Vol- 21

MOMODa FOUNDATION
Evidence ● Advocacy ● Action

NEWSLETTER

MOMODa FOUNDATION

EVIDENCE || ADVOCACY || ACTION

Reducing Poverty and Inequality Through Research & Action

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EDITOR'S NOTE

Greetings from MOMODa FOUNDATION!

It is our pleasure to welcome you to the 21st edition of our newsletter. As we move through the second half of 2025, we are proud to share the progress, partnerships, and collective impact that continue to shape our journey.

Over the past four months, MOMODa FOUNDATION has strengthened its mission through meaningful collaborations, most notably with VisionSpring Bangladesh, expanding our efforts to promote inclusive development. A highlight of this period was the successful organization of the international workshop “EdTech Futures: Bridging Innovation and Impact in Bangladesh”, held on 03 August 2025 at the CIRDAP Auditorium. This milestone event convened over 140 participants, including government representatives, global academics, NGOs, students and education research enthusiasts to reimagine how technology can bridge learning gaps and accelerate educational transformation in Bangladesh.

Alongside these new endeavors, our ongoing initiatives in climate resilience, education, SRHR RCT outcome, Real Task Assessment for both business startups & freelancing participants, financial inclusion, and digital livelihoods continue to advance with momentum. We are also deepening our work in socio-economic impact assessments, particularly around tannery pollution, with the aim of driving evidence-based solutions for a more sustainable future.

None of these milestones would have been possible without the dedication of our team, the trust of our partners and donors, and the resilience of the communities we work with. From field enumerators and supervisors to research assistants, project managers, and coordinators—each member has played a vital role in turning our vision into action. To our well-wishers and supporters, we remain deeply grateful for your encouragement, which strengthens our resolve to keep pushing boundaries.

As we step into the coming months, we carry forward this momentum with renewed purpose. Our focus remains clear: fostering innovation, driving inclusivity, and ensuring real impact where it matters most. Together, with your continued partnership, we are confident that the remainder of 2025 will open new avenues for growth, collaboration, and meaningful transformation.
With optimism and resolve,

Md Enamul Haque

MOMODa
At A Glance

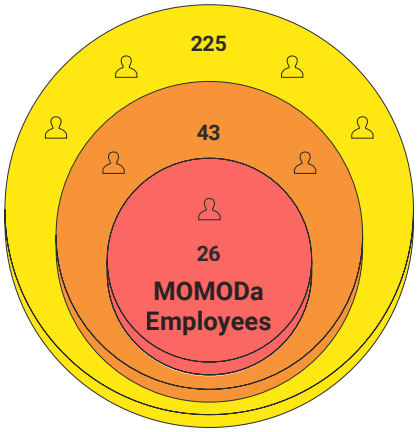
MOMODa Project Status
Total Projects: 61

53
Completed Projects
Number of projects that have been completed
1

08
Ongoing Projects
Number of projects currently in progress
2

53
International Projects
Number of projects completed by overseas funding
3

08
National Projects
Number of projects completed by local funding
4



- Surveyors
- Research Team
- Full-Time

MOMODa Office

AFFILIATED FUNDING ORGANIZATIONS **20**

AFFILIATED ACADEMIC ORGANIZATIONS **20**

Our activities have impacted the lives of nearly

79000

households in Bangladesh

Geographical Presence of Our Partners

BRAC, Dhaka, Bangladesh
ADAB , Dhaka, Bangladesh
SANEM, Dhaka, Bangladesh
MetaKave, Dhaka, Bangladesh
VisionSpring, Dhaka, Bangladesh
Brac University, Dhaka, Bangladesh
World Vision Bangladesh, Dhaka, Bangladesh
Sarah Institute of eGeneration, Gaibandha, Bangladesh
Green University of Bangladesh, Narayanganj, Bangladesh

New York University, USA
The World Bank, Washington, D.C, USA
Harvard University, Massachusetts, USA
Women's World Banking, New York, USA
SurveyCTO, Cambridge, Massachusetts, USA
Florida International University, Florida, USA
Stanford University, Stanford, California, United State
Massachusetts Institute of Technology: MIT, Cambridge, MA USA

University of Oxford, UK
Imperial College London, UK
IGC, Houghton Street, UK
Southampton University, UK
Girls Not Brides, London, UK
University of Kent, Canterbury, UK
Queen's University of Belfast, Belfast, Northern Ireland, UK

Sophia University, Japan
IDE-JERTO, Chiba, Japan
Kyoto University, Kyoto, Japan
The University of Tokyo, Tokyo, Japan
National Graduate Institute for Policy Studies, Tokyo, Japan

IFMR-LEAD, India
IIT Kanpur, Uttar Pradesh, India

Singapore Management University, Singapore

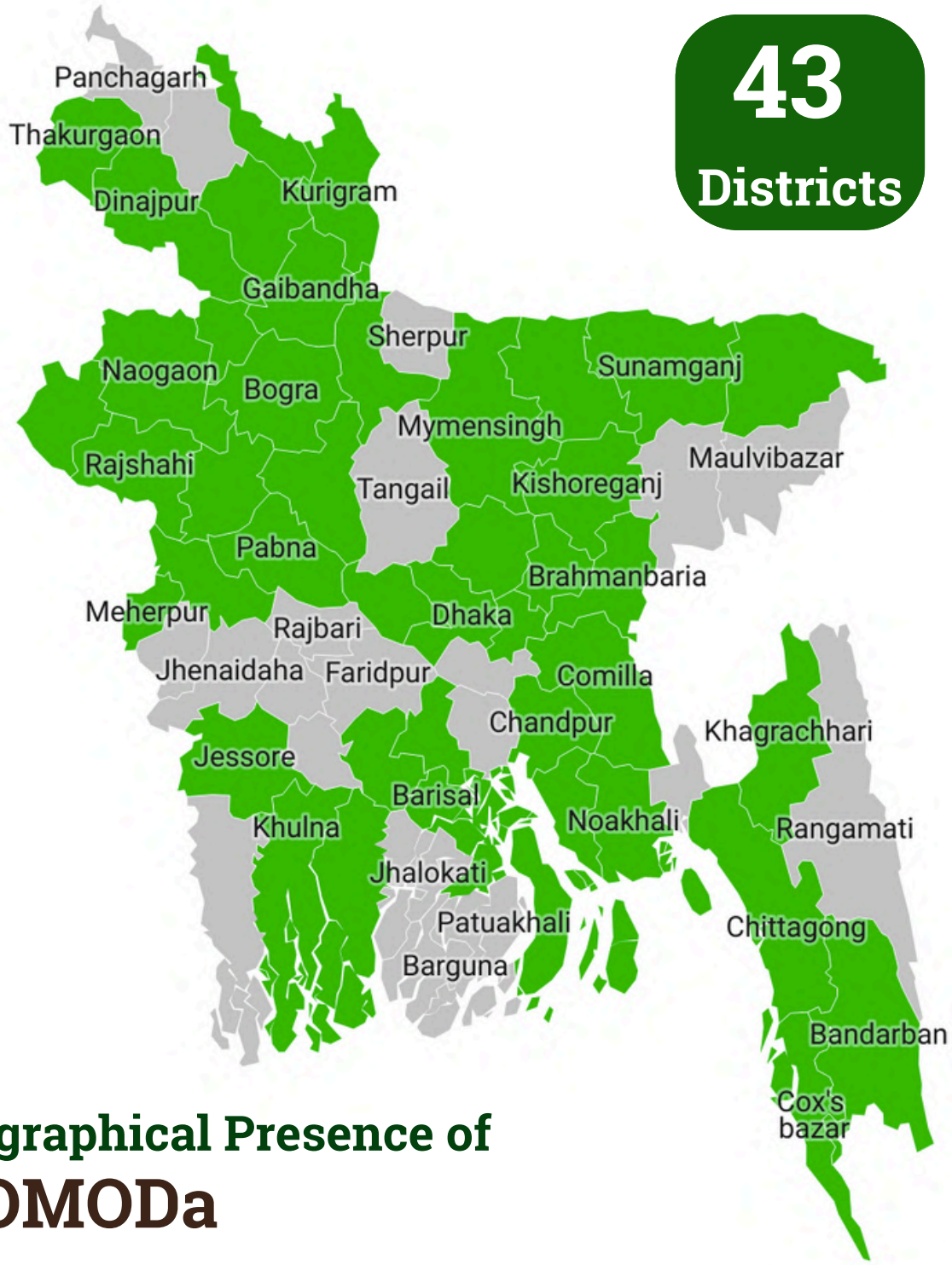
Grand Challenges Canada, Toronto, Canada

