socio-economically disadvantaged women in Bangladesh. Addressing the challenges of the second wave of the COVID-19 pandemic, this drive provided food and sanitary products to 145 women in Korail for a week.

The relief distribution drive in December was led by the Resource Coordination Network Bangladesh (RCNB) with support from Female Empowerment Movement (FEM) & Bangladesh Legal Aid Services Trust (BLAST). The women of Korail received standard food packages along with masks, sanitary pads and mosquito nets.

Sanitary pads were also delivered in three villages in Satkhira District.

Focus Areas



School Relief

A month after the lockdown was announced, increased economic hardship for the masses became imminent. Although the respective schools were paying the salaries of their staff regularly, we as a movement felt that providing supplementary cash to the 'ayas' and 'darwans' will not only benefit their families but will provide a boost to small businesses in economically disadvantaged neighborhoods.

Two separate fundraisers were launched by alumni of Green Herald and South Breeze schools. The organizers collected money through GoFundMe and BKash and the funds were disbursed under the supervision of school authorities.



1 Month

2 Schools

90 Support Staffs

Relief Packages

Focus Areas



Capital Infrastructure

In order to aid underserved healthcare facilities during the pandemic, #BacharLorai facilitated the development of a medical ward in the Satkhira Upazila Health Complex and Banaripara Upazila Health Complex.

In collaboration with Footsteps Bangladesh, #BacharLorai worked in rebuilding houses in the districts devastated by cyclone Amphan. Despite a challenging monsoon, a total of 9 houses, including 6 in Kushtia and 3 in Satkhira district, were built.



9 Houses

2 Medical Wards

2 Freshwater Ponds

Renovations

Constructions

Focus Areas



Dialogues

Dialogue 1 brought together senior physicians from four distinct non-profit hospitals across the country to understand the strategic preparation undertaken at the onset of the pandemic and their plans for patient management in a post lockdown scenario.

Dialogue 2 brought together a prominent scientist, an influential social entrepreneur and an esteemed Public Health academic to discuss the lessons learned from the first wave of the pandemic. They explored different ideas pertaining to building capacity and human resources to better prepare for the next public health crisis in Bangladesh.

Focus Areas



Health Supply Chain

Dr. Tawfiq Shahriar Huq

Associate Prof. & Senior Consultant
Cardiologist, National Heart Foundation Hospital
and Research Institute

Dr. ABM Ali Hasan

Assistant Director, Kumudini Medical College
Hospital

Dr. Khalequul Islam

Deputy Director, Jahurul Islam Medical College
Hospital

Dr. S M Moniruzzaman

Deputy Director, Monno Medical College Hospital

Emergency Preparedness

Dr. Shafi Bhuiyan, MBBS, MPH

Founding Academic Director, ITMD at Ryerson
University

Dr. Senjuti Saha

Scientist, Child Health Research Foundation in
Bangladesh

Korvi Rakshand

Founder, Jaago Foundation

Resource Coordination Tool

An interactive map in its pilot phase.

The aim of the tool is to visualize data collected from grassroots aid initiatives to illustrate geographic distribution of resources across the country.

Donors can make informed decisions by tracking resources distributed across the map.

The information generated will allow stakeholders to measure the impact of on-going initiatives and identify gaps in the overall effort.



