

National Strategic Plan 2021



BANGLADESH SCOUTS



National Strategic Plan, 2021

Bangladesh Scouts

June, 2016

Bangladesh Scouts

SWOT analysis

Strength:

- Organizational Structure up to unit level.
- Existing Human Resources
- Characteristics of Scouting
- Image of Scouting
- Commitment of Scout Leaders at all level
- Government support
- Community acceptance.

Weakness:

- Lack of quality involvement of Scout Leaders.
- Poor visibility of Scouting.
- Lack of co-ordination among the departments within the organization.
- Lack of proper implementation of youth program.
- Poor management capability.

Opportunities:

- Huge potential young people.
- Government support
- Support from different segment of Society
- Scout policies
- Scope of involvement of potential people
- Scope of utilization of human & material resources.

Threats:

- New education policy
- Coaching system in education.
- Recent government circular
- Too much dependency on the government support
- Other youth organizations

Mission:

"The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help building a better world where people are self-fulfilled as individuals and play a constructive role in society."

[Adopted at the 35th World Scout Conference, Durban, South Africa in 1999].

Illustrating both the local and global impact of Scouting, the Mission of Scouting has been captured in World Scouting's brand as "Creating a Better World".

Vision:

By 2021 Bangladesh Scouts envisions to grow quality membership to 2.1 million by offering educational challenging programs for young people to be active citizens towards creating positive changes in the community.

[Adopted at the 232nd National Executive Committee Meeting Dated 21 June 2016]

Strategic Priorities:

Priority- 1 : Young People

To provide young people with exciting and challenging youth programs to develop their full potential, holistically and involve them in decision making process.

This priority includes:

- (a) Youth Program
- (b) Youth Involvement

Priority- 2 : Adults in Scouting

To improve the competency of adult leaders in order to implement the youth program and manage the organization efficiently and effectively.

This includes:

- (a) Training
- (b) Appraisal
- (c) Recognition

Priority-3 : Governance & Finance

To strengthen and effectively manage the organization, financial resources and infrastructure for maximize sustainability and transparency.

This includes:

- (a) Organization
- (b) Management
- (c) Resources
- (d) Financial Management
- (e) Research & Evaluation
- (f) Scout Foundation

Priority-4 : Scout Profile

To enhance the internal and external communication in order to improve the image of Scouting.

This includes:

- (a) Communications
- (b) Public Relation & Marketing
- (c) Image Branding

Priority-5 : Community Development

To involve in community service and community development to construct the image and ability of the movement.

This includes:

- (a) Partnership
- (b) Messenger of Peace (MoP)

Priority-6 : Membership Growth

To increase overall membership and reaching out to more diverse segments of society and maintaining the appropriate gender balance at all levels. To increase membership to **1.8 million** by 2018 and **2.1 million** by 2021.

This includes:

- (a) Community Based Scouting
- (b) Girls-in-Scouting
- (c) Extension Scouting

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Strategic Priority- 1 Young People

To provide young people with exciting and challenging youth program to develop their full potential, holistically and involve them in decision making process.
This priority includes:

a) Youth Programme :

