

THINK ▶ CREATE ▶ COMMUNICATE



CONTENT CREATION |
DESIGN & ILLUSTRATION |
ANIMATION & AUDIO-VISUAL |
EVENT, BRAND & TRAINING |
CONTENT REVIEW |

MILESTONES

1986

Started journey as a **design** agency for development sector.

1987

Incorporated **computer-based design** process with external support.

1989

Computer-based design support for the first **Yellow Pages** in Bangladesh.

1990

Established an **in-house** Macintosh-based design and DTP set-up.

1993

Introduced **computer-based design** to UNICEF Bangladesh Country Office.

1994

Started working for **UNICEF** Bangladesh as an agency

1995

Started **Work from home** to serve during political unrest.

1996

Started working for **UNICEF** under Long Term Arrangements.

1997

Animation workshops to develop local animators.

1998

Meena Team for Supplementary Materials.

2002

Complete IT solution for Nationwide Finance & HR operation of Swanirvar Bangladesh.

2003

Virtual operation for AMDD Project of Columbia University & Bill and Melinda Gates Foundation.

2006

30 illustrated **storybooks** and **4 workbooks** for primary school students.

2010

Achieved 90% of **paperless office** through virtual operation.

2013

Piloting of **Learning & Earning** Project with Swanirvar Bangladesh and ICT Division.

2017

Conversion of textbooks to **activity-based learning** materials.

2019

Started working for the **UN Women** Bangladesh Country Office.

2020

Virtual operation and **work from anywhere** become the key to serve.

2022

2000 animated/video content for CSSR Project funded by World Bank.

2023

AI adopted to accelerate service and office management.

We...

We have been working for national & international agencies **since 1986** and for UNICEF **since 1994**.

We have a long track record of working under **branding** guidelines and resolving copyright issues of the content.

**WORKING
SINCE 1986**

We have an **unparalleled** reputation for delivering services within very **short deadlines** and with the required quality.

We have a proven **process** and efficient **teamwork** to serve from **anywhere, anytime**, and in any situation.

**ANYTIME
ANYWHERE**

We can deliver regardless of **shutdown, lockdown**, natural **disaster**, political **unrest**, and other difficult situations.

We have **no downtime**. We can keep **working 24/7** including **weekends** and **holidays** by assigning roasters.

**ZERO
DOWNTIME**



We do adequate research to **understand** the job and its requirements carefully before we **start** working on it.

We check everything carefully to ensure **consistency** of the content and to spot **issues** if there are any.

CONSISTENCY
AVOID ERROR

We ensure the content serves the **purpose**, goes with the **branding**, does not **contradict** a previous statement or raise any **controversy**, causes no **copyright** issue, etc.

We provide **content review services** in every stage from **scratch** to the **final output** and the contents **already published**.

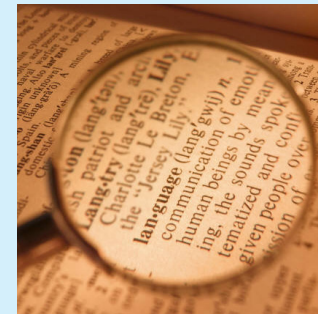
REVIEW
COPYRIGHT

We accept **unlimited edits** and **revisions** with quick turnarounds.

We do **edits at no cost** within 6 months after the **contract closes**.

We tailor our **pricing** to **your budget** without compromising value.

UNLIMITED EDITS
FLEXIBLE BUDGET



Do...

CONTENT CREATION

Multimedia content for Learning, Advocacy, Awareness, Campaign, Promotion, Branding, Advertising, Reporting, Documentation, Presentation, Storytelling, Training, etc.

Complete content services from **scratch** to final **output**, for **print** and **digital** media, up to **online** and **offline** dissemination.

1,000+
ASSIGNMENTS

MULTIMEDIA DESIGN

Print Design for Books, Reports, Manuals, Brochures, Leaflets, Flyers, Posters, Information Kits, Flip Charts, Calendars, Advertisements, Banners, Festoons, Bill-Boards, Display Boards, Children's Books, Infographics, etc.

Static & Motion Design for Social Media, Presentations, , Digital Banners, Animated Books, Interactive Teaching and Learning Materials, Games and Applications.

50,000+
PAGES DESIGN



ILLUSTRATION FOR EVERY NEED

Appropriate illustrations for every content with style, perfection, and relevance.

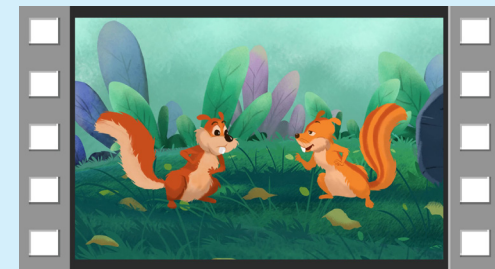
Thousands of top quality illustrations done for books, training manuals, flip-charts, presentations, social media posts, etc.