Asian Development Bank, Mandaluyong, Philippines

ICIMOD, Kathmandu, Nepal

KOPERNIK, Bali, Indonesia

MOMODa
Projects



Geographical Presence of MOMODa

MOMODa PROJECTS

2025

April - August

THRIFT PROJECT

TRANSFORMING HOUSEHOLDS WITH REFRACTION AND INNOVATIVE FINANCIAL TECHNOLOGY

Sample Size:
For Screening: 6251
For the final Intervention: 571
Type of research: RCT
Field of Research: Financial Inclusion in Public Health
Stage of the project: Endline data collection, Smartphone and Digital Financial Services(DFS), Training to Control Group for the main Intervention
Partners: Queen's University Belfast (QUB), BRAC JPGSPH, VisionSpring, and LVPEI

MOMODa FOUNDATION, in collaboration with its partners the THRIFT project has made remarkable progress in its endline survey across Kurigram Sadar and Nageshwari upazilas, with 97.15% of endline data already collected. This project integrates vision care and digital financial services to improve the quality of life for low-income households.

As part of its key intervention, the project is conducting smartphone and Digital Financial Services (DFS) training for the control group in nine Union Parishads. These sessions aim to build digital literacy and strengthen financial inclusion among rural households.

So far, 65.14% of the targeted beneficiaries have participated in the training, though project officials have set a 100% participation target. Efforts are underway to encourage greater community involvement and ensure full coverage.

The THRIFT project seeks to generate evidence on how access to eyeglasses, digital tools, and financial technology can improve resilience and economic well-being in underserved areas.

PRINCIPAL INVESTIGATORS

Dr. Nathan Congdon
Professor
Queen's University Belfast

Dr. Atonu Rabbani
Professor
BRAC James P Grant School of Public Health

Dr. Abu S. Shonchoy
Associate Professor
Florida International University

IDE-DEP PROJECT

DELAYING EARLY PREGNANCY AMONG ADOLESCENTS IN GAIBANDHA DISTRICT, BANGLADESH

About 70% of girls in the Gaibandha District get married in very early age, and 64% of them get pregnant before turning 18, which raises serious concerns such newborn and mother mortality. To address this, the MOMODa FOUNDATION is working with IDE JETRO and FIU to execute a project that will delaying adolescent pregnancy among those in the 14–17 age range, even in cases where early marriage has place. The program entails distributing information on sexual and reproductive health, delivering kits and pills for contraception, and providing free consultations.

Sample Size: 970 (Baseline 2 nd Phase)
Type of Research: RCT
Field of Research: SRHR
Stage of the Project:
This project enhanced popularity in Gaibandha district that's why after one year implementation it is newly design for some additional girls in the existent community. The MOMODa FOUNDATION is presently engaged in Baseline Survey (2 nd Phase).
Partner: Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO), and Florida International University, USA.

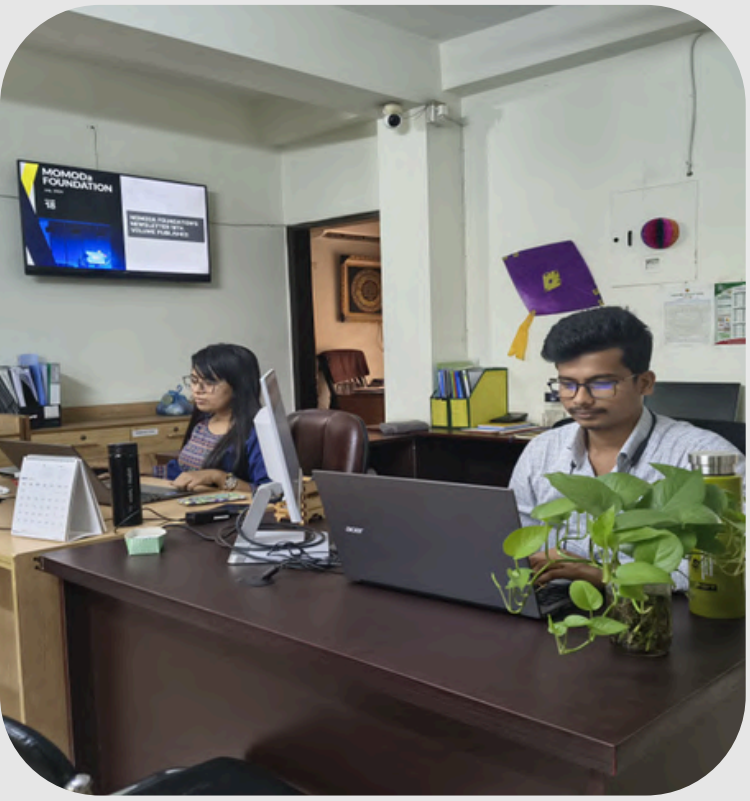
PRINCIPAL INVESTIGATORS

Dr. Momoe Makino
Senior Research Fellow
IDE-JETRO

Dr. Abu S. Shonchoy
Associate Professor
Florida International University

D-LAB PROJECT

IMPROVING LEARNING THROUGH DIGITAL LAB ACCESS IN BANGLADESH (D-LAB)



Sample Size: 466 Schools (In 32 Upazilas)
Type of research: RCT
Field of Research: Education
Stage of the project: Improving Learning
Partners: Directorate of Secondary and Higher Education (DSHE), Asian Development Bank (ADB), Singapore Management University (SMU), Florida International University (FIU)

The Improving Learning through Digital Lab Access in Bangladesh (D-LAB) project is advancing technology-driven education to strengthen student outcomes. Through ICTD Digital Labs and ICT Learning Centers (ILCs), it delivers supplementary English and Mathematics lessons while training teachers to integrate video-assisted instruction. The initiative seeks to enhance student performance, build independent study habits, and improve teacher capacity in digital pedagogy. Key achievements during July–August include several important updates. The team continued the double-checking of student attendance data from 2022 to 2024. The September 2024 routine data with double entries has been verified and corrected, while the review of November data is still in progress. Teacher attendance data covering 2022 to 2024 has been finalized, validated, and shared with the Principal Investigators. Similarly, student academic results for the same period were digitized, validated, and submitted. Work on the D-Lab computer log data conversion to STATA is currently underway. In addition, PC checklist data has been digitized, checked, and submitted. The collection of aggregate SSC exam results for 2023 to 2025 is ongoing. Furthermore, field audits have been conducted to ensure the proper installation of D-Lab software and videos.