Objective	Action Plan (Steps)	Responsibility	2016-2018	2019-2021
			Time frame	Time frame
Objective- 01 To review and adopt the revised youth program by June, 2016 and implement beginning January, 2017	1. Conduct a Program review workshop at national level	Prog. Div.	May/16	
	2. Compile the Workshop recommendations	Prog. Div.	Dec/16	
	3. Approval of the program committee	Prog. Com.	May/17	
	4. Approval of the Executive committee	EC. BS	July/17	
	5. Approval of the National Council	EC. BS	July/17	
	6. Publish the revised youth program book	Shop	Nov/17	
	7. Conduct 12 echo workshop on regional level to orient leaders and disseminate the revised program and support materials	Region /Prog. Div.	Jan/18	
Objective- 02 To produce program related required books by December, 2017	1. Form a task force to draft the handbooks for 3 sections (Cub Scout, Scout & Rover Scout)	Prog. Div.	Dec/17	
	2. Conduct a workshop at national level to get the feedback on the draft handbook	Prog. Div.	Feb/18	
	3. Submit draft handbook to the National Program Committee for approval.	Prog. Div.	Mar/18	
	4. Publish handbooks.	Shop	June/18	
Objective- 03 To maintain the stock availability of youth program related books and badges in scout shops at regional level by June 2016 at district level by June 2017 and at Upazilla level by June 2018	1. Enlist the minimum inventory items to be available in each scout shop at all times and share it with respective shop managers	Prog. Div. / Shop	Dec/17	
	2. Collect orders from shops at various levels and supply in time.	Shop	Mar/17	
	3. Receive quarterly inventory reports from respective shops for monitoring purposes	Shop	June/17	
	4. Submit bi-annual report to the shop committee, NPC and respective DRC(P)	Shop / Prog. Div.	Dec/17	

Objective-04 In addition to the regular activities, organize Rally, Jamboree, Camporee, Creative Camp, CD Camp and Rover Moot at all levels by June, 2018	1. Organize a National Rover Moot with International participation	Prog. Div.	Jan/17	
	2. Organize National Jamboree for Scouts with international participation.	Prog. Div.	Jan/18	
	3. Organize Regional Scout Rally, Camporee and moot.	Prog. Div.	Dec/17-18	
	4. Organize National Cub Camporee.	Prog. Div.	Dec/20	
	5. Organize District Rally, Camporee and rover Moot.	District	2017-18	
	6. Organize Upazila rally and camporee.	Upazila	2016-17	
	7. Organize creative camp at regional and national level	Prog. Div. / Region	2020-21	
Objective-05 Implementation of progressive program and to Charest the number of Shapla, P.S & P.R.S in each year	1. Organize a P.L. course, Badge course at district and upazila levels and Rover mate, Badge course at district levels	District /Upazila	Regular	
	2. Ensurement of regular weekly Pack, Troop & Crew meeting.	Unit Leader/ Upazila/ District	Regular	
	3. Enhancement of P.R.S. / P.S. / Shapla Cub award.	Upazila/District /Region	Regular	
Objective-06 Implementation of camp for special need scouts, Open scout and also arrange ICT knowledge base activities at all level	1. National Agony	Exten. Div	2017	
	2. Community based Camp	Exten. Div	2018	
	3. ICT Camp at National, Regional and District / Upazila level	ICT	2018	

b) Youth Involvement :		Action Plan (Steps)	2016-2018		2019-2021	
			Responsibility	Time frame	Time frame	Time frame
Objective-01 To review the youth Involvement situation of Bangladesh Scouts and adopt a policy by 2017	Objective-02 Implement the policy at all level by 2020	1. Organize youth Involvement policy workshop at Region & National level. 1. Publish book on youth involvement policy 2. Organize workshop for implementation of policy	Prog. Div.	Dec, 17		
			Prog. Div. Prog. Div.	Dec/16 2017		