30,000+
ILLUSTRATIONS

ANIMATION & AUDIO-VISUAL

Animation for storytelling, awareness, promotion, teaching, learning, advertising, and more.

Audio-visual content such as PSA, Documentary, Drama, Biography, Promotional video, Advertisement, Music video, etc.



1997
AND ONWARD

EVENT, BRAND

Media and Social media campaign, grass-root demonstration to policy-making convention. In-field and virtual/online events.

Research, Strategy, Implementation, and anything to establish a brand. Brand asset development and dissemination on the ground and in the online channels.

EVENT ONLINE & IN-FIELD

& TRAINING

Training for learning, awareness, life-skill, human development, project management, content, multimedia, production, and dissemination.

SKILL TRAINING



Care...

CONTENT REVIEW

Our content is what we are. We create content and it re-creates us. Content is our identity. We are judged by our content.

Anything we publish, a piece of writing, image, video, or music - should be aligned with our identity, vision, mission, and reputation.

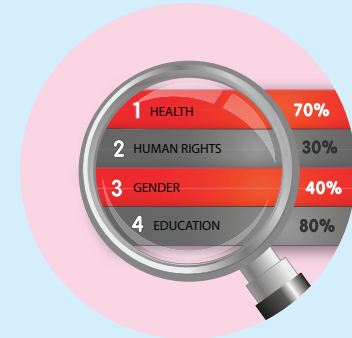
We provide **review services** for content at every stage from **scratch to the final** outcome and after it is published. We ensure it serves the purpose, goes with the branding, does not contradict a previous statement or raise any controversy, causes no copyright issue, etc.

SUPPORT AT NO COST

We are open 24/7 including national holidays.

Any support is required for content creation such as Illustrations, Photographs, Logos, Maps, Creative Writing, Editing, Printing & Production, Graphics for Websites, YouTube, Facebook, Instagram, Twitter, and more.

Please ask for helpful information and advice for your creative projects. You do not need to commit anything. Please message us at **maascom.do@gmail.com** and we will get back to you. This support is completely free.





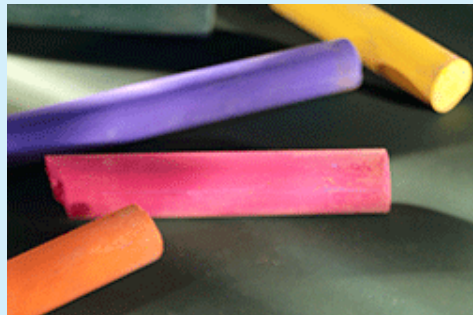
About...

THE COMPANY

MAASCOM is a specialized agency for Content **Creation**, Multimedia **Design**, Content **Review**, and related services working mainly in the field of social development communications.

MAASCOM was founded in **1986** and has worked for GoB Ministries and Departments, UNICEF, UNDP, WHO, UN Women, European Union, JICA, NORAD, Bill and Melinda Gates Foundation, Oxfam, GAIN, BRAC, ICDDR-B, Bangladesh Shishu Academy, Cross-World Group, Swanirvar Bangladesh and other national and international organizations. MAASCOM has been working for UNICEF and other UN Agencies since **1994**.

MAASCOM works in a **dedicated** process with absolute **priority**. We deal with selected matters for selected **clients** and



ensure client satisfaction with extreme **flexibility** of services.

MAASCOM is one of the **pioneer** companies in Bangladesh for **computer-based design** services. We started our digital journey with Microsoft Word, Aldus Page Maker 2.0, QuarkXpress 1.0, Adobe Illustrator 87, and Barneyscan XP in **1987**.

In **1989**, the Integrated Information Center initiated the first **Yellow Pages** in Bangladesh, and MAASCOM provided computer-based design support.

In-house DTP Set-up

In **1990**, MAASCOM launched an in-house Desktop Publishing set up with Mac-based Systems.

We also kept **traditional** tools with digital system. The combination resulted in quicker output and random editing opportunities with a **human touch**.

We started a training program on computer-based design and Desktop Publishing in **1991**.

Cross-platform Environment

In that period, some of our clients were using PCs to process their text, data, graphs, etc. and we were to work with those files for final designing.

To address the situation, in **1991**, we pioneered a **cross-platform** working environment, combining Mac and PC for working together.

Working for UNICEF

Since **1992**, some Associate Members of MAASCOM have worked for UNICEF Bangladesh to develop and design publications and communication materials. MAASCOM started working as a company for UNICEF in **1994**.

Introducing Computerized Design to UNICEF

At that time, designers worked in the **conventional process** (phototypesetting and manually pasting them on paper) for quality publications. In that process, designing a large report or book used to take many weeks. Alterations in the layout and text took weeks after weeks. So, we offered computer-based design solutions to UNICEF Bangladesh for quick output and alteration.

