



SSS Bulletin

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**Brahma Cow Rearing
A New Dimension of Self-reliance**



64 Students Receive Scholarship

A total of 64 meritorious students, 31 from Tangail and 33 from Jamalpur received scholarship with financial support from PKSf. Each of the students got Tk. 12,000 as scholarship money and a total of Tk. 7.68 lac was distributed among them from PKSf.

Under Tangail-1 zone of SSS, 16 students received scholarship. On this occasion, a scholarship distribution ceremony was organized on 31 July morning in the conference room of SSS Head Office.

Laila Khanam, District Education Officer of Tangail was present at the ceremony as chief guest. Md. Aminul Islam Khan, Deputy Director (Credit) presided over the ceremony whereas Sadhan Chandra Goon, Director (Training) and Santosh Chandra Paul, Director (Credit) spoke at the ceremony as special guests. At that time, zonal manager of Tangail-1, concerned area and branch managers, guardians of scholarship obtaining students and officers and staffs of SSS were present.

On 31 July, a ceremony held in Ghatail branch of Tangail-2 zone, Tk. 12,000 as scholarship money was distributed among each of the 15 students.

On the other hand, a total of 33 meritorious students received scholarship under Jamalpur zone on 21 July and each of them got Tk. 12,000 at hall room of Unnayan Sangha, Jamalpur.

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Editorial

Lack of Intention and Coordination is the Main Obstacle: Perspective of the Developing Economy

Our rural agriculture-based economy possesses a great deal of possibilities and potentialities. In spite of having intensive poverty and unemployment, we have thousands of opportunities and potentialities around us. The alternative use of resources (knowledge and physical assets) lies at the root of development and capabilities that ultimately accelerates the gradual progress of income and resources.

Superficially, main obstacles for development are: inclination and intellectual impediments, reckless transfer of training and technology, shortage of capital and the social background. But there are a number GO-NGOs (microcredit, banking and other financial institutions) in the country working for capital-supply. Besides, youth development, social welfare, directorate of women affairs, BRDB and various other local and foreign development organizations have been acting at the district and upazila level for training and human development.

In every sector, indifference, social background and the lack of coordination among different GO-NGOs are fundamental problems for development. Initiatives should be taken to ensure proper use of resources and opportunities at every sector--individual, family and society. Regional sustainable and public-oriented plannings should be implemented in coordination with government and non-government initiatives.

In the rural area, there are many uncultivated lands and thousands of ponds and lakes being unused for years. Some fruit and expensive timber trees can be planted around the house appropriate to the quality of the soil. Some lemon, papaya and pepper plants can also be planted in the homestead. Apart from that, vegetable gardens, poultry and small livestock farms can be raised. The unused ponds and lakes can be reformed and different fishes can be cultivated in there. Even different green vegetables and fruit gardens can be established at a tolerable level on the roofs and corridors in the urban area.

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SSS observes the National Mourning Day, Death Anniversary of Bangabandhu Sheikh Mujibur Rahman

Like every year, Society for Social Service (SSS) observed 43rd death anniversary of the father of the nation Bangabandhu Sheikh Mujibur Rahman this year too with due respect. On this occasion, SSS adopted month-long different programs.

In line with its continuity, a special meeting was held in the office room of the executive director of SSS on 1 August. In the meeting, Abdul Hamid Bhuiyan, Executive Director of SSS put importance on observing the 43rd death anniversary of Bangabandhu Sheikh Mujibur Rahman both at the central and field-level offices of SSS. The high officials of the organization were present at that time.

To show respect to the day, officers and staffs from all sectors of SSS wore black badges throughout the month of August. Besides, the banners showing "15 August National Mourning Day-2018, we wish peace upon disembodied soul of the father of the nation Bangabandhu Sheikh Mujibur Rahman on his 43rd death anniversary" were hoisted in 353 branch offices as well as the head office.

A discussion meeting was held in the conference room of SSS Head Office at 10 am on 4 August (Saturday). The Executive Director Abdul Hamid Bhuiyan presided over the meeting whereas Abdul Latif Miah, Director, Sadhan Chandra Goon, Director, Santosh Chandra Paul, Director, Mahbubul Haque Bhuiyan, Director, Md. Mujibur Rahman, Deputy Director, Md. Kamrul Ahasan, Deputy Director, SM Yahia, Deputy Director, Aminul Islam Khan, Deputy Director, Mazharul Haque Bhuiyan, Deputy Director, Ahsan Habib, Deputy Director, Mubarak Hossain, Assistant Director, Shamsul Arefin, Senior Program Manager, Faisal Ahmed, Program Manager, zonal managers and some senior officials of SSS participated in the meeting. In the discussion, the executive director of SSS Abdul Hamid Bhuiyan reflected on various events of childhood, adolescence, youth and professional life of Bangabandhu Sheikh Mujibur Rahman.