PRINCIPAL INVESTIGATORS

Dr. Tomoki Fujii
Professor
Singapore Management University

Dr. Christine Ho
Associate Professor
London School of Economics and Political Science
& Singapore Management University

Dr. Abu S. Shonchoy
Associate Professor
Florida International University,USA

Dr. Rohan Ray
Consultant
(Education Economist)
Oxford Policy Management

SALINITY CCIS PROJECT

BEHAVIORAL INTERVENTIONS TO ADDRESS CLIMATE CHANGE-INDUCED SALINIZATION IN BANGLADESH

Sample Size:
1345 households & 156 Communities
Type of research: RCT
Field of Research: Climate Change & Public Health
Stage of the project:
Baseline Data Collection and Data Cleaning Done. Pre-Intervention Procedures Ongoing.
Partners:
The King Climate Action Initiative (K-CAI) of Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT

Bangladesh faces significant challenges from rising salinity in coastal regions, driven by climate change. To address this, MOMODa FOUNDATION, in collaboration with J-PAL K-CAL, is conducting a Randomized Controlled Trial in three salinity-prone upazilas of Khulna—Dighalia, Terokhada, and Batiaghata—to assess the impacts of salinity on public health and community well-being.

The project evaluates how increased salinity affects health and development among vulnerable populations, particularly pregnant women, children, and adolescent girls. It also examines local preferences and behaviors around accessing clean drinking water, generating evidence to guide interventions that strengthen climate resilience and improve access to essential resources in salinity-affected areas.

Baseline data collection began on 28th December 2024, covering 1,345 households across 156 communities over three and a half months. After data cleaning, water samples from a random subset of households were tested at the Soil Resources Development Institute (SRDI), Khulna, followed by rigorous testing of all samples at the hi-tech lab of the Soil, Water, and Environment Discipline, Khulna University. The project has now entered its intervention phase.

PRINCIPAL INVESTIGATORS

Dr. Abu S. Shonchoy
Associate Professor
Florida International University

Dr. Saravana Ravindran
Assistant Professor
National University of Singapore

Dr. Nusrat Abedin Jimi
Visiting Assistant Professor
Vassar College

ICIMOD PROJECT

EXPLORING FARMERS' PREFERENCES TOWARDS CROP FARMING WITH LOW-EMISSION CULTIVATION PRACTICES IN BANGLADESH

Sample Size: 480
Type of research: RCT
Field of Research: Climate Change, Agriculture
Stage of the project: Baseline Completed, Intervention Completed, Endline Completed. Data analysis is ongoing.
Partners: ICIMOD SANDI

The project titled "Exploring Farmers' Preferences towards Crop Farming with Low-Emission Cultivation Practices in Bangladesh" aims to understand farmers' perceptions towards climate change. This research seeks to address the impact of carbon emissions from crop farming and gauge the perceptions of farmers regarding low-emission practices. This RCT based project had 4 wings, 3 treatment wings and a controlled wing. Treatments wings were divided into 1, Information Group, 2. Incentive Group and 3. Complete Treatment Group (gaining both information and incentives). A total number of 360 farmers received the treatment. Among them 240 famers received a sack of 50 KG Organic Fertilizer. After completing the intervention, an endline survey held in May 2025. Data analysis is ongoing however a research finding presentation organized by ICIMOD held in July 2025 at Sri Lanka where Dr Hafiz Iqbal, Professor, Edwad College Pabna and the Principal Investigator of this project has presented the initial outcomes of this project.

PRINCIPAL INVESTIGATORS

Dr. Hafiz Iqbal
Professor
Govt Edward College
Pabna

Dr. Pallab Mazumder
Associate Professor
Florida International
University, USA

IGC-INDUSTRIAL RELOCATION PROJECT

SOCIO-ECONOMIC AND HEALTH IMPACT OF SPATIAL REDISTRIBUTION OF POLLUTION: EVIDENCE FROM INDUSTRIAL RELOCATION.

Sample Size:
FGDs: 80 participants.
KIIs: 20 respondents
Household surveys: 800 households
Factory surveys: 155 Factories
Type of research: Mixed Method Study
Field of Research: Environment, Public Health, Socio-economics, Industrial Pollution.
Stage of the project: Preparation for Filed survey is ongoing.
Partners: London School of Economics (IGC)

The project titled "Socio-economic and Health Impact of Spatial Redistribution of Pollution: Evidence from Industrial Relocation" investigates the consequences of industrial relocation in Bangladesh, focusing on how pollution redistribution affects the health and socio-economic conditions of surrounding communities. This mixed-method study combines quantitative and qualitative approaches to provide a comprehensive understanding of the issue. So far, 800 household surveys have been planned (IRB approved), and 155 factory surveys are under IRB review. A interaction session between the tannery owners and the investigator team held on 29 th July 2025 at BSCIC Auditorium. 33 tannery representatives were present in that session. Dr. Abu S.Shonchoy, Associate Professor Florida International University and Dr Atonu Rabbani, Professor, Dhaka University presented the key note presentation focusing on the objective of the research project. Eng. Md Mehrazul Maiyan, Executive Engineer (in. Ch.) BSCIC Leather Industries Estate, Dhaka was present at the session along with MOMODa Team. In the meeting, the researchers expressed keen interest to know the actual facts of the relocation process and impacts of it. The tannery owners expressed their solidarity with the researchers.

PRINCIPAL INVESTIGATORS

Dr. Atonu Rabbani
Professor
University of Dhaka

Dr. Abu S. Shonchoy
Associate Professor
Florida International University

Dr. Md Amzad Hossain
Assistant Professor
University of Arkansas

Dr. Nirman Saha
Lecturer
University of Surrey

IGC IRRIGATION PROJECT

INSTITUTIONAL ARRANGEMENTS AND ITS IMPLICATIONS IN ENERGY CHOICE MIX AND DOWNSTREAM WATER CONSERVATION MANAGEMENT: INSIGHTS FROM RURAL BANGLADESH

Sample Size:
Qualitative Sample: 80 Farmers and 30 Irrigation Experts
Quantitative Sample: 1500 Farmers
Type of Research: Framed Field Experiment
Field of Research: Irrigation, Energy Choice Mix
Stage of the Project: Field experiment completed, Quantitative Survey scheduled for October -November 2025
Partner: International Growth Center (IGC)

This research project aims to understand how public and private-led institutional arrangements determine the energy mix for pumping and irrigation pricing and conservation technology for water management across different climatic zones in rural Bangladesh. The research is grounded in the context of agriculture-driven water management and energy use, addressing how local governance shapes environmental and resource outcomes. The quantitative survey will focus on
The project has employed a mixed-methods approach, including 6 Focus Group Discussions (FGDs), 8 Framed Field Experiments, 80 farmer surveys, 80 debriefing surveys, and 2 workshops with irrigation experts. A total of 80 farmers and 30 irrigation experts were involved in the study. The field experiment component of the research has been The upcoming quantitative survey, scheduled for September - October 2025, will engage 1,500 farmers. This survey will gather detailed insights on irrigation choice, timing, costs, crop yields, and related agricultural practices

PRINCIPAL INVESTIGATORS

Dr. Rafia Zaman
Postdoctoral Fellow Sanford School of Public Policy
Duke University

Dr. Atonu Rabbani
Professor
Department of Economics
University of Dhaka

EVALUATION RESEARCH OF RGIL PROGRAM

IMPLEMENTING EVALUATION RESEARCH IN DEMAND GENERATION PILOT OF READING GLASSES FOR IMPROVED LIVELIHOODS (RGIL) PROGRAM IN THE SELECTED DISTRICTS

Sample Size:
Qualitative Sample: 7 Observations & 14 IDIs
Quantitative Sample: 500 Eye Camp Service Recipients
Type of Research: Evaluation Research
Field of Research: Market Research
Stage of the Project: Ongoing
Partner: VisionSpring Bangladesh

This evaluation research aims to assess the pilot activities of the VisionSpring–BRAC RGIL Program to provide evidence-based insights that will guide the full-scale rollout of demand generation initiatives. The evaluation focuses on three core areas:

- Effectiveness of demand generation activities in mobilizing community members to attend eye camps.
- Perceptions of Community Health Workers (CHWs) and Field Officers (FOs) regarding the implementation and administration of these activities.
- Fidelity of execution by implementing partners in carrying out the demand generation initiatives.