Strategic Priority- 2 Adults in Scouting				
To improve the competency of adult leaders in order to implement the youth program and manage the organization efficiently and effectively. This includes:				
Objective	Action Plan (Steps)	Responsibility	2016-2018	
			Time frame	2019-2021 Time frame
a) Training :	1. Conduct at least 360 Orientation Course annually	Training Division	Regular	-
	2. Conduct at least 120 Cub Leader basic course and 30 Cub leader Advanced Course annually	Training Division	Regular	-
	3. Conduct 90 Scout Leader Basic Course and 30 Scout Leader Advanced Course annually	Training Division	Regular	-
	4. Conduct at least 30 Rover Leader Basic Course 05 Rover Leader Advance course annually	Training Division	Regular	-
	5. Conduct at least 30 Cub Leader Skill Course, 30 Scout Leader Skill Course & 05 Rover Leader Skill Course Annually	Training Division	Regular	-
	6. Conduct at least 2 CALT annually	Training Division	Regular	-
	7. Conduct at least 2 CLT annually	Training Division	Regular	-
	8. 2 Trainers Advancement Course Annually	Training Division	Regular	-
	9. Conduct 3 Commissioners, 3 Secretaries course annually	Training Division	Regular	-
	10. Conduct 20 group president Course annually	Training Division	Regular	-
	11. Conduct 4 Upzila and District Scout Leaders / Cub Leaders Course annually	Training Division	Regular	-
	12. Conduct 2 Financial Management Course annually	Training Division	Regular	-
	13. Conduct 2 National Trainer's Conference	Training Division	Regular	-
	14. Conduct Regional Trainer's Conference annually.	Training Division	Regular	-
	15. Arrange Skill Development Course (ICT, Language etc)	Training Division	Regular	-
Objective-02 To implement National Adult Resources policy at all levels by December, 2017	1. Produce relevant publications and tools on AIS	AR Division	May/16	-
	2. Organize an AIS Workshop at National Level	AR Division	June/16	-
	3. Organize workshops at regional level	Region	Sep./16	-
	4. Actions for implementation of the policy from National to Unit level	AR Division	Jan./17	-
	5. Annually evaluation of the implementation status	AR Division	Dec./17	-
b) Appraisal :				
Objective-01 Evaluate the performance of Adult leaders and recognize them.	1. Develop performance indicators	AIS Division	May/16	-
	2. Publish & Disseminate the information by arrange workshop at national and regional level	AIS Division	June/16	-
	3. Implementation collect report by District		July/16	-
c) Recognition :				
Objective-01 Implement Recognition system at all levels by December, 2018	1. Organize a Recognition System Workshop at National Level	AR Division	Nov./17	-
	2. Organize workshops at regional / District level	Region / District	Nov./18	-

Strategic Priority-3 Governance & Finance

To Strengthen and effectively managed the organization, financial resources and infrastructure for maximize sustainability and transparency.
This includes :

a) Organization :

Objective	Action Plan (Steps)	Responsibility	2016-2018	2019-2021
			Time frame	Time frame
Objective-01 In line with organization and Rules activate Executive committees beginning all 2016 and ensure they are functional at all levels by June, 2017	1. Collect information about active and in-active committee through region	Upazila / Zilla / Region		
	2. Conduct a workshop at regional level to brief key district committee members on their duties and responsibilities.	Region	July/16	
	3. Regional commissioner to submit report NC (Org.) on the frequency of the meeting on annual basis.	Region	Aug./16	

b) Management :

Objective-01 To strengthen professional scouter services at all levels	1. Revise the existing organogram of Bangladesh Scouts at all level and recruit professional Scouters to cover all the District Headquarters by 2018	NHQ		
	2. Conduct Basic Management Courses for newly recruited professional scouters in collaboration with the WSB/APR by 2020	NHQ		
	3. Conduct Staff Management Conference for all Professional Scouters by Regularly	NHQ		
Objective-02 To ensure effective role of the members of the National Executive Committee, Regional Executive Committees and Sub-Committees and National and Regional Staff	1. Hold at least 4 regular meeting of the National Executive Committee and Regional Executive Committees and at least 6 meetings of the concern sub-committees at the National and Regional levels to review and monitor the progress of the implementation of their plans of Action	NHQ/Region		
	2. Work with the Task Force / Monitoring Committee on a regular basis for review and monitoring of the progress of the implementation of the Regional as well as National Growth Plan from 2016-2021	NHQ/Region		
	3. The implementation of the Growth Plan to be reviewed in every National / Regional Multipurpose Workshop	NHQ/Region		
Objective-03 Implement Risk Management Policy at all level by December, 2017	1. Form a takes force to study relevant risk management policies from WCSM/NSO and make a draft policy	Region	May/16	
	2. Draft National Risk Management Policy	NHQ	May/16	
	3. Submit draft policy for approval.	NHQ	May/16	
	4. Conduct of workshop to disseminate and create awareness on the policy.	Region/NHQ	April/16	

