



Block: A, Second Floor, House: 918, Road: 14  
Baitul Aman Housing Society, Adabor, Dhaka 1207  
[www.civic.org.bd](http://www.civic.org.bd) email: [civic.foundation@gmail.com](mailto:civic.foundation@gmail.com)

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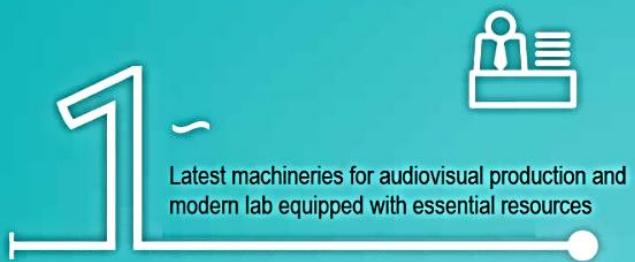
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CIVIC Communication and Broadcasting (CCB) is a creative wing of CIVIC Foundation dedicated to facilitating communication and broadcasting services within the civic domain. This entity focuses on enhancing public engagement through various media channels, ensuring that information is disseminated effectively to the targeted audience. By leveraging modern broadcasting techniques and communication strategies, CCB aims to foster a well-informed citizenry, promoting transparency and active participation in development matters.

Since 2010, CCB has positioned itself as a trusted media partner for various ministries and departments of the Bangladesh government, alongside international development organizations and commercial enterprises within the country. CCB's responsibilities include the production of audio-visual materials, media outreach, event management, information dissemination, social media campaigns, documentation, and all tasks relevant to mass communication and broadcasting.