The study adopts a mixed-methods approach combining both qualitative and quantitative components. The qualitative research includes:

- Observation Checklist to systematically assess camp organization, field operations, and team mobilization.
- In-Depth Interviews (IDIs) with Area Managers, Field Officers, and Community Health Workers to capture field-level experiences and perspectives.

In addition, a quantitative survey of 500 eye camp service recipients has been caried out to evaluate which campaign methods are most effective in reaching and engaging beneficiaries.

INVESTIGATORS

Dr. Sonia Pant
VisionSpring

Susanta Sarkar Subho
Monitoring & Evaluation Specialist
VisionSpring Bangladesh

FREELANCING PROJECT

FINANCING VIRTUAL MIGRATION: INCUBATION AND INCOME SHARING IN NORTH BANGLADESH

Sample Size: 392
Type of research: RCT
Field of Research:
Digital Job Market and Youth Empowerment
Stage of the project: Completed the Endline Survey and RTA up to the 5th Wave
Partners: International Growth Center (IGC), and Oxford Center for Islamic Studies, UK

The MOMODa FOUNDATION, along with the University of Oxford, has introduced a new program aimed at fostering online freelancing in the rural regions of the Gaibandha District. The program offers training and resources to persons in rural areas, particularly targeting young people, to provide them with the necessary skills for remote employment. The effort seeks to provide connectivity between distant regions and the global market, with the goal of generating additional sources of revenue and job possibilities. This will contribute to addressing the issues of rural poverty and unemployment. The initiative, consisting of 8 waves with two batches each wave.

MOMODa Foundation has commenced its 6 wave Endline Survey and completed 4 th wave and 5 th wave Real Task Assessment). Participants ware encouraged to engage with the survey, sharing their experiences and perspectives. This survey will delve into various aspects, including economic empowerment, skill development, and social mobility, to provide valuable insights into the program's effectiveness.

The findings of this Endline Survey will serve as a cornerstone for MOMODa Foundation's future strategies and initiatives, ensuring continued support and advancement within the realm of freelancing empowerment.

PRINCIPAL INVESTIGATORS

Dr. Muhammad Meki
Associate Professor (Economics)
University of Oxford

Dr. Abu S. Shonchoy
Associate Professor
Florida International University,USA

Dr. M Mehrab Bakhtiar
Country Representative (Acting)
International Food Policy Research Institute (IFPRI)

Dr. Simon Quinn
Associate Professor
Department of Economics & Public Policy
Imperial College Business School

MOMODa EVENTS

“EDTECH FUTURES WORKSHOP”

"EDTECH FUTURES: BRIDGING INNOVATION AND IMPACT IN BANGLADESH" WORKSHOP

The “EdTech Futures: Bridging Innovation and Impact in Bangladesh” workshop, held on 03 August 2025 at the CIRDAP Auditorium, convened over 140 participants—including government officials, global academics, NGOs, and students—to explore how technology can close learning gaps in Bangladesh. Funded by the Funding for Innovation in Development (FID), the event showcased research on EdTech innovations and behavioral interventions, emphasizing their potential to enhance student engagement and improve learning outcomes.

The program featured two sessions: Academic Insights, which was presented by Dr. Tomoki FUJII, Professor of Economics, Dr. Christine HO, Associate Professor of Economics, Singapore Management University and Dr. Abu S Shonchoy, Associate Professor, Florida International University on information nudges and EdTech use, and Policy & Partnerships, which included a high-level roundtable with DSHE officials, the NCTB Chair, and international researchers. Findings showed that high-frequency nudges increased study time among disadvantaged students, while teacher-led EdTech modules boosted math proficiency. Conditional Cash Transfers (CCTs) were most effective when aligned with agricultural labor cycles.

Discussions highlighted scaling interventions through curriculum alignment, teacher training, and digital infrastructure. Participants emphasized embedding researchers within policy units and institutionalizing proven pilots like SMS nudges. Media coverage amplified the workshop’s insights nationwide.

This workshop was funded by the Fund for Innovation in Development (FID), supported by Singapore Management University and Co-organized by MOMODa FOUNDATION, the event laid a strategic foundation for inclusive, evidence-based, and scalable education reform in Bangladesh.

MOMODa FOUNDATION Successfully Completes MoU Signing Ceremony with the Reproductive Health Services Training and Education Program (RHSTEP) on 27 August.

MOMODa Team did observations, IDIs and Survey for the Evaluation RGIL Program Successfully Completed in Kushtia, Pabna, Bogura, and Joypurhat on 17 to 25 August

The training of Managers and RAs on “Implementing Evaluation Research in the Demand Generation Pilot of the Reading Glasses for Improved Livelihoods (RGIL) Program in the Selected Districts” was successfully conducted on 14 August.

The training of Enumerators on “Implementing Evaluation Research RGIL Program in the Selected Districts” was successfully conducted on 15 August.

MOMODa FOUNDATION is proud to announce that the IDE-DEP Project 2nd phase Baseline Survey 2025 began on 12 August.

MOMODa FOUNDATION is pleased to announce the successful completion of the Contract Signing Ceremony with VisionSpring Bangladesh on 12 August.

THRIFT Project Training Completed: MOMODa FOUNDATION Empowers Communities through the THRIFT Project Across Two Upazilas. Three dedicated teams conducted a series of sessions from 07 to 19 August.

IDE-DEP Baseline 2nd Phase: MOMODa FOUNDATION Launched First Day of IDE-DEP Training on 07 August.

Training Success: MOMODa FOUNDATION Completes Master Trainer Program to train the beneficiaries on 06 August.

AI in Action: MOMODa FOUNDATION Hosts Prof. Dr. ASM Shihavuddin, Chairperson, Department of Electrical and Electronic Engineering, Presidency University, for a Transformative Workshop on AI in the Workplace on 05 August.

Meeting of MOMODa FOUNDATION team with PIs, Dr. Tomoki FUJII, Professor of Economics and Dr. Christine HO, Associate Professor of Economics, from the School of Economics, Singapore Management University, at our Corporate Office on 04 August.

MOMODa FOUNDATION Welcomes Distinguished Guests from Singapore Management University. We were honoured to host Dr. Tomoki FUJII, Professor of Economics and Dr. Christine HO, Associate Professor of Economics, from the School of Economics, Singapore Management University, at our Corporate Office on 04 August.

D-LAB Principal Investigators (PIs) visited the D-Lab facilities at Sukrabad High School today, engaging directly with students and educators who are at the forefront of grassroots innovation on 04 August.

The International workshop on “EDTECH FUTURES” was successfully organized on 03 August, bringing together educators, policymakers, and development practitioners to explore how technology can reshape the future of education in Bangladesh.

The Interaction Session on "Socio-economic and Health Impact of Spatial Redistribution of Pollution: Evidence from Industrial Relocation" was conducted today at BSCIC, Hemayetpur on 29 July.

The Endline Survey Training of the 6th wave under the "Freelancing Project" was conducted on 29 July.

The MoU Signing Ceremony between MOMODa FOUNDATION and the Soil, Water and Environment Discipline (SWE) of Khulna University on 14 July.

The Refresher Training for Endline Data Collection under the “THRIFT” (Transforming Household with Refraction and Innovative Financial Technology) project was conducted and Survey equipment has been distributed on 14 July.

The "Listing Survey Training" for the "Delaying Early Pregnancy among Adolescents in Gaibandha District, Bangladesh" on 10 July.