#বাঁচারলড়াই
#BacharLorai



ensuring needs are being prioritized during unprecedented times

THK BYZD AW



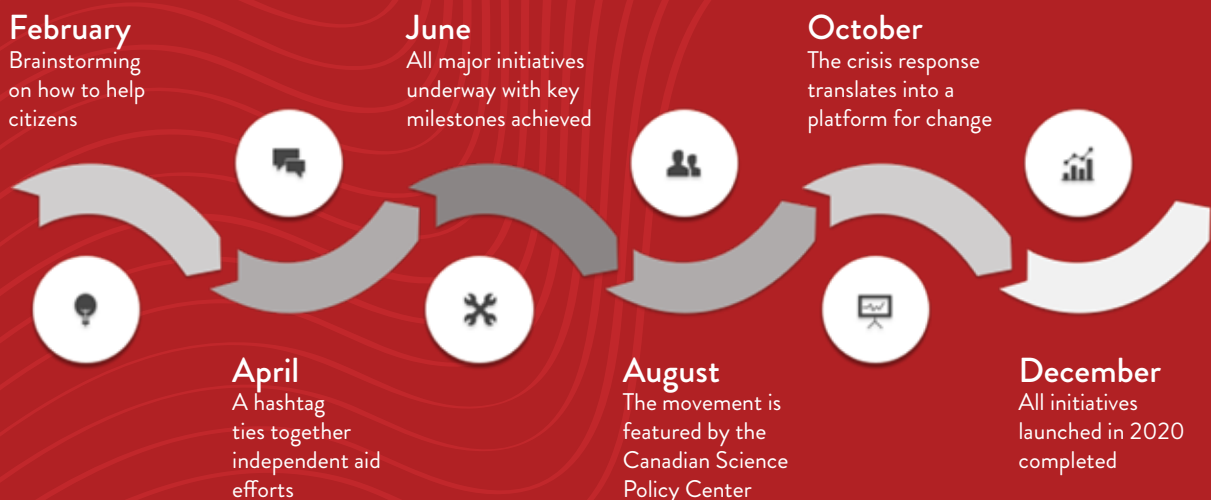
Digital Social Innovation

By creating a network of individuals and communities that share the same values, social movements can build capacity to inspire, inform, integrate and synthesize crisis responses in this digital age. This makes #BacharLorai a small yet integral effort in the fight against COVID-19.

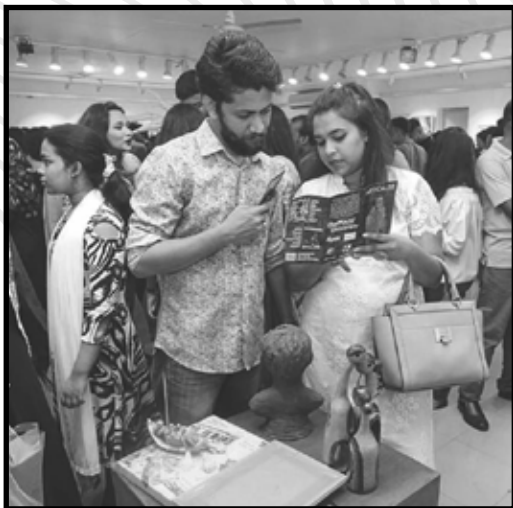
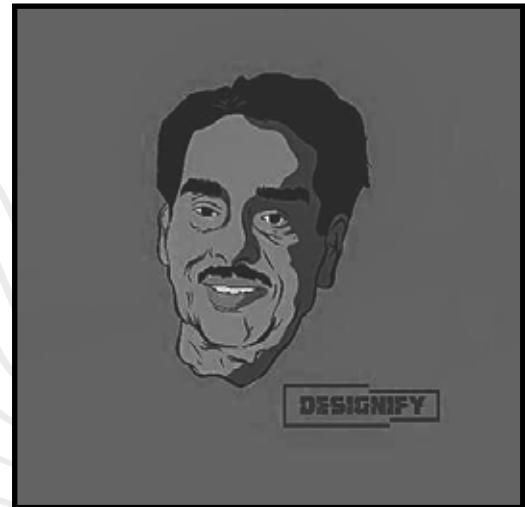
Synergies between technology, social media, and relief accelerated the movement in a digital economy. Flexible involvement through voluntary efforts creates an effective ecosystem. Prioritization of local technologies like Bkash, expedited monetary resources towards affected populations. Communication on Facebook and WhatsApp fast-tracked relationships beyond borders. Intersections between the avenues mentioned above created the scope for immediate impact.

While 2020 witnessed unprecedented youth mobilisation efforts in the face of a global pandemic, 2021 brings with it further socio-economic challenges in a Bangladesh celebrating its 50th year as an independent country. Digital social innovation which prioritizes the transfer of tangible and intangible resources towards those in need, must be prioritized. To that end, #BacharLorai commits to continue connecting those who need help with those who want to help.

2020 Timeline



Designify: 35 digital portraits commissioned to a local artist to finance the distribution of 31 aid packages to marginalized communities.



Art for Cause: a collective of young artists raising awareness on burning social issues through art and culture.

Canadian Alliance of Bangladeshi Students' Associations: 10 BSAs coordinated efforts to support two projects - "Beds for Bangladesh" and "The O2 Fund".