Tree plantation campaign under the cultural and sports program of SSS, a total of 400 students of two high schools get saplings of various trees



Milad Mahfil held on the occasion of the death anniversary of Bangabandhu Sheikh Mujibur Rahman at SSS Head Office

SSS led a rally on 15 August; the rally reached Poura Udyan and joined the main rally led by the District Administration. Then it marched around different places of Tangail and ended up at the Shilpakala Academy. Besides, branch offices of SSS also participated in the rally and different programs organized by the respective district and upazila administrations around the country.

A prayer was conducted and a discussion meeting was arranged before the prayer for the father of the nation on 15 August. In the meeting, the executive director Abdul Hamid Bhuiyan said that Bangabandhu Sheikh Mujibur Rahman has extraordinary contribution to our independence. Sheikh Mujib will be remembered as long as Bangladesh survives. Then a Milad Mahfil was conducted. After the Mahfil, officers and staffs of SSS wished peace upon the disembodied souls of Bangabandhu Sheikh Mujibur Rahman and his martyred family members and relatives.

Different offices of SSS at the field level also organized Milad Mahfil and discussion meetings on the occasion of the death anniversary of Bangabandhu Sheikh Mujibur Rahman. Some delegates from SSS Head Office were present in the meetings.

Distribution of 400 plants

Tree plantation campaign of SSS

SSS facilitated a tree plantation campaign under the sports and cultural program of PKSf on 23 September. Under the daylong activities, four hundred fruit and timber saplings were distributed among students of Binnafair High School and SSS-Poura Ideal High School of Tangail Sadar upazila.

The slogan of the tree plantation campaign was, "Decorate our cities, lives and nature with trees and thus save our green environment for the future."

With financial support from PKSf, SSS facilitated the tree plantation campaign in Binnafair High School at 10 am and in SSS-Poura Ideal High School at 3 pm on 23 September. Apart from distributing saplings among the students, SSS also planted some trees in the school compound. At that time, teachers of the schools and officers and staffs of SSS were present.

The distributed plants were: mango, berry, litchi, guava, sapodilla, jamrul, neem, mahogany, eucalyptus, teak tree etc.

Brahma Cow Rearing: a New Dimension of Self-reliance

Livestock is an important component of our agriculture-based economy. In every rural house, poultry, livestock and other domestic animals are reared. Directly about one crore and indirectly 50 lac people are engaged in livestock rearing (source: Bangladesh Economic Review 2013). These 1.50 crore people contribute to the nutrition-supply for the entire country. Domestically, 2.40 crore cows are reared in our country (Bangladesh Economic Review, 2016-17). But the methods they use cannot prove to be much more profitable for them. They need to rear high productive breeds of cows in improved methods. Brahma is such a breed of cow. Normally, this breed of ox can grow about 400 kilograms (10 maunds) in a year and 1,200 kilograms (30 maunds) in three years.

The Background of the Breed

The Brahma cow is a fast-growing breed. It is very much habituated to our weather having comparatively high immunity. On the other hand, it requires less cost of rearing compared to native cows because Brahma is an ancient breed of our continent. A researchers' team visited India, Bangladesh and other surrounding area from 1854 to 1926 and collected 266 oxen and 22 cows for breed development. One of their transformed breed was Brahma. Presently, it has been well-known as an American breed.

In order to defend milk deficiency, different milk-producing cow breeds were researched in the post-independence period. But there was no mentionable projects adopted for beef production, although there was a growing demand for beef. Bangladesh Livestock Directorate thought about it and took initiatives to adopt Beef Cattle Development Project. The project experimentally imported 10 thousand semen specimens of Brahma in 2008. More 60 thousand semen were also imported after different-level examination and observation. 37 thousand of them were inserted into the cows in different area of the country. The Brahma oxen produced from them were brought to the Artificial Insemination and Research Center in Savar. At present, semen of Brahma are produced there following proper scientific method and supplied within the country.