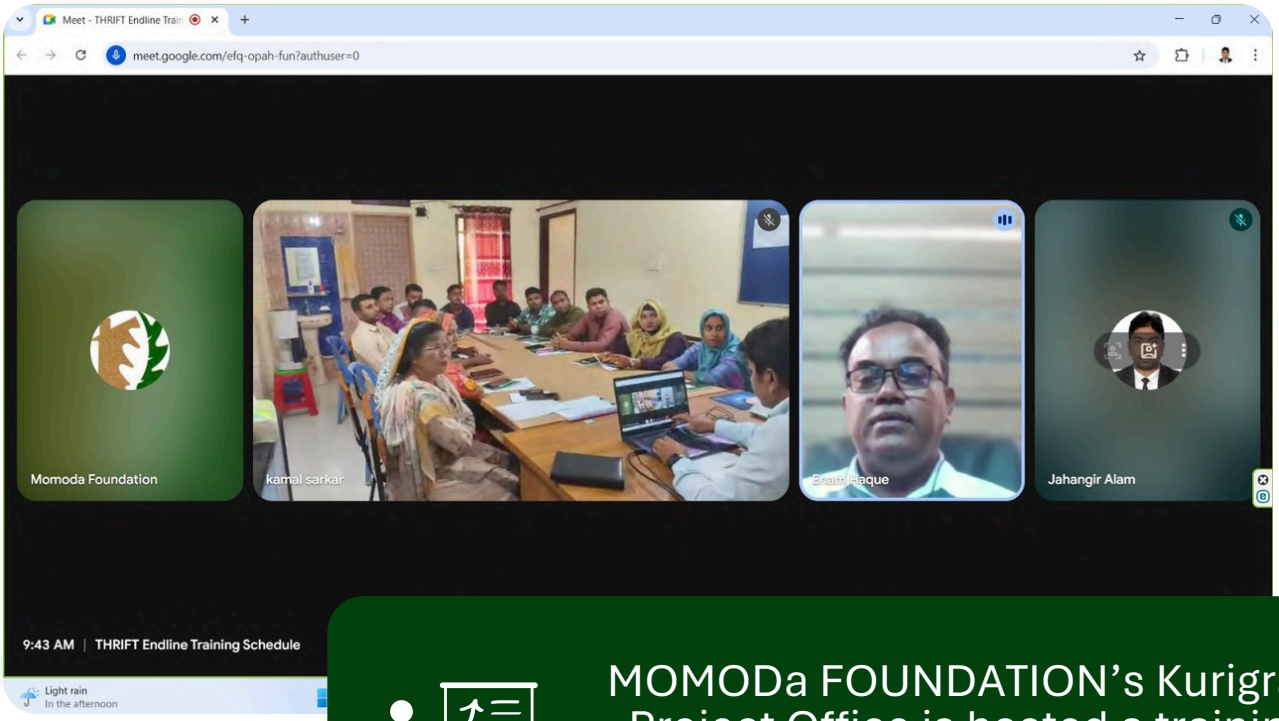
A Splash of Colors & Good Vibes! MOMODa FOUNDATION recently celebrated a Vibrant Fruit Fest at its Corporate Office on 07 July, bringing together joy, health, and unity through a delicious spread of nature's best!

MOMODa FOUNDATION has signed an MoU with SERAC-Bangladesh on 02 July.

MOMODa FOUNDATION had the pleasure of welcoming Md. Zillur Rahman Siddiqi, Education Specialist, at its Corporate Office on 30 June.

MOMODa FOUNDATION attended a rally and discussion on the International Day Against Drug Abuse and Illicit Trafficking held in Gaibandha to observe on 26 June.

Mr. Moudud Islam, Director of Thengamara Mohila Sabuj Sangha (TMSS) visited MOMODa FOUNDATION's corporate office on 24 June.



MOMODa FOUNDATION's Kurigram Project Office is hosted a training session on Endline Data Collection for the THRIFT project on 22 June.

Mr. Nurul Afsar, National Technical Advisor for Food Fortification, Bangladesh visited MOMODa FOUNDATION Corporate Office on 18 June.

MOMODa FOUNDATION successfully conducted its Kurbani Program, As part of the initiative, the Foundation distributed thoughtful gifts to the disadvantage people on 08 June.

MOMODa FOUNDATION had a productive meeting with Md. Mizanur Rahman, General Secretary of BTA on On 01 June.

MOMODa FOUNDATION Joins NGO Coordination Meeting at Dhaka DC Office on 29 May.

Enumerator Training Conducted for GCC follow-up Phone Call Survey on 29 May.

CCIS Project Team Represents MOMODa FOUNDATION at Batiaghata Upazila NGO Coordination Meeting on 28 May.

MOMODa FOUNDATION has signed an MoU with Konika Consulting Services Private Limited on 25 May.

MOMODa FOUNDATION began conducting the ICIMOD project End-line survey in Pabna on 25 May.

MOMODa team visited a school operated by Hashimukh Somaj Kallayan Songstha as part of our ongoing collaboration on May 24th.

MOMODa Team conducted the Ending Survey Training of the ICIMOD project at Satsang Palli kallyan Samity, Pabna on 22 May.

MOMODa FOUNDATION had the pleasure of attending a warm and engaging meeting hosted at the Centre for Policy Dialogue (CPD) office on 07 May.

20th Volume Newsletter Publication

The 20th volume newsletter highlights the key projects, events, and achievements of MOMODa FOUNDATION was published on 04 May.

ARTICLES: THE THOUGHTS OF MOMODA PROFESSIONALS

MOTIVATION:
DRIVING FORCE BEHIND QUALITY DATA IN RESEARCH

H. M. Masudur Rahman
Research Coordinator

Accurate, reliable data is the foundation of any research project—shaping policies, guiding decisions, and influencing the success of development programs. Without dependable data, even the best-designed interventions can miss their mark. Yet, the responsibility for producing such data rests heavily on the shoulders of data collectors, who are often the unsung heroes of research. They face long hours, repetitive tasks, logistical hurdles, and difficult field conditions, yet are expected to maintain precision and consistency throughout.

In this context, motivation emerges as a key factor in ensuring high-quality outcomes and reliable data collection. When data collectors feel genuinely supported, appreciated, and valued, their accuracy, focus, and overall performance improve significantly. Motivation can be cultivated through comprehensive training that equips them with the skills to navigate field challenges effectively, timely feedback that reinforces good practices and corrects errors, and recognition that highlights their contributions and efforts. Clearly communicating the importance and broader impact of their work also helps them understand how their role contributes to meaningful outcomes. While financial incentives remain important, non-financial motivators such as appreciation, trust, growth opportunities, and professional development often result in deeper commitment, sustained enthusiasm, and long-term dedication to achieving quality results.

To strengthen enumerator motivation, organizations should focus on:

- Training & Capacity Building – Equip them with the necessary skills and confidence to handle challenges in the field.
- Clear Goals & Expectations – Help them understand how their work contributes to broader research and development outcomes.
- Recognition & Feedback – Celebrate achievements through appreciation, certificates, or small rewards that boost morale.
- Fair Compensation – Ensure timely and just financial incentives that respect their hard work.
- Team Cohesion – Create a sense of solidarity through collaboration, peer learning, and shared experiences.
- Supportive Supervision – Provide regular guidance and check-ins that make them feel respected, trusted, and valued.
-

At MOMODa FOUNDATION, we recognize that motivated data collectors are more than just fieldworkers—they are frontline partners in knowledge creation. Their diligence ensures accuracy, their dedication builds trust with communities, and their efforts provide the evidence base on which impactful policies are built.

By nurturing their motivation and well-being, we not only secure the integrity of the data but also contribute to the long-term success of development initiatives. In the end, investing in the people who gather the data is investing in the credibility and impact of the research itself.