At first, we designed a pictorial report of around 70 pages on the urban children of



Bangladesh titled 'Staying Alive' in 1993 with desktop computers as a test case.

That was a great success because preparing the first layout of the report took only 3 days, which could take 3 weeks in the conventional process. Next year, we designed the VIPP Manual and many more publications.

Work from Anywhere

As we started working with UNICEF, political unrest was a big concern. Due to frequent Hartals, meeting the deadlines of urgent assignments became difficult. So, we have arranged to **work from home** by sending computers to the residences of some key team members before the Hartal days. It worked well and we kept running the practice for the following years. As the internet got faster, we could implement **work from anywhere**. Since the COVID-19 lockdown, work from anywhere has become a standard mode of operation.

LTA with UNICEF

In **1996**, the Programme Communications and Information Section (PCIS) of UNICEF Bangladesh initiated Long-Term Arrangements (LTA) for graphic design. MAASCOM developed the standard format for Agency Rate Sheets.

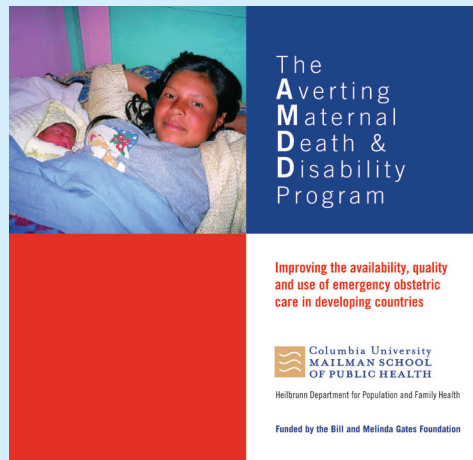
Through the bidding process, MAASCOM has been qualified and became an LTA Agency for graphic design. **Since 1996**, MAASCOM has been serving UNICEF under Long Term Arrangements.

Animation Workshop

In **1997**, **Training on Animation for Entertainment and Development** was organized by Pentagram and supported by MAASCOM. It was conducted by Nirmal Serchan from Nepal, Chandi Lahiri from India, and Shishir Bhattacharjee & Obaidul Haque of Bangladesh. This was the first information technology-based Animation Workshop in Bangladesh.

IT Community of Bangladesh

In **1997**, we Initiated **Bangladesh IT Community** to organize and support information technology professionals of Bangladesh.



Meena Team for Bangladesh

In **1998**, we organized the Meena Team for Bangladesh to develop supplementary materials for the Meena Advocacy Program. This team produced several materials for the Meena Program for the next three years.

IT Solution

In **2002**, we developed a complete IT-based solution for the **Nationwide Finance and HR Operation** of Swanirvar Bangladesh.

Virtual Operation

In **2003**, we designed a brochure for a Project at Columbia University, USA, funded by the **Bill and Melinda Gates Foundation**. We did not meet the client or any approval authority. We received the text and picture through email.

We designed the brochure and sent PDF files to people in the USA, Asia, and Africa for review. They sent their comments through email and we sent the next drafts. Within a week, we finalized the brochure and got approval. We printed a few thousand copies and sent them to five different destinations around the globe through FedEx.

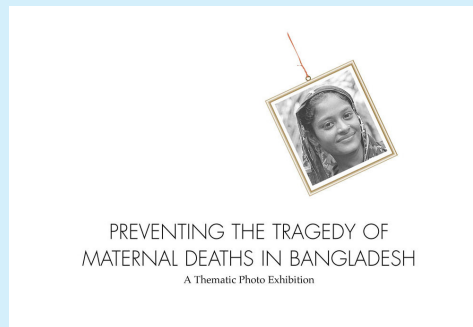
Since then, we have followed this with our local clients to **avoid traffic** in Dhaka city during work.

This experience showed us the possibility of operating from anywhere, anytime, in any situation, and a way to a paperless office.

Working for UN Women

Since **2019**, MAASCOM has been working for the UN Women Bangladesh and designed a number of publications for UN Women. Those are briefs, reports, manuals, banners, photo stories and social media posts with a lot of illustrations.

As **work from anywhere** and **virtual operations** have been our practice for many years, we continued flawless services to develop and design communication materials during the COVID-19 pandemic.



The way we do

As an integrated **all-out team**, we develop and design materials for its **purpose**. We ensure its maximum **usability, cost-effectiveness**, and a clear demonstration of the corporate image.

We aim to make things simple, nice-looking, easy to understand, and serve their pre-defined purposes. Above these, when we are assigned, we take full responsibility. We work as a team with full **commitment** and effort.

How we do it right

In the field of modern graphic design, we need a perfect combination of (1) proper **equipment**, (2) appropriate **software**, and (3) creative **manpower** with adequate skill and experience.