# Quick Facts



# Core Values



Integrity



Creativity



Responsibility



Mutual Respect



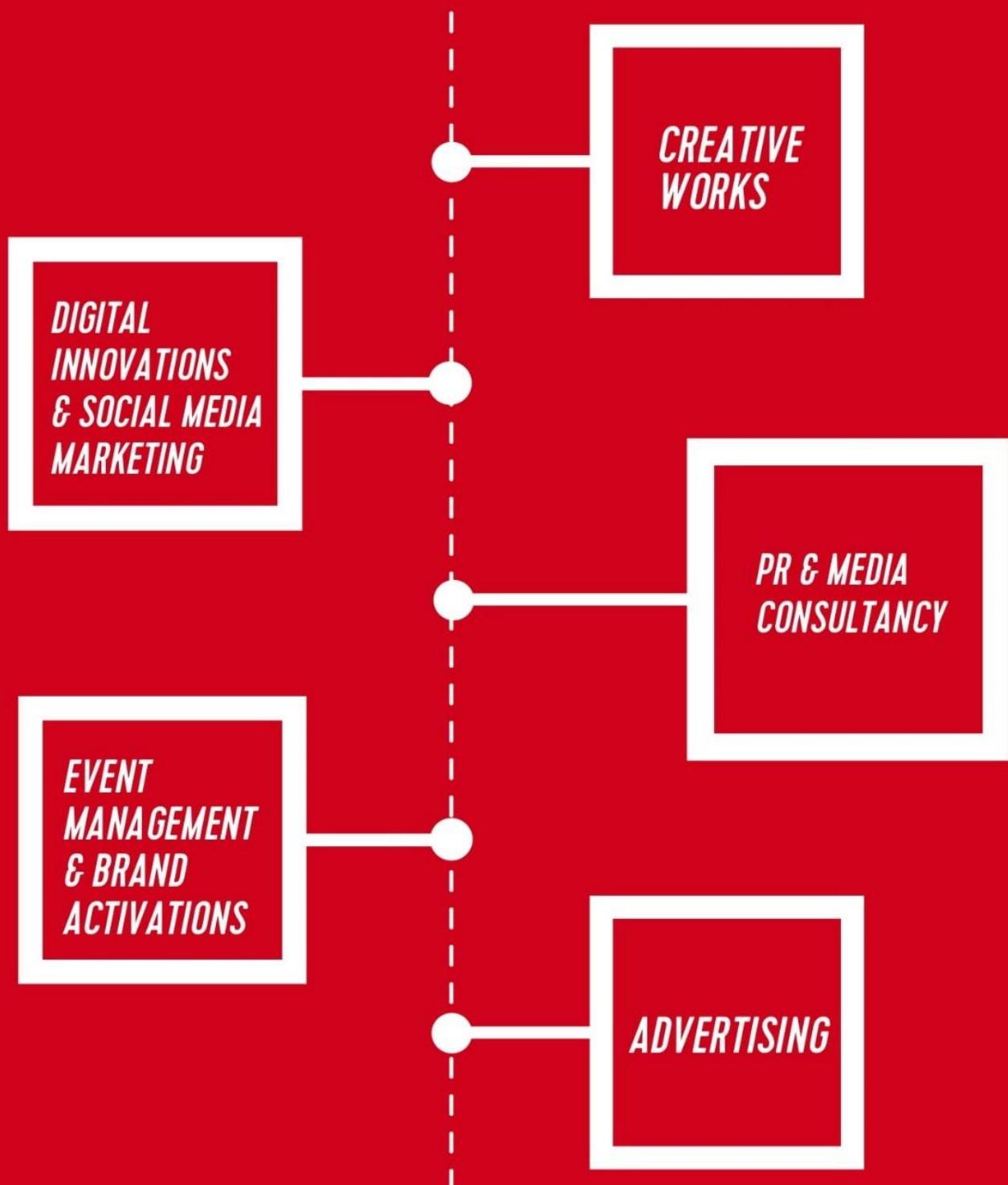
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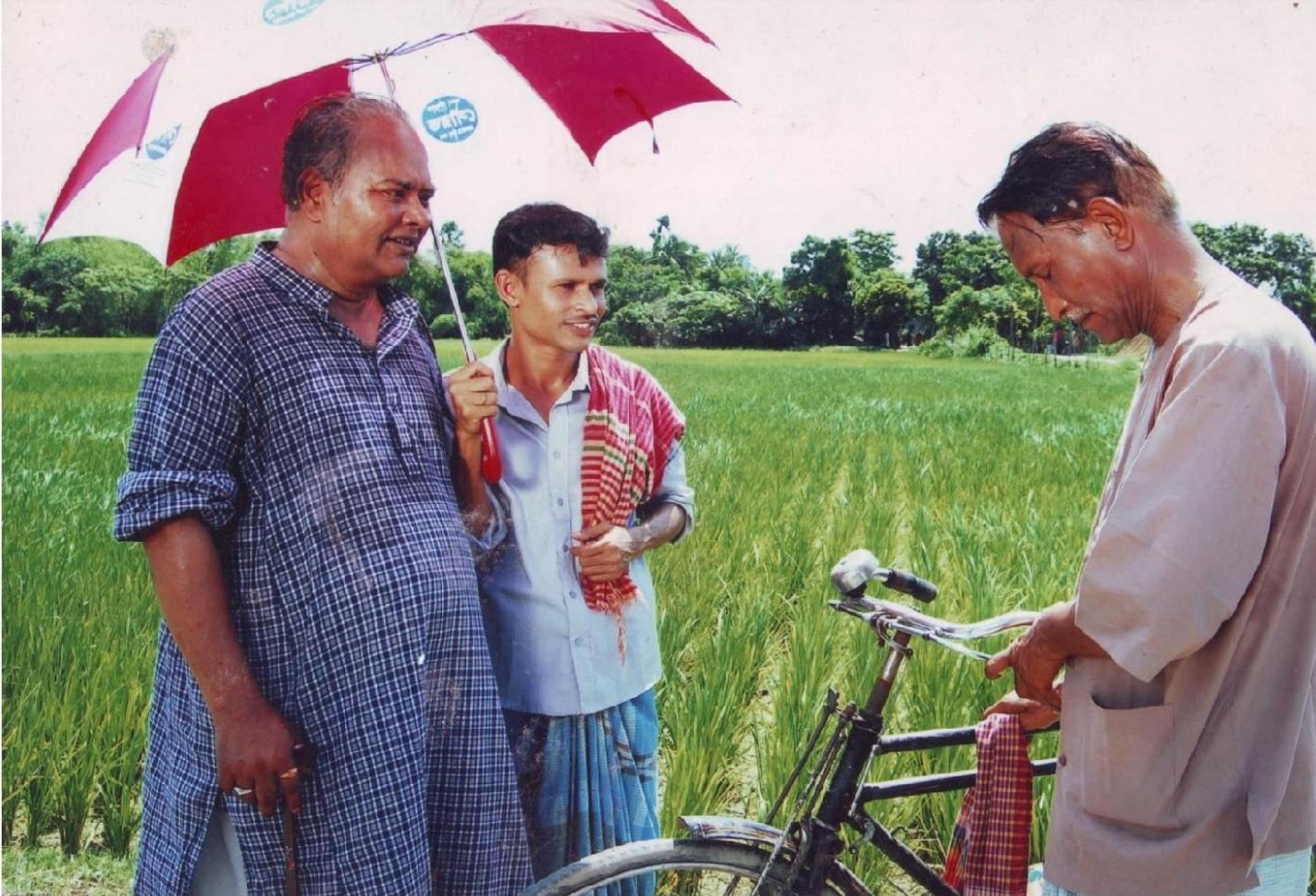
## Awards & Recognitions

CCB has received numerous accolades from different organizations in recognition of its exceptional performance over the course of its 15 years in operation.