THE HUMAN SIDE OF RESEARCH COORDINATION: BUILDING TRUST WITH FIELD TEAMS AND COMMUNITIES

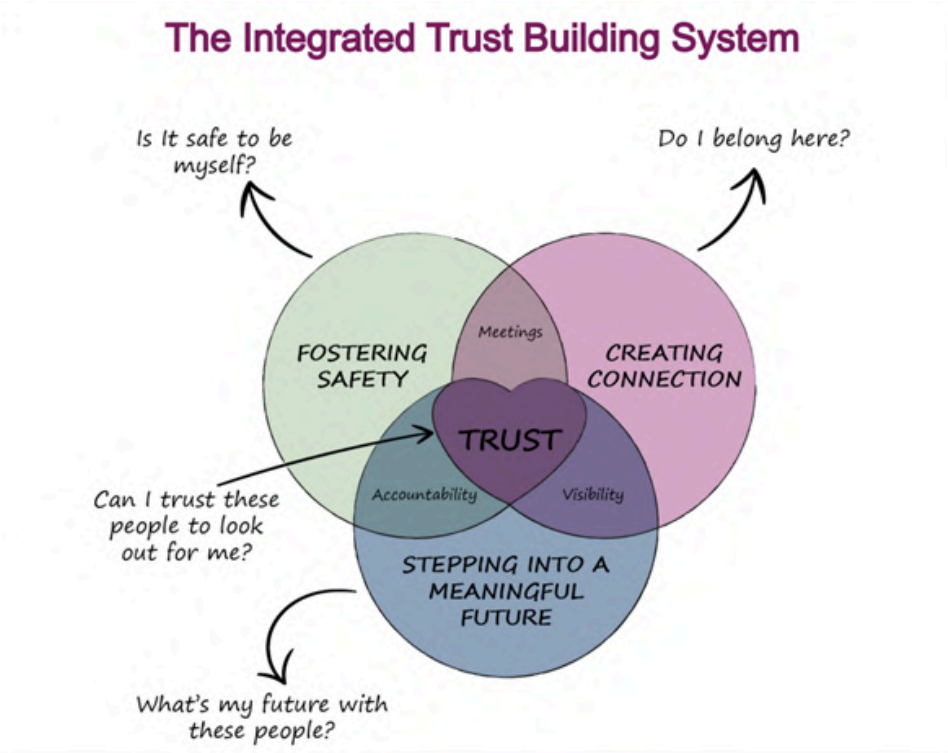
Neeti Zaman Bintee
Research Coordinator

Research coordination is often described in terms of timelines, budgets and data quality indicators. Behind every successful project lies an equally important but less visible element: trust. Whether working with field teams or engaging with communities, trust is the foundation that allows research to move beyond logistics and become meaningful.

Trust with Field Teams

Coordinators depend heavily on enumerators, supervisors, and field staff to bring research protocols to life. These teams often operate under challenging conditions, including long travel hours, unpredictable environments, and tight or demanding timelines. Building trust with field teams means acknowledging these realities, actively listening to their feedback, and creating safe spaces for them to raise concerns or share difficulties. When field teams feel valued, supported, and heard, they are naturally more motivated to uphold ethical standards, follow protocols carefully, and maintain high data quality. Simple actions, such as celebrating project milestones together, publicly recognizing achievements, or providing clarity on how their daily tasks contribute to the larger goals of the project, can transform a group of staff members into a cohesive team of true collaborators, fostering ownership and accountability.

Being a project leader involves more than simply overseeing timelines or checking off tasks; it requires actively engaging with the field team and understanding the realities they face. Real-time feedback from enumerators and supervisors is essential for ensuring high-quality data. Field staff often encounter challenges and nuances in the field that standard protocols alone cannot anticipate. By creating an environment where they feel safe and encouraged to share their observations openly and quickly, coordinators can make timely adjustments, prevent errors, and strengthen both the accuracy and credibility of the research.



Community engagement goes far beyond simply obtaining permissions and consent forms. In many contexts, communities can be cautious or hesitant about external researchers entering their space, making it essential to build genuine trust. This process requires patience, sensitivity, and a commitment to respecting local norms and customs. Involving community leaders, ensuring that participation is contextually appropriate, and clearly demonstrating how their involvement can contribute to solving real and meaningful problems are all critical steps in fostering engagement.

When research coordinators prioritize trust both with field teams and with the communities themselves, they create a vital link between structured research methods and real-life experiences. This human-centered approach strengthens research by ensuring that findings are not only data-driven but also grounded in dignity, respect, and mutual understanding, making the outcomes more credible and socially relevant.

OCEAN OF DATA:
HOW DATA SCIENCE IS FIGHTING CLIMATE CHANGE

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Intrusion of saline water is seeping into rice paddies in the coastal belt of Bangladesh, making the soils too saline to produce and the fresh water too saline to consume. At the same time, researchers are developing predictive models based on rainfall data, salinity, and satellite images to assess current problems and predict future catastrophes. This is no longer merely "gathering data"; this is data science, the use of algorithms and analytics to take disorder and create order.

From Data to Information: Climate change creates a lot of data: temperature changes, pollutant levels, animal migrations, to satellite images. Without investigation, they mean nothing. Data science employs statistical modeling, machine learning, and GIS analytics to reveal the significance of these data trends, from producing 30% more accurate cyclone trajectory predictions to overlaying villages to predict which suffers the most from salinity gain.[1]

Journey From Data to Insight: Science is taking its first steps beyond theoretical in Bangladesh.

- **Predictive analytics** can predict where agricultural losses will happen before farmers are aware of them.[2]
- **Machine learning** can analyze satellite images over time to assess degradation.
- **Data visualization** can create climate dashboards for policymakers to more easily digest.

Only then does transformation occur from fragmented data into usable information for sustainable adaptation planning.

Bangladesh as a Data Science Laboratory for the World: Too often Bangladesh is viewed only as a climate change victim. But it's become the world's data science laboratory. Using this aggregate citizen science data alongside a trained machine learning toolkit, NGOs and research teams create the predictive systems that have global liquidity.[3] When people aggregate their own data through innovative smartphone applications, everyone wins; when villagers note how much rain fell and scientists input that data into their rainfall data calculations, the village line between "community" and "data scientist" becomes blurred.[3]

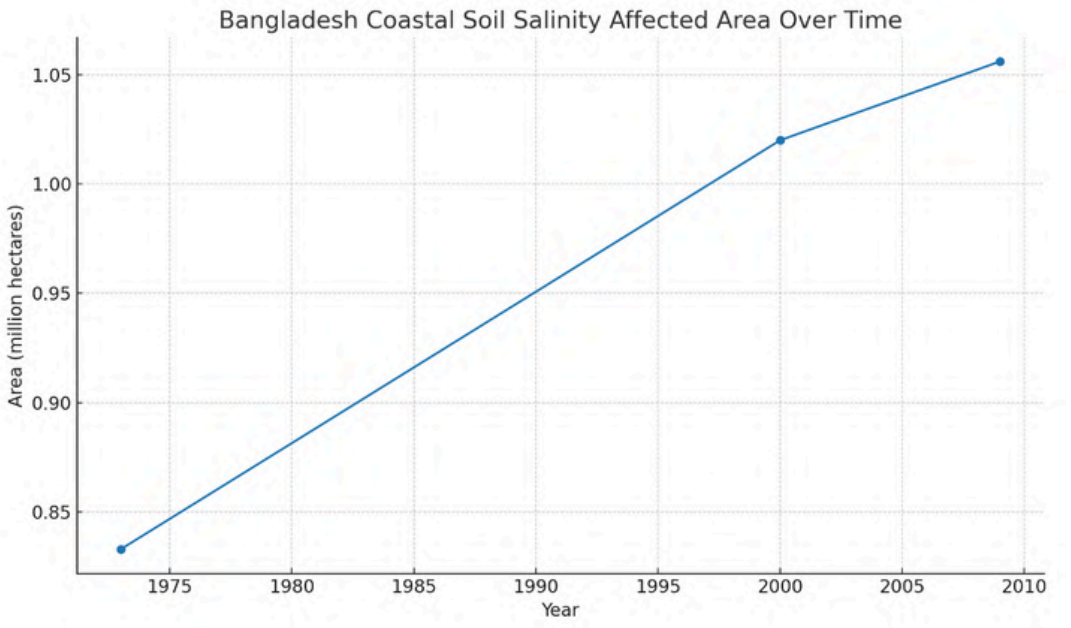

Figure 1: Expansion of salinity-affected areas in coastal Bangladesh, 1973–2009 (Data source: SRDI, 2010)

Human and Ethics: Algorithms will not be able to evacuate people nor pay for adaptation. Data science is powerful, but it must be integrated with practice and equity. Who owns the data? Who makes money out of these models? If the predictive systems remain centralized, inequality increases. If the community owns the tools, resilience is democratized.