c) Resources:					
Objective- 01 To establish all district office premises with full facilities by June, 2018	1.	Collect data about the position and facilities of district offices	District	July/16	
	2.	Conduct feasibility study to identify district for office buildings.	District	Aug./16	
	3.	Select district based on the study report	District	Sep./16	
	4.	Submit proposal to the development committee for recommendation	District	Oct./16	
	5.	Submit proposal to the NEC for approval	District	Oct./16	
	6.	Allocate fund (Portal) to establish office	District	Nov./16	
Objective- 02 To increase 100% income from own resources at national and regional level annually beginning July, 2018	1.	To build 20 stored Scout Satabdi Bhaban in Dhaka.	NHQ	Aug./16	
	2.	Develop and extend scout shop at all level	Reg./Zilla./Upazila	Sept./16	
	3.	Infrastructure rent, project (Fisheries, Nursery & Poultry etc) Increase income at NSTC and regional level	NHQ/Region	July/16	
Objective- 03 To strengthen Professional Scout Executive services at all levels	1.	Revise the existing organogram	NHQ/Reg/Dist	July/16	
	2.	Recruit Professional Scout Executive	NHQ	July/16	
	3.	Conduct Skill Development Course for Professional Scout Executive	NHQ	Aug./16	
	4.	Arrange Staff Management Conference (SMC) Annually.	NHQ	June/16	

d) Financial Management :			
Objective- 1 To review financial management system by January, 2016 and fully implement at all levels by December, 2018	1. Organize a National Financial Management system review workshop	NHQ	April/16
	2. Formulate a task force for recommendation	NHQ	May/16
	3. Submission of approved document	NHQ	May/16
	4. Publish approved document	NHQ	June/16
	5. Workshop for awareness	NHQ/Reg.	July/16
	6. Circulate published document	NHQ	Aug./16
	7. Echo workshop at regional level	Region	Sep./16
	8. Implementation	Region	Oct./16
	9. Evaluation	Region	Nov./16
Objective- 2 To strengthen the financial resources and Management of Bangladesh Scouts to cope with the financial requirements of its growth plan.	1. The Finance Sub-committee of Bangladesh Scouts in close co-ordination with the treasurers of Regional Scouts will periodically review the financial requirements and set budget forecast of support Growth Plan.	Accounts Div.	
	1. Enhance the all tiers by collect fee & fund for strengthening financial position at Regional and local levels.	Region/District	
	2. Hold fund raising and Financial Management Seminars in all the regional Headquarters.	Region	
Objective- 3 To assist Regional scout in strengthening its financial resources and management.	3. Supply service of Bangladesh Scouts be geared up with commercial zeal to make it a fund generating institution. Scout shops be established in the towns attached to Regional Headquarters to cater to the needs of the local users.	Region	

e) Research & Evaluation :			
Objective- 01 To Conduct an operational Resource to manage quality of scouting base line and end line.	1. Conduct an end line to measure the improvement of quality of scouting	NHQ	Dec./21
	2. Start the process of a quality office by ISO		June/16

f) Scout Foundation :			
Objective- 01 To ensure participants of all level leaders in Scout Foundation	1. Advocacy to all adult leader	NHQ/Region	Dec./16
	2. Be a member of Scout Foundation	District	2016
	3. Conduct half day long workshop on Scout Foundation all over the country	NHQ/Region/District	Dec./17
Objective- 02 To fix the target of the Foundation for generating a fund of Tk. 50 Crore by 2021 and financial help for scout activities	1. Motivate and enlist members to the foundation to raise at least Tk. 10 crore each year beginning 2016	NHQ	
	2. Regularly financial help for scout activities from the interest of Foundation Fund.	HNQ	

