Narrative Report I April 2018

TRANSLATING SRHR

English - Bangla

A Dictionary Application

Developed by:

redorange
media and communications

THE KNOWLEDGE PLATFORM
ON SEXUAL AND REPRODUCTIVE
HEALTH AND RIGHTS
Share-Net
International

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I. Introduction

Sexual reproductive health is a growing sector in Bangladesh with strong programmatic and policy level focus on issues of child marriage, sexual violence, maternal health, access to contraception and reproductive health services for young people (including menstrual regulation and hygiene), and bodily rights. Issues of sexual identity and sexuality are emerging themes especially in the urban areas that are interlinked to information and services available on safe sex and HIV/AIDS prevention and treatment.

Due to global trends and local realities, there has been a paradigm shift in Bangladesh's social development sector on focusing more on the rights aspect of sexual reproductive health. The right to SRH is considered to be fundamental with diverse group of practitioners interlinking programs and initiatives to ensure greater impact at the community level. There is a growing realisation of the interdisciplinary nature of the SRHR sector, expanding beyond the medical realm, interconnected with social, legal, and economic complexities that require a wide range of practitioners and thought leaders.

While SRH focus is increasing in Bangladesh, effective communication to raise awareness and inform people remains poor and sporadic. From a social and behavioural change perspective, effective dialogue and communication at all level is crucial to address SRHR issues effectively and efficiently.

The official language in Bangladesh is Bangla and many SRHR terms which are being used at the field level are in English. Proper and adequate translations of these key terminologies are not available. Google translator often provide incorrect definition of these terminologies which creates confusion. This hinders the dialogue and effective communication on SRHR at the community level; as they have very limited understanding of English.

In this light, RedOrange Media and Communications developed innovative and user friendly tool: "Translating SRHR": an English - Bengali Dictionary Application. This app is developed for policy makers, SRHR practitioners, service providers, field facilitators and Share-Net Bangladesh members who are working on SRHR issues in Bangladesh. The main aim is to provide better understanding and interpretation of Bangla terminologies on SRHR in the context of developments in Bangladesh. Informed by the Share-Net Bangladesh members and members from Dhaka University and Bangla academy on existing understanding, interpretation and agenda setting practices amongst the leading stakeholders in SRHR, the intended outputs were used translating the terminologies and developing the dictionary app; to contribute in providing with a standard and common understanding of SRHR.

II. Research

The main focus of the research was to identify the key SRHR English terminologies which needed to be translated. The team did an extensive research on the terminologies which are mostly used and which did not have proper and correct Bangla translation along with the contextual definition.

To have in depth knowledge on the current situation of SRHR in Bangladesh, the team did research on mainstream SRHR issues and issues that remain at the forefront of addressing challenges in the sector, such as sexuality, sex and sexual health, and bodily rights.

Based on that, the team prepared a list of SRHR English terms and prepared Bangla definition.

III. Involving expert from Dhaka University and Bangla Academy

As part of the methodology, the experts from Dhaka University and Bangla Academy were employed to Provide professional, technical and expert inputs on the development of content for the SRHR Dictionary mobile application and provide validation for the content. They reviewed and provided feedback and input on the SRHR terminologies. They also provided the final approval of content of the mobile application through continuous communication with the RedOrange team.

IV. Organising resource group meeting

A meeting amongst SRHR practitioners and Share-Net Bangladesh was organised to 'map' the common understanding and interpretation of SRHR terminologies in Bangla.

The practitioners were divided into three groups of four. Each group was given three SRHR related topic to jot down the most inexplicable terms they encountered often. After they have jotted down the words and terms, all the words were collected from the groups. The whole collection was displayed to the group using flipcharts. Then, the practitioners were asked to provide us with locally understandable translations and explanations of those terms. Every participant took part in the conversation about the accessible translation of the collection of the terms displayed in the flipcharts.

After the practitioners came into agreement about the various SRHR terms and their translations, those words were compiled. Their translations and explanation were also written down and listed. The list was sent to the practitioners again so that they can review it and add something more if they deem necessary. Incorporating their feedback, the final list of the words were compiled.

V. Developing the app

- **Requirement analysis:** ICT team of RedOrange had rounds of meetings to identify the requirements of the mobile application and analysed challenges and opportunities. The team had an extensive research and discussions and addressed all the necessary requisites for deploying the mobile application; keeping users' requirements in mind.

Resource group meeting was organised on 15th February

- **Over flow:** Based on the requirement analysis, the team addressed the scope of work and efficient functionalities for the mobile application. The team designed overall flow of the application means how the process or task will be initiated, what all will be the steps, what role the user privileges will play, at what levels the inputs will be taken from the users, what processing will be done to the inputs and what will be the output. All these listed together to design the overall flow of the mobile application.
- **User Interface design:** After designing the overflow, the team did an extensive research on User Interface (UI). Depending on the nature of the mobile application, the team analysed user interaction on the application and designed the UI of both android and iOS version. While designing the UI, the team considered some important things such as ease of understanding, feeding the system with the data by the user should not be tedious and lengthy task and the interface should be a like a wizard which keeps guiding the users through various steps.
- **Database design:** Based on UI and requirement analysis, the team designed the database. The team developed the flow chart and identified the algorithms which would be used to develop the mobile application. Based on these, the team designed the database and its functionalities.
- **Technical implementation:** The team identified technologies which to be used to design and develop the mobile application.
    - For android, Java and XML is used
    - For iOS, objective C is used
    - Database Server for the application – MySQLi and SQL Lite
    - Photoshop and illustrator was used for designing the mobile application
- **Testing and debugging:** The team did thorough testing both the database and functionalities of the mobile application for both android and iOS to find bugs and glitches. In the testing phase, the team identified all the bugs in the database and debugged them. Later, the database was optimized to make the mobile application faster and search engine more efficient. The team also improvised functionalities in the testing phase.
- **Data entry:** The collected words were updated in the database.
- **Creating account in app store and google play:** The team has created one account in app store and one account in google play in order to upload the mobile applications for both iOS and android respectively. Two accounts have been created and it will be live after a month. Therefore, at this moment, the android file can be downloaded from the RedOrange server.