Conclusion: To live in the twenty-first century, one needs to collect information, evaluate it, model it, and apply it massively. This is what essentially defines data science. From the experience of Bangladesh, if water defines our struggle, data science defines our survival.

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GAME-BASED TRAINING MATERIALS FOR EFFECTIVE LEARNING

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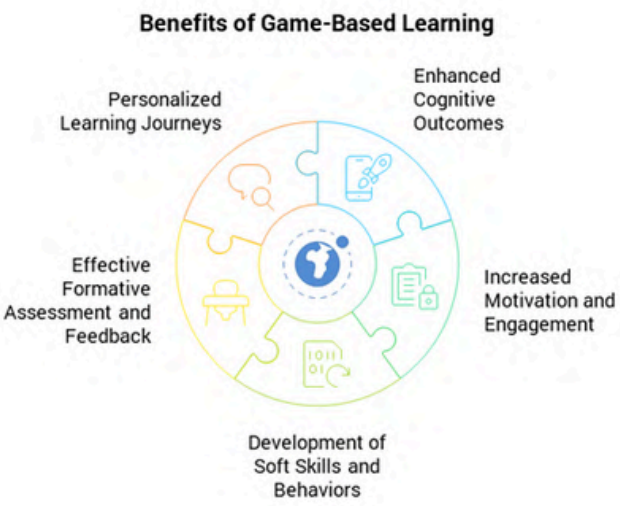
The concept of learning through playing is not new. From birth, children learn crucial life skills through play. Not only does it develop physical abilities, but it also builds cognitive capabilities. The question was whether game-based learning can be implemented in professional and tertiary-level education. We'll try to find out what researchers say about the outcomes of this fun-filled method and where trainers can utilize it, and how. Let's jump in.

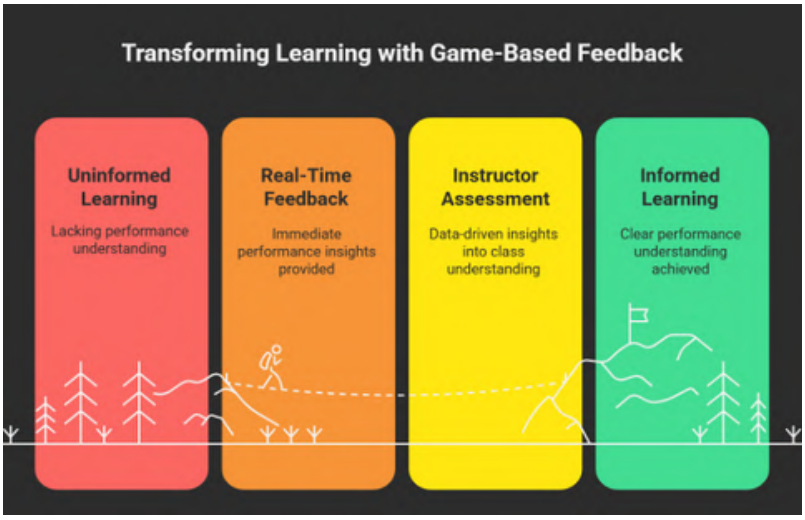
In a learning environment, engagement in the learning process influences a better understanding of the material. Game-based tools can be easily used to enhance engagement. The interactive and hands-on quality of games aids in encoding information more thoroughly into long-term memory.By actively participating instead of passively listening, learners create stronger neural connections.



Games frequently offer intricate problems and puzzles that demand critical thought, strategic planning, and flexibility in response to new guidelines, thereby directly enhancing advanced cognitive skills (Qian & Clark, 2016). The immersive, interactive setting of a game captures students' focus for extended durations compared to conventional lectures or readings. Elements like stories, characters, and objectives establish a persuasive rationale for participation. Games inherently involve experimentation and mistakes. Failure is reinterpreted as an essential stage toward proficiency, promoting perseverance and risk-taking in a secure environment. Existing research suggests that Game-Based Learning GBL has a positive effect on cognitive, motivational, and behavioral results. tudies consistently show that well-designed educational games improve knowledge retention and enhance complex problem-solving skills by offering engaging, hands-on environments.

Additionally, GBL significantly increases student involvement and inherent motivation through elements like challenge and instant feedback (Sailer & Homner, 2020). This is supported by tools such as Kahoot, which effectively increase participation and serve as valuable instruments for formative assessment in digital classrooms (Rahman et al., 2023).

Using tools like Kahoot and Mentimeter in the assessment process can be revolutionary. By framing challenges as enjoyable gameplay, GBL incentivizes active participation. This process naturally strengthens higher-order cognitive skills, including problem-solving, critical thinking, the ability to make quick decisions, and the capacity to analyze and learn from errors.



Tools like Kahoot and Mentimeter are enormously helpful in providing instant, data-driven feedback. These platforms offer insights to trainers and learners, shifting the learning paradigm from passive to active. They transform dull theoretical training into a memorable, fun event, which significantly assists in long-term learning. There is pressure on trainers to maintain a tight schedule, to finish the topics, and to make the session effective. Preparing game-based learning material or assessment materials can set the bar high. However, implementing these is proven to be effective in the long term. Because in the end, the outcome of the training matters.

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THE PSYCHOLOGY OF TRUST:
HOW AUTHENTICITY WINS ON SOCIAL MEDIA

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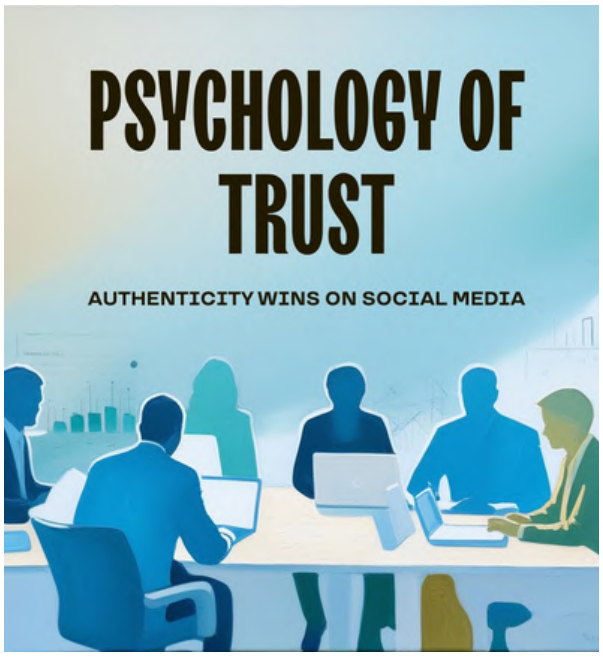