Strategic Priority- 4 Scout Profile

To enhance the internal and external communication in order to improve the image of scouting.
This includes:

(a) Communication :

Objective	Action Plan (Steps)	Responsibility	2016-2018	2019-2021
			Time frame	Time frame
Objective-01 To improve the National, Regional and Global image of Scouting in Bangladesh.	1. Create a data base from NHQ to Upazila	PRM, RHQ, Dist. Upazila	Dec 18	2021
	2. Establish linkage and relationship with related organizations.	PRM	Regular	-
	3. Arrange TV & Radio Program regularly	PRM	Regular	-

b) Public Relation & Marketing :

Objective-01 Promote Scouting in all level	1. Publish Poster, Leaflet, Documentation, Calendar, Film, Video for the awareness of young people & parents.	PRM	December 18	2021
	2. Develop and rescheduling the Agradoot program in BTV	PRM	Dec 17	2021
	3. Increase the Agradoot circulation.	PRM	Dec 18	2021
Objective-02 Promote Scouting Through website, Social Media and film.	1. Update the Bangladesh Scouts Website regularly	ICT, NHQ	Do	Do
	2. Open and Update the regional Scouts Website regularly	RHQ	Dec 18	2021
	3. Organize Photography competition	PRM	Oct 18	-
	4. Create new accounts and page on facebook by all region, district, upazila, unit also and update regularly	RHQ, Dist, Upazila, Unit	Dec 18	2021
	5. Publish monthly Inbox news Letter	PRM	Dec 18	2021
	6. Publish monthly Agradoot regularly and make it available to all concern.	PRM	Regular	

(c) Image Branding :		Objective	Action Plan (Steps)	Responsibility	2016-2018	2019-2021
					Time frame	Time frame
Objective-01 Encourage Regional, District and Upazila Scouts to prepare a media contact list and coordinate the issuance of press release for major scout events.	1. Formation a Media taskforce/ Media Team RHQ to Upazila Level under the leadership of DRC/AC (PR & Marketing)	NHQ, RHQ District & Upazila	Aug./17	2021		
	2. Make proper communication with local Press Club	RHQ, District & Upazila	Dec./17	2021		
	3. Collect Media address & contact number at all level and create media link.	NHQ, RHQ, District & Upazila	Sep./17	2021		
	4. Make contact with Local Radio Station for broad casting the local scout program.	RHQ, District	Dec./17	2021		
	5. Organize a workshop on Public Relation & Marketing at Regional levels.	NHQ, RHQ	Dec. 17	2021		
Objective-02 Include Media Partner in all large scout events at National & Regional Level	1. Linkage with Print, Electronic, Online Media and Radio.	NHQ, RHQ	Dec/18	2021		
Objective-03 In collaboration with Regional Scouts publish/ broadcast stories of high profile personalities who are scout or former scout.	1. Collect stories of high profile personalities from region & districts.	NHQ, RHQ	Dec/18	2021		
	2. Publish/ broadcast the stories	NHQ	Dec/18	2021		
Objective-04 Disseminate more attractive and informative tools for program and training in the Bangladesh Scouts website	1. Collect information from region & district scout and update website regularly.	ICT, NHQ	Do	Do		
	Objective-05 Publish booklet on Marketing of scouting	PR & Marketing	March/18	2021		
Objective-06 Branding of Scouting	1. Tree Plantation by scouts at all level in a particular area.	CD, NHQ, RHQ, Dist.	July 18	2021		
	2. Cleaning Program in all City area and observed a Cleaning day through Scouts.	CD, NHQ, RHQ, Dist	Dec 18	2021		
	3. Create "May I Help you" booth at different Rail, Bus, Lunch station before and after Eid Festival and Eestama.	CD, NHQ, RHQ, Dist	Dec 18	2021		
	4. Produce quality Scout Uniform, Book, Badge, T-Shirt, Cap, Polo shirt, Shocks, Jacket, Tie, Pen, Note Pad, Folder etc.	Scout Shop	Dec 18	2021		
	5. Organized Image Branding and Marketing Workshop at regional level.	PRM	Feb 18	2021		
	6. To show Banner and Festoon in all service center by scouts	NHQ, RHQ, Dist., Upazila	Dec 18	2021		