# Our Services





## ADVERTISING

CCB has consistently Produced and aired numerous advertisements focused on social welfare, commercial enterprises, and multinational corporations since its inception. Among these are:

1. Agro Friendly Pesticides: Mimpex Agrochemicals Ltd
2. Awareness about TB Prevention: Ministry of Health
3. Awareness on Care of Aging People: Bangladesh Army
4. Awareness on Flood Warning and Damage Reduction: Water Development Board
5. Drug Prevention Awareness: Border Guard Bangladesh
6. Elimination of Infertility: EcoExpo
7. More Water with Less Power: Fuan Pump
8. Polash Coconut oil: Polash Chemicals Company
9. Public Awareness to Prevent Violence Against Women: Bangladesh Army
10. Public Awareness to Protect Nature and Biodiversity: Bangladesh Forest Department

# PR & Media Consultancy



CCB offers a range of media and consultancy services. In media, it produces high-quality content—such as documentaries, podcasts, and articles—that informs and engages the public on social, political, and cultural issues. Besides, CCB provides consultancy to organizations, businesses, and government entities, focusing on strategic communication, media relations, and public engagement. By tailoring solutions to enhance visibility and messaging, the foundation empowers clients to make informed decisions and advocate for positive change.

Through its initiatives, the CCB promotes transparency, accountability, and civic participation, contributing to a more informed and engaged society and strengthening the democratic process.

## Brand Communication

Brand Communication by CCB focuses on the strategic dissemination of messages that effectively convey the essence and values of the brand to its target audience.

## Crisis Management

Crisis Management by CCB involves a comprehensive approach to identifying, assessing, and responding to potential threats that could disrupt operations or harm stakeholders.

## Media Relations

Media Relations by CCB embodies a sophisticated approach to fostering connections between the organization and the media landscape. This initiative is dedicated to cultivating a robust dialogue that not only enhances the visibility of CCB but also ensures that its narrative is communicated with clarity and elegance.

## Public/Government Affairs

Public and Government Relations (PGR) at CCB involves strategically managing relationships with stakeholders, including the public and government entities. Key components include: Strategic Communication, Media Relations, Stakeholder Engagement, Advocacy and Lobbying, Community Engagement, Corporate Social Responsibility (CSR), Rapid Response, Monitoring and Evaluation, Research and Knowledge management.

## Reputation Management

Reputation is a fundamental quality of every organization - what stakeholders believe about it, expect from it and say about it to others. Through our leadership positioning strategies, we assist clients have a respectable reputation in the market.



# Events Management & Brand Activations

CCB brand activation initiative is backed by eminent persons and skilled team focused on enhancing brand visibility and engagement. With expertise in marketing, communications, and event management, they create innovative campaigns that resonate with target audiences across traditional and digital platforms. Utilizing data-driven insights and creative problem-solving, the team effectively navigates brand promotion complexities to drive consumer interest and loyalty.



## Branding & Marketing Campaigns

CCB's branding initiative seeks to enhance visibility and appeal by creating a strong brand identity that resonates with the target audience. The campaign employs innovative marketing techniques and data-driven insights across various channels to engage potential customers, build loyalty, and drive sales growth, ensuring consistent messaging and visuals for a cohesive brand experience.