Productivity and Demand

In every sector, the primary requirements for profit-gain are productivity, cost-reduction and demand. Brahma cow undoubtedly fulfills these three requirements. Our native cows grow up to 160 to 200 kilograms in three years whereas a Brahma cow can gain weight of 1,200 kilograms



within the period. A Brahma cow has five to six times more productivity compared to a native cow. On the other hand, a Brahma cow needs comparatively less cost to be fattened than a native-bred cow as it is habituated to eat normal and natural foods. The medical expense and mortality rate of a Brahma cow are also comparatively less as it has high immunity. Only improved cow-rearing system and necessary food-supply are enough for them.

The beef of Brahma has more demand compared to other animal meats. Now-a-days, the buyers or consumers are more conscious than before. They are now interested to take healthy and genuine foods. The Brahma cow fattening requires no medicines or chemicals and this cow genuinely produces a good amount of meats. This cow also takes natural and normal components as food. As a result, the Brahma beef is free from any poisonous materials, harmful fats and possesses more nutrition compared to native cow meats. So, the propensity and potentiality of demand of Brahma beef will be higher compared to that of other native cattle.

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Market Analysis

According to World Health Organization, a healthy and normal human being needs 81 kilograms of meats to eat to be active in a year. According to the statistics of Bangladesh Economic Review (2016-17), we have 14.35 million tons of annual demand for meats in our country, but we produce only 7.15 million tons of meats in a year. So, we have more than 50 per cent of meat deficiency compared to the overall demand. In order to meet this demand, we have to import 40 per cent of total meats from the neighboring countries including India. Considering this fact, the Brahma cow rearing has huge possibilities and potentialities in our country. There is also opportunities to export the beef after meeting the country-demand. But both government and non-government initiatives and their coordination are required in this sector.



A partial view of workshop on brahma cow rearing at the grassroots under the LIFT project of SSS

Nutritional Values

In our country, there are different concepts and views on eating beefs. Many people keep themselves away from eating their favorite food, beef considering different health risks. But in reality, beef is a tasty and adequately nutritious food. Regarding health risk, almost every food can be risky and harmful to our health if not taken in exact proportion and carefully. The food risk depends mainly on its production, preservation and cooking method. The meats production of Brahma cow follows natural and organic methods. As a result, the beef is comparatively free from fat and health-risk.

According to the analysis of the USA Agriculture Department, the Brahma beef contains high amount of protein. The protein is full of Amino Acid and its good for our bones and muscles. 100 grams of the beef contains 22.6 grams of protein and 2.6 grams of fat. It also has adequate minerals such as zinc, iron, selenium, phosphorus, magnesium, sodium, potassium, copper etc. These minerals keeps daily activities of our body active, protect and increase immunity of our body.

The beef of Brahma is filled with necessary vitamins too. It has vitamin B¹², B⁶, riboflavin and niacin. Vitamin B¹² is very important to our body. It is essential for our mental health. According to Harvard School of Public Health, our body needs 2.4 milligrams of vitamin B¹² every day. We can meet our daily needs of minerals, vitamins and protein by taking only three ounces (85.05 grams) of beefs every day. The cholesterol in Brahma beef does not put any harmful effect on our body. Those who are suffering from excessive cholesterol and heart or other chronic diseases, they must eat beef according to doctor's advice. On the other hand, fat and processed meats cause harms to our body. So we must eat fresh meats and avoid fatty, frozen and processed meats.

Initiatives of SSS

SSS has been working for a long time for the development of livestock sector. It has been implementing different activities on cow rearing and beef fattening. One of them is LIFT (Learning and Innovation Fund to Test New Ideas) project. A sub-project of LIFT is Alleviating Poverty through the Extension of High Beef-productive Cows (Brahma) project. SSS started to implement the project in August 2017 with financial support from PKSF. Main objectives of the project include: rearing Brahma cow in modern method, creating employment for poor people and increasing their income. SSS has been implementing the project in Sakhipur and Kalihati upazila of Tangail

Activities under the project include: establishing parent-stock farms, supplying semen of Brahma and high productive cows, establishing demonstration farms on Brahma cow rearing at the beneficiary-level, arranging necessary training, baseline survey and workshops and so on.

Apart from two above-mentioned upazilas, farmers from other regions in the working area will be eligible to take credits for Brahma cow rearing under Agrasar (entrepreneur) and Sufalan (Agriculture) credit program. For this purpose, they will get technical and other support from SSS.

Bangladesh Adolescents Conference 2018

Under the sports and cultural program of PKSF, SSS arranged the District-level (Tangail) Finale of Bangladesh Adolescents Conference 2018 on 29 July in the conference room of SSS Head Office. A total of 80 children and adolescents selected from different schools and colleges of Tangail Sadar upazila participated in various events of the competition. PKSF has been providing financial support in the program.