Strategic Priority-5 Community Development

To involve in community service and community development achieve for the image and ability of the movement.
This includes :

(a) Partnership :

Objective	Action Plan (Steps)	Responsibility	2016-2018	2019-2021
			Time frame	Time frame
Objective- 01 To assist regional scouts in strengthening its knowledge to plan and implement CD projects at District and Upazila levels.	1. To plan and implement Community Development Project in the region organize seminars regionally technical knowhow of the project.	CD	May/16	2021
	2. Organize project evaluation seminars at regional levels on going CD projects by 2016	Region	Aug./16	
Objective- 02 To assist regional scouts to promote CD Award Scheme in order to ensure involvement of more young people to actively participate in the CD projects thereby earn related proficiency badge.	1. Organize work-camps during long holidays in order to involve young people in the projects to earn related proficiency badges to encourage CD Award Scheme among the young people working in the projects.	District	Oct./16	
	2. Arrange film shows in the project areas to encourage CD Award Scheme among the young people working in the project.	CD	Nov./16	
Objective- 03 To promote cooperation for exchanging community development concept and experience with the member scout organizations of the Asia-Pacific Region & WOSM	3. To arrange Annual Disaster Response scout camp at National level.	National	Dec./16	
	1. Arrange inter-country visits for young people to attend community development camps.	CD/International	Dec./16	Feb./17
	2. Involving Bangladesh Scouts with other national scouts organizations in partnership project.	CD (CJKB-B)	Feb./16	2017
Objective- 04 To help regional scouts adopt projects to create awareness among the community members on environmental hazards.	3. Involving Bangladesh Scouts with other International NGOS/UN bodies for organize partnership community development projects.	CD		
	1. Arrange to observe world environment day on 5 th June every year to create awareness among the community members.	District	June/16	
	2. At least one a forestation project to be undertaken by each upazila scouts to help solve ecological imbalance	Region/CD		
Objective- 05 To implement at least one Community Development Project in each district by June, 2016	3. Environmental education to be enhanced in the program of each section and also in the adult leader training schedule.	Region	March/16	
	1. Identify need based CD Project and submit the project.	District	March/16	
	2. Implement project	District	April/16	
	3. Evaluate the project	CD	May/16	
Objective- 06 To open new TTL scout unit at all city in the country	4. Submit the report	CD	June/16	
	1. Make a video on TTL activities.	CD		
	2. Organize Workshop at National & Regional levels.	CD		
	3. Organize TTL Scout Camp at National & Regional Levels.	CD		

b) MoP :			
Objective-01 To establish harmony with the minority communities	1. To arrange national & regional workshops on strengthen relation & peace with minority communities. 2. By the support of WSB / APR Bangladesh Scouts will be taken project implementation to MoP activities	MoP	
		MoP	

Strategic Priority- 6 Membership Growth

To increase over all membership and reaching out to more diverse segments of society and maintaining the appropriate gender balance at all levels.
To increase membership to 1.8 million by 2018 and 2.1 million by 2021.
This includes :

Objective	Action Plan (Steps)	Responsibility	
		Proposed	Revised
Objective-01 Incomplete unit into a complete unit.	1. Regular Monitoring from Region, District & Upazila level. 2. Arrange workshop District & Upazila level.	Growth/Org.	
Objective-02 By opening more unit in educational institute	1. Issue GO from educational ministry. 2. Regular Monitoring from Region, District & Upazila level. 3. Arrange workshop District & Upazila level.	Org. Org. Growth	