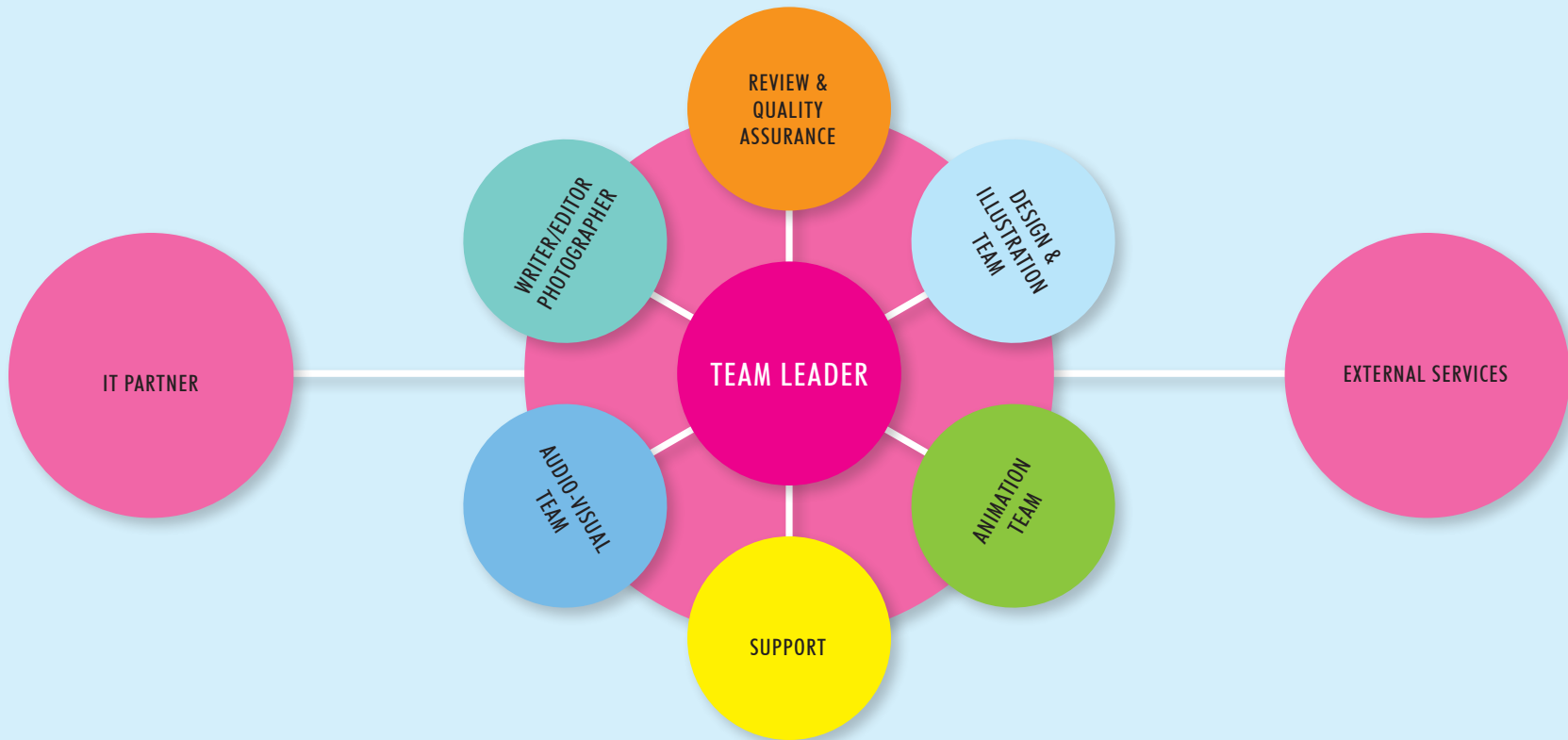
We always ensure this by incorporating adequate technology and involving the right manpower to accomplish the job. That is how we always stay up to the mark.

24 hours a day 7 days a week

Sometimes something happens very quickly. Something might need to be done within a **very short deadline**, which might seem impossible.

But we **never give up!** We deploy our **round-the-clock** service to deal with these urgent situations.

OPERATIONAL STRUCTURE



WE WORKED FOR



From the People of Japan



ব্রেকিং দ্য সাইলেন্স





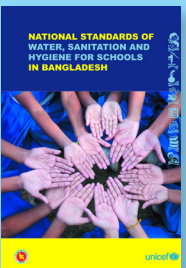
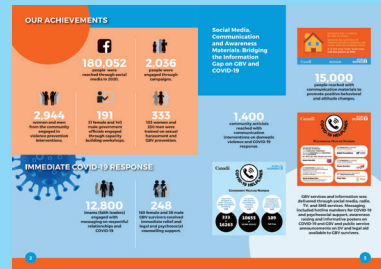
