



Nayantara Commnications

Nayantara Communications

Asiatic Centre, House 63, Road 7/B
Block H, Banani, Dhaka 1213

Tel : 9861770, 018-9219909, 017-16993656
Fax : +880-2-9861770
Email : shahalam@nayantaracomm.net

Established : 2004
Chief Executive : Sara Zaker
ECD Contact Person : Shah Alam
Outreach Director

ECD Programme at a Glance:

Programme Title and Components

Programme Title: Sisimpur

Components: Sisimpur television series, sisimpur outreach, education and research & public relation



Target Population and Coverage

Target group: Children & parents
Age group and participants:
3-6 years: 800,000 children through television &
131,256 children through outreach project
18+ years: 20,000 parents through outreach project
Gender: Male & female
Socio-economic status of participants: Rich,
middle class, poor & hard-core poor
Disabled: Yes
Community: Rural, sub-urban, urban, haor area,
hill tracts & island
Area coverage: District 59, Division 6
Districts covered: All the districts except
Shariatpur, Narail, Ranganmati, Khagrachhori &
Lakshimpur

Training and Material Development

Implement training: Yes
Trainees: Teachers/caregivers of own
programmes and parents
Source(s) of materials: Produce own materials
Materials produced: Play materials, books,
manuals & supplementary reading materials
Other publications: Sisimpur television series

Other Information

Starting year of ECD programme	2004	
Staffing	Management: 07	Operational: 92
Partnership	Yes	
M&E system	In place	
Funding source(s)	Donor	