Shaheen Ashrafi, Secondary Education Officer of Tangail Sadar upazila was present as chief guest in the closing ceremony of the event. At that time, Abdul Latif Miah, Director (ECDP), Sadhan Chandra Goon, Director (Training), Santosh Chandra Paul, Director (Credit), Mubarak Hossain, Assistant Director (Publication), Shamsul Arefin, Senior Program Manager (HRD) and so on were present there.

In the event, participants took part in various competitions like quiz, essay writing, extemporary speech etc. and 10 among them were



Prizes are handed out to the winners of Adolescents Conference 2018

selected based on their average results. They will participate in the Bangladesh Adolescents Conference 2018 to be held in Dhaka on 21 October 2018. At the end of the event, crests and certificates were distributed among the winners.

232 patients receive free healthcare services

Under the ENRICH program of SSS, three ENT camps were organized in Tangail and Gazipur. A total of 232 patients received healthcare services in the camps.

Tangail: As many as 65 patients received free healthcare in the ENT camp held in Chilabari Govt. Primary School of Tangail Sadar upazila on 22 September and 85 patients in the camp held in Dainna Union Parishad building on 23 September. Among them, 28 patients were referred to take higher medical treatment.

Gazipur: The third ENT camp was held in Uttar Khalapara Govt. Primary School in Bahadurshadi union of Kaliganj upazila of Gazipur on 24 September. A total of 82 patients received prescriptions and various counsels in the camp. Nine among the patients were referred to get higher healthcare services.

The ENT camps took place from 10 am to 4 pm and 232 patients received related counsels and prescriptions in the



A partial view of ENT medical camp

camps. Dr. Md. Abdul Wadud Miah, facilitated the medical camps. At that time, Mujibur Rahman, Deputy Director and Coordinator (ENRICH), Dilara Parvin, Assistant Coordinator (Health) and other staffs of ENRICH program were present.

International Information Rights Day observance



Tangail District Administration observed International Information Rights Day on 29 September. On this occasion, a colorful rally was brought out from the office compound of the Deputy Commissioner of Tangail at 10.30 am.

The rally marched around the Tangail Court campus and ended up at the Deputy Commissioner's office. Along with SSS, the district administration and different GO-NGOs participated in the rally.

After that, a discussion meeting was held in the conference room of the deputy commissioner at 11.30 am. The additional deputy commissioner (general) of Tangail presided over the meeting whereas additional deputy commissioner (Education and ICT), officers of district information and communication directorate and district administration, concerned information officers of different non-government development organizations of Tangail, teachers and students of different educational institutions were present there.

Discussions related to the history of information rights law, its background, issuance of Bangladesh information rights law, implementation and benefits of information rights law, role of information rights law in development, public awareness and so on took place in the meeting.

Delegates of the European Union visit SSS

A delegation from the European Union visited different aspects of CCSEC (Combating Commercial Sexual Exploitation of Children) project of SSS from 17 to 18 September. The members of the delegation were: Mr. Peter Tasker and Sharfuddin Khan from the European Union and Mahmudul Kabir, Country Director of TdH-Netherlands (Bangladesh).

The delegation visited the brothel in Tangail on 17 September morning. They participated in a views sharing with 27 sex workers there and listened to their problems and opinions eagerly. In the meeting, they put importance on child education and protection and activities and support of concerned mothers in the CCSEC project. Besides, they discussed about positive changes in children, expectation of their mothers etc. in the views sharing meeting.

The members of the delegation met with the officer of women affairs of Tangail and child-friendly police officers of Tangail Model Thana. The delegation discussed about protection, problems and intentions of children and adolescents with them separately. The delegates also visited Chhoto Basail High School, SSS-TVET and SSS Non-government Polytechnic Institute and SSS Sonar Bangla Children Home respectively. After visiting the activities of home, they attended a cultural program there and enjoyed and expressed satisfaction on the program.

On 18 September morning, the delegation visited SSS-Poura Ideal High School. They participated in a views sharing meeting with



The delegates, European Union pay a visit to SSS-Poura Ideal High School

students, CLO (Child Led Organization) committee, adolescents club, leaders of Horijan community and teachers of the school. Then they visited the Domestic Children Education Center and met with six teachers there. At 3.30 pm, the members of the delegation participated in a meeting held in the conference room of SSS Head Office with the members of CPMC (Child Protection Monitoring Committee). Adv. Ataur Rahman Khan Azad, chairperson and other members of CPMC were present in the meeting. In the meeting, they discussed about duties and responsibilities of chairperson, vice-chairman and members of CPMC, their activities and support.