2020 Visualized



Legend



170 Oxygen Cylinders



5000 Care Packages



70 Hospital Beds



2600 Relief Packages



1000 Respiratory Masks



5000 Sanitary Pads



205 PPE Suits



9 Capital Upgrades

UNSDG Alignment

#Bacharlorai's focus areas were developed based on Prime Minister Sheikh Hasina's 31 point directive to fight the coronavirus. The map of Bangladesh shows divisional distribution of #BacharLorai aid efforts in the spirit of the United Nation Sustainable Development Goals.



Acknowledgements





THE #BACHARLORAI MOVEMENT

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Ahnaf Zarif Rahman
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Aminur Khan
Angela Vilasi
Anil Wasif
Arya Bhai
Asha Begum
Athar Ali Khan
Baiyazeed Hassan
Boby Islam
Dameer Khan
Dipto Biswas
Eshita Sharmin
Fareeza Hasan
Farhan Ahmed
Farhana Ahmed
Farhim Zaman
Farhin Chowdhury
Fariha Mahtab
Farnaz Ahmed
Farin Faruk
Faysal Bin Salah
Foysal Uddin
Hafiz Uddin
Hasib Mohamed Ali
Ifaz Iqbal
Imrul Islam
Ishraq Mostafa
Javedur Rahman
Juneyna Frances Kabir
Karishma Roy

Kaynat Chowdhury
Khaled Mosharraf
Khan Obyoy Azad
Khayrul Alam
Kimi Arif
Lamisa Kabir
Lulu Marzan
Mahdia Chowdhury
Mahia Rahman
Maisha Ahmed
Maisha Kabir
Marzana Kashfiya
Marzooq Haq
Mashiyat Wahid
Mayeesha Mahmud
Mehraj Masud Sinha
Mir Jamiur Rahman
Mir Sakib
Mohammad Kadar
Mohammed Ullah
Muntaqim Mehtaz
Mushfique Malik
Nabanita Nawar
Nabiha Zaman
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Nabila Kauser
Nafiz Yeasir Rahman
Nahiyan Naser
Namit Kabir
Namreen Sayeed
Navid Faiyaz
Nayer Sultana
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Nisharga Hossain
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Parsha Iqra
Purna Roy
Pinky Peya
Rabez Islam

Rabib Alam
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Rakinul Huq
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Rasheed Rafiul Islam
Sumaiya Pasha
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Rushmi Jamil
Sadaf Chowdhury
Safat Islam
Saiyara Shama
Sakib Ahmed
Samannoy Ghosh
Samiha Hossain
Shafayat Syed
Shafquat Rabbee Anik
Shagufe Hossain
Shahin Muttalib
Shahrukh Ahmed
Shahzor Khaled Hossain
Sharaf Nafees Nazaar
Shoron Rahman
Sonal Kukreja
Sumaiya Pasha
Sunny Roy
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Zainah Azam
Zakia Taj
Zarin Rashid
Zerif Ahmed
Zubana Khan

Zayan Shamayeen

We would like to express our immense grief at the untimely loss of a uniquely committed member of our movement.

As a friend of several founding members of #BacharLorai and someone who had a deep sense of duty towards Bangladesh, Zayan reached out to our team at the onset of the pandemic.

His primary concern: supporting the country in its toughest hour.

Zayan had a life long struggle with chronic epilepsy but he never allowed his condition to stop him from pursuing his dreams. From raising awareness regarding epilepsy to being an active member of his community, Zayan's reach was undoubtedly far and wide.

Thank you for living life to the fullest.

Thank you for being helpful to the other person at every stage of your life.

Thank you for representing the very best in a human being throughout the 25 years you lived on this earth.

We will miss you.

Masthead

Aaraf Ahmed
co-founder

Aftabuddin Ahmed
co-founder

Aminur Khan
co-founder

Anil Wasif
co-founder

Farhim Zaman
co-founder

Tahmid Khan
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Talha Khan
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A grayscale photograph of a person from behind, walking away from the camera through a dry, open landscape. The person is carrying two large, full white plastic bags, one in each hand. They are wearing a dark long-sleeved shirt and dark pants. The background shows a flat, arid landscape with some sparse vegetation and distant hills under a bright sky.

www.bacharlorai.com



we aim to inspire everyone to join the fight