(a) Community Based Scouting :

Objective-01 To open new community based Scout group at Upazila & District levels.	1. Arrange workshop National, Regional & District level. 2. Arrange incentive for Open New Scout Group. 3. Regular Monitoring from Region, District & Upazila level.	Ext. Scouting Ext. Scouting Ext. Scouting	
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b) Girls in Scouting :

Objective-01 Increase Girl-in-Scouts Member 10% to 40% by 2021	1. Arrange workshop at National, Regional & District level for Open New Girl-In-Scout Unit. 2. Arrange incentive for Open New Scout Group. 3. Regular Monitoring from Region, District & Upazila level.	GIS GIS GIS	
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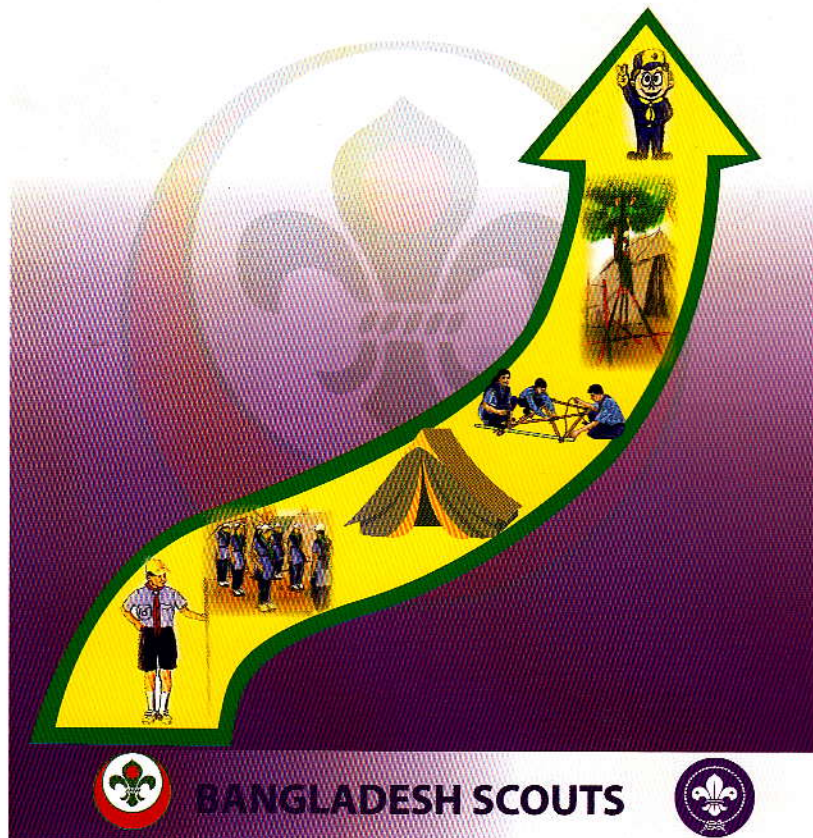
c) Extension Scouting :

Objective-01 All of the kindergarten schools, street children's and special needed children to bring Scouting	2. Arrange workshop at National, Regional & District level. 2. Arranged incentive for Open New Scout Group. 3. Regular Monitoring from Region, District & Upazila level.	Ext. Scouting Ext. Scouting Ext. Scouting	
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Note:

1. National Strategic Plan will be evaluated at Regional level every year.
2. National Headquarters will evaluate National Strategic Plan every two years.
3. A National Strategic Plan Implementation & Evaluation Committee will be responsible for implementation and mobilization this plan with the support and consultation of Region, District and Upazila Scouts.
3. Executive Director of Bangladesh Scouts will act as the member secretary of the committee.
4. National Strategic Plan Implementation & Evaluation Committee will arrange necessary fund for its implementation.

National Strategic Plan 2021



BANGLADESH SCOUTS