On the same day, members of the delegation met with the executive director of SSS Abdul Hamid Bhuiyan.

Training on Health and Nutrition Held

A three daylong basic training course on healthcare and nutrition under the health activities of the NEM program was held in the SSS Head Office from 9 to 11 September.

A total of 28 participants including 23 health workers, two medical assistants and three supervisors participated in the training.

Abdul Hamid Bhuiyan, Executive Director of SSS inaugurated the training course. Santosh Chandra Paul, Director (Credit), Dr. Md. Abdul Wadud Miah, Deputy Director (Health), Md. Mujibur Rahman, Deputy Director and Coordinator (ENRICH and NEM) were present at the training inauguration.

Farzana Mehjabin Swarna, Medical Officer of SSS Hospital was present in the training as training assistant.



Executive Director delivers speech in the nutrition and health training

Dr. Md. Abdul Wadud Miah, Deputy Director (Health), Farzana Mehjabin Swarna, Medical Officer and Dilara Parvin, Assistant Coordinator (Health) were present in the closing session of the training.

Setting up Foundation Stone of a Three-storied Building in Charabari

The foundation stone of a three-storied building in SSS Charabari branch office has been set-up. Abdul Hamid Bhuiyan, Executive Director of SSS formally inaugurated the foundation stone on 30 August morning.

The building is under construction to the north of Charabari branch office in Dainna union of Tangail Sadar upazila and it is situated on a 49 decimals of own land of SSS. The

three-storied building has about 2,300 square feet of dimension. Only one floor of the building will be constructed this time and there will be branch office and staff accommodation facilities in the building.

In the inauguration ceremony Md. Mujibur Rahman, Deputy Director and Coordinator, Mubarak Hossain, Assistant Director, Md. Sakhawat Hossain, Associate Program Manager, branch manager of Charabari, other officers of SSS and some local elites were present.



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Executive Director Abdul Hamid Bhuiyan addresses the audience in the inauguration ceremony of SSS Non-government Polytechnic Institute

Let Us Build up the Institution and Assist our Families...Abdul Hamid Bhuiyan

You must do hard-work and build yourselves. Be engineers as well as proper human beings. But Always keep yourselves away from politics. If you can become good individuals, all expenses of SSS for you will be fruitful.

Abdul Hamid Bhuiyan, Executive Director of SSS said so as chief guest in the discussion meeting organized with the students and guardians on the inauguration of four-year Diploma-in-Engineering course in SSS Non-government Polytechnic Institute.

A ceremony was held at 9 am on 11 August (Saturday) for the inauguration of first-batch engineering course of SSS Non-government Polytechnic Institute situated in Pachh Bikramhati near Dhaka-Jamalpur Highway. Before the inauguration ceremony, Engineer Syed Faruque Ahmed, Principal of Tangail Polytechnic Institute cut the ribbon and formally inaugurated the classes of the institute in Pachh Bikramhati. At that time, Abdul Hamid Bhuiyan, Executive Director of SSS, Abdul Latif Miah, Director (ECDP), Santosh Chandra Paul, Director (Credit), Biresh Chandra Paul, Principal of the institute and other high officials of SSS were present.

The executive director said that SSS asked for no money before from the students studying in the vocational institute. SSS

saves its earned money from different sectors and spends them for the students. So, the executive director urged the students to be proper human beings, establish themselves and provide support to their parents as well as families. He further mentioned different facilities for students in the newly launched SSS Polytechnic Institute and said that the students would get free healthcare services there, even SSS would take initiatives for their higher education. The organization would also provide financial support if they want to go abroad. Abdul Hamid Bhuiyan also mentioned the importance of English worldwide and said that we must accept English as our second language and take proper care to learn English as it has no alternative if we want to go abroad. In fine, he put a universal invocation to all students, teachers and guardians on building the institution together and thus providing support to the families.

Abdul Latif Miah, Director (ECDP) greeted all students and guardians in his welcome speech. Biresh Chandra Paul, Principal of SSS Polytechnic Institute presided over the ceremony whereas Md. Shahinur Rahman from Delduar upazila delivered speech on behalf of the guardians. Among others who spoke at the inauguration ceremony were: Santosh Chandra Paul, Director (Credit), Mujibur Rahman, Deputy Director (Audit), SM Yahia, Deputy Director (Credit), Mubarak Hossain, Assistant Director (Publication), Sham-sul Arefin, Senior Program Manager (HRD), Faisal Ahmed, Program Manager (HRD), Md. Jubayer (Project Coordinator) and so on.