Click to Download the App

VI. Challenge

Some of the activities were deviated for various reasons. Collecting words and translating in Bangla keeping in mind the local context took much time than it was expected. Also, developing the app and testing the prototypes took some time. For these reasons, the activities got delayed.

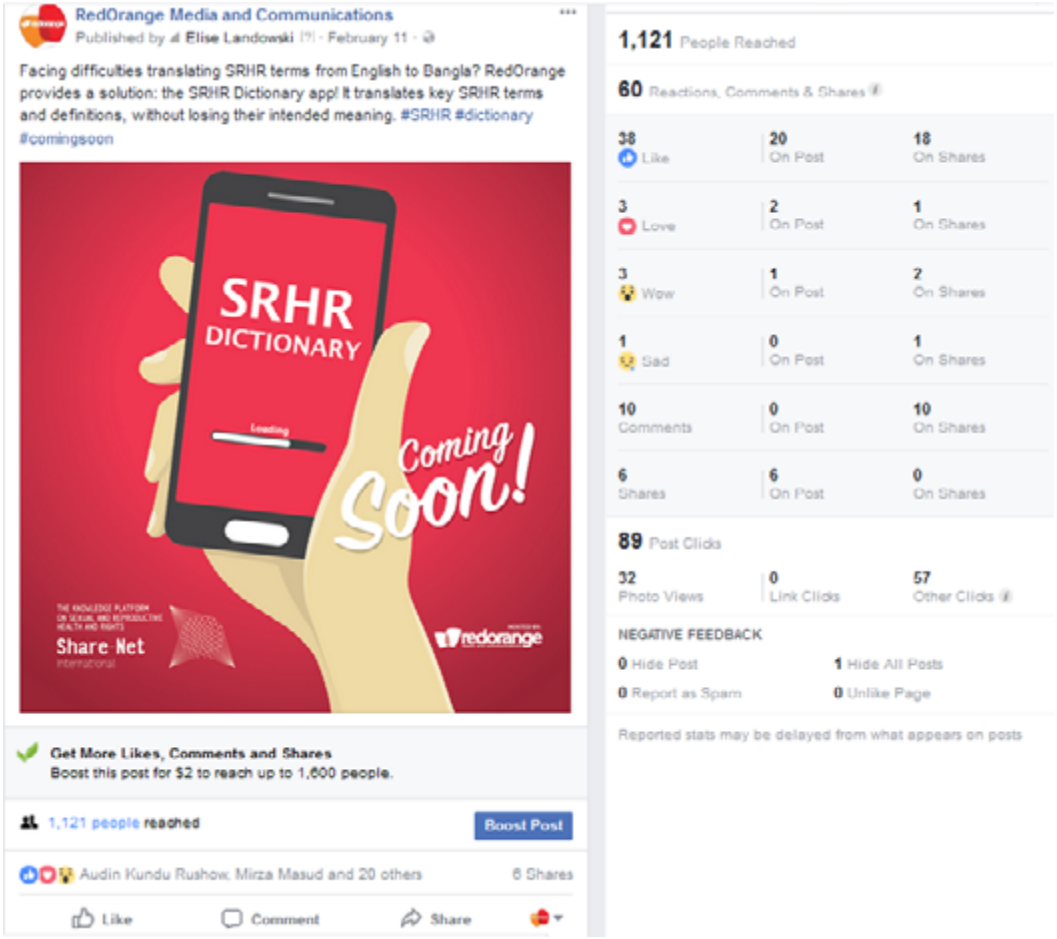
Many respondents had many different suggestions and identified more than one Bangla terminologies for the same English terminology. Incorporating all of those was difficult as it might dilute the message and the strength of the dictionary. The team has decided to use the words which are being widely used and accepted.

VII. Conclusion

The team successfully developed the innovative and user friendly tool: “Translating SRHR”: an English Bengali Dictionary Application . The application was demonstrated during the second knowledge fair of Share-Net Bangladesh. It was also promoted through social media and as well as shared through the newsletter.

This mobile application will help users to translate key SRHR terms in Bangla and contribute to SRHR policy and practice by coming up with a better way communication the SRHR knowledge in local language.

Annex 1:



The announcement was made on RedOrange Facebook page which reached to 1,121 people.

Annex 2:

Dear Sir/Mam,

Warm greetings from RedOrange Media and Communications!

We, RedOrange Media and Communications, are delighted to invite you to the dissemination event of **"Translating SRHR: The English-Bengali SRHR Dictionary App"** which will be held on **15th February, 2018 at 10.00 AM** at **INNOTEL – Luxury Business Hotel House # 23, Road-10, Block-E, Banani Dhaka-1213, Bangladesh.**

In this event, we wish to collect your perspective as the input on the SRHR terms in Bangla as your experience in the field of SRHR would greatly benefit us in our aim to make this applications objective successful.

Your confirmation email will be highly appreciated. If you are unable to join, we would be very grateful if you would kindly nominate a representative on your behalf.

We are looking forward to welcoming you at the event. Please find the detailed program schedule in this mail. If you have any questions or remarks, please do not hesitate to contact us.

Kind regards,

Arnob Chakraborty
Managing Director
RedOrange Media and Communications

Share Net International

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Invitation letter for the resource group meeting

Annex 3:

Screenshots of the app

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