In today's crowded digital marketplace, a brand's face value, its perceived authenticity and trustworthiness has emerged as its most valuable currency. As consumers become increasingly discerning and skeptical of traditional advertising, social media marketing has evolved from simple message broadcasting to a sophisticated psychological dance aimed at building genuine trust directly in the minds of consumers. This transformation represents a fundamental shift in how businesses approach customer Relationships in the digital age. The human brain is neurologically wired to make rapid judgments—a survival mechanism that served our ancestors well in assessing threats. On social platforms, this translates to users forming instantaneous impressions of a brand's credibility based on multiple factors including visual aesthetics, communicative tone, and responsiveness. These snap judgments occur within milliseconds, creating a critical first impression that often determines whether a user will engage further or scroll past. A polished yet relatable visual identity, genuine customer interactions, and strategically incorporated user-generated content all serve as powerful signals of authenticity. This creates what psychologists call the "halo effect," where a positive perception in one area (such as a brand's thoughtful response to a critical comment) positively influences the overall perception of the organization. This bias explains why a single positive service recovery can sometimes generate more goodwill than months of flawless performance. The most effective social media strategies leverage several powerful cognitive biases that govern human decision-making:

Social Proof represents one of the most influential forces. Likes, shares, and testimonials function as modern-day tribal approval markers, providing reassurance through collective validation. When potential customers see others engaging.

positively with a brand, it reduces perceived risk and creates safety in numbers. This explains why brands often highlight engagement metrics and testimonials, they're providing visible proof of social acceptance. The principle of Reciprocity taps into a deeply ingrained social norm. When brands consistently provide free, valuable content educational tips, insights, or entertainment. They create a subconscious sense of indebtedness among their audience. This makes users more likely to reciprocate through engagement, loyalty, or purchase. The key lies in offering value without expectation of return, building goodwill through generosity.
Emotional Resonance is perhaps the most powerful tool. Neuroscientific research confirms that content triggering genuine emotion whether joy, inspiration, nostalgia, or belonging is shared more often and creates stronger neural connections than rational appeals. Brands that master emotional storytelling don't just sell products; they build meaningful connections that transcend transactions.
The cumulative impact is profound. When marketing builds genuine face value, it does more than drive sales. It cultivates a community of brand advocates who transform into loyal defenders and organic promoters. These advocates don't just purchase products, they defend the brand, recommend it, and provide invaluable content. Their collective voice creates a shield against competitive pressures, providing sustainable advantage.

This community effect creates a virtuous cycle: as authentic advocates share experiences, they generate social proof that attracts new members. This organic growth is more valuable than advertising, carrying credibility that money cannot buy. Trust built through authenticity shortcuts consumer decision-making, reducing friction and building preference that withstands competition.
The takeaway is clear: in a skeptical digital landscape, the most effective social media strategy isn't about being seen. By prioritizing authentic communication, emotional connection, and consistent value delivery, businesses build real trust that translates to sustainable brand equity and bottom-line results. Brands that thrive are those that understand social media isn't a broadcasting channel but a relationship building platform where psychological principles drive commercial success.

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PYTHON IN DATA SCIENCE :
WHY PYTHON LEADS THE WAY IN DATA SCIENCE

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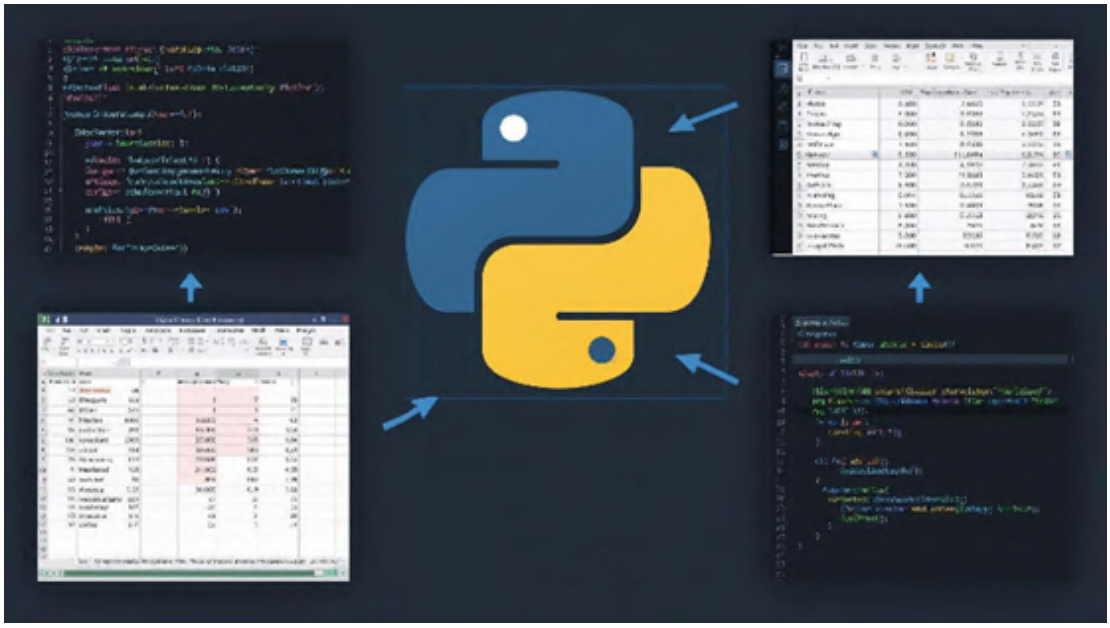
Python has become one of the most powerful and popular programming languages in the field of data science. Its simplicity, versatility, and rich ecosystem of libraries make it a preferred choice for professionals working with data. Unlike many specialized tools, Python is not limited to statistical analysis only. It extends to machine learning, automation, artificial intelligence, and even web development. This flexibility has led many leading companies, including Google, Facebook, Netflix, Spotify, IBM, and YouTube, to rely heavily on Python for data-driven decision-making.



Python in Data Science

Data scientists use Python across a wide range of applications:

- Data Cleaning & Analysis: Raw datasets often contain errors, missing values, or inconsistencies. Python's powerful libraries like pandas and NumPy make it easy to clean, transform, and analyze data efficiently.
- Data Visualization: With libraries such as matplotlib, seaborn, and plotly, Python allows users to create interactive charts and graphs. This helps organizations identify patterns, trends, and insights more clearly.
- Machine Learning & Deep Learning: Python supports libraries like scikit-learn, TensorFlow, and PyTorch, which are essential for building predictive models, training algorithms, and working with deep neural networks.

- Natural Language Processing (NLP): Python is widely used for text and speech analysis. From building chatbots to analyzing sentiment or automating translation, NLP with Python is incredibly effective.
- Computer Vision & Image Processing: Using libraries such as OpenCV and PIL, Python helps machines recognize images, detect objects, and analyze visual data.
- Automation & Scripting: Python automates repetitive tasks, such as file handling, data entry, or web scraping, saving both time and effort.

Comparison with STATA, R, and Excel

- STATA: Known for econometrics and statistical modeling, STATA is powerful but limited. It is a closed platform, while Python is open-source and highly flexible with continuous updates and community contributions.
- R: R is excellent for statistical modeling and data visualization. However, Python provides more versatility as it goes beyond statistics into areas like AI, software development, and automation.
- Excel: Excel works well for small datasets and basic analysis, but it struggles with large and complex data. Python, on the other hand, can process millions of rows of data with ease, making it more efficient for real-world data science projects.

Python is considered the best for data science because:

- It is easy to learn and beginner-friendly.
- It has a massive collection of libraries and frameworks.
- It is supported by a large and active global community.
- It can handle everything from small-scale analysis to large-scale machine learning systems.

In conclusion, while STATA, R, and Excel each have their own strengths, Python stands out as the most comprehensive and scalable tool for modern data science. Its combination of simplicity, power, and adaptability makes it the top choice for professionals and organizations worldwide.

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