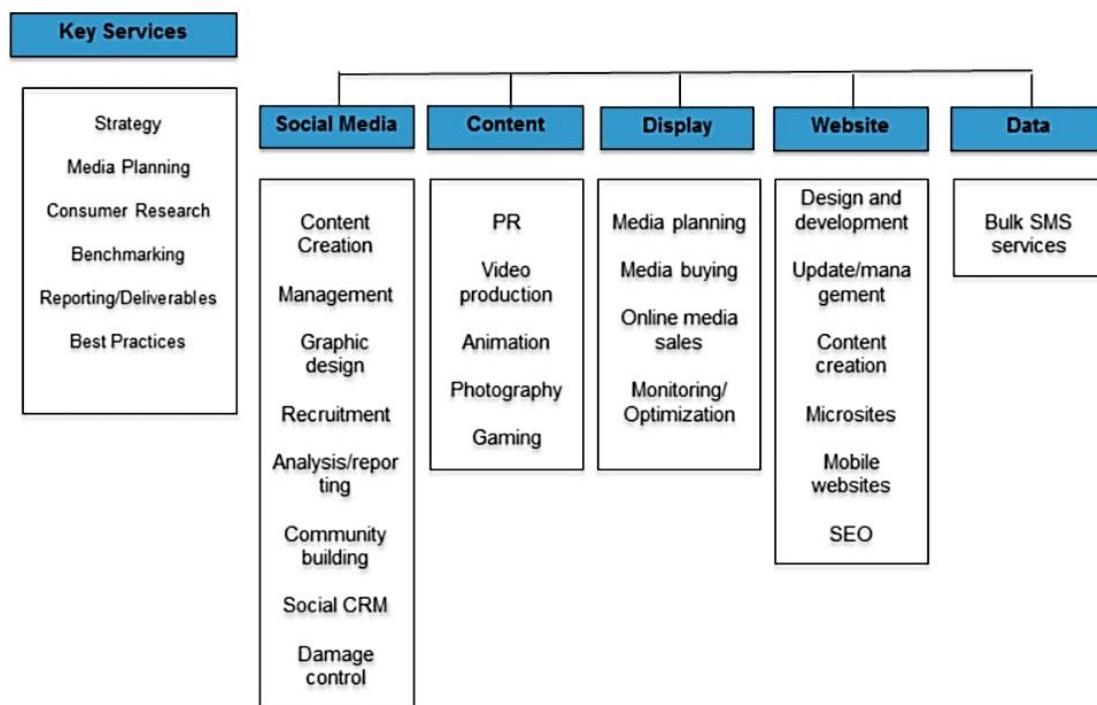
## Conferences

CCB prioritized inclusivity and accessibility, making sure that the conference was welcoming to individuals from various backgrounds and experiences. Their efforts not only enhanced the overall quality of the event but also contributed to a vibrant atmosphere where ideas could flourish and collaborations could emerge.

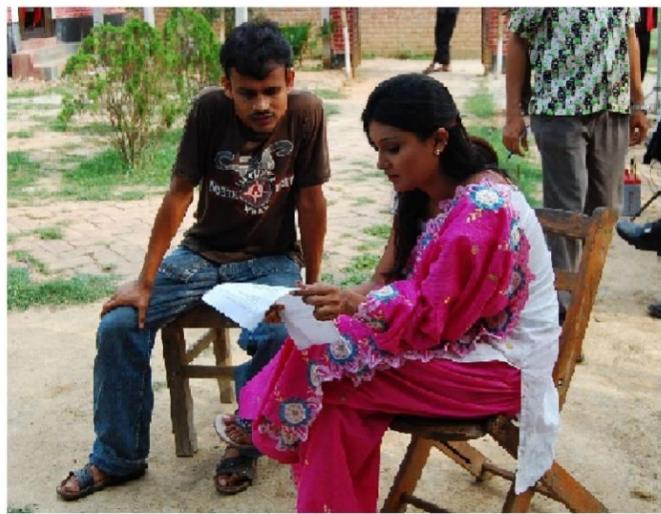


# Digital Innovation & Social Media Marketing

CCB offers a comprehensive service focused on digital innovation and social media marketing. This service is designed to leverage cutting-edge technologies and strategies to enhance brand visibility and engagement across various social media platforms. By integrating innovative digital solutions, CCB aims to optimize marketing efforts, ensuring that clients can effectively reach and connect with their target audiences in an increasingly competitive online landscape.



## CCB team devotion



# Public-Private Partnership (PPP) Facilitation Services

CCB through its directors and shareholders, has gained substantial experience and insight in the facilitation and management of Public-Private Partnership projects from Procurement to Implementation stages.

The partners have been involved in PPP projects where the following services were offered:

- Private Party Bidding Team Mobilisation and Management;
- PPP Bid Concept Development and Feasibility Analysis Management;
- Management of PPP Bid Preparation and Submission;
- PPP Agreement & Financial Close Management;
- PPP Project Implementation Management; and
- PPP Service Commencement Interface Management;
- Development Implementation Coordination, Monitoring & Control.

# Capacity Building Services

CCB offers a wide range of capacity building services to public and private clients across the continent.

More specifically, CCB has set up E-Academy, a training institute that provides capacity building and practical training in the following:

- PR & Media Relations Management
- Crisis Communications Management
- Social Media & Digital Innovations Management
- TV & Radio Production
- Video Production & Editing
- Event Management
- Brands Marketing

The academy provides both classroom sessions and onsite training as well as internship opportunities.

CCB also allows its highly skilled professionals to work from the offices of our clients in order to beef up their capacity to deliver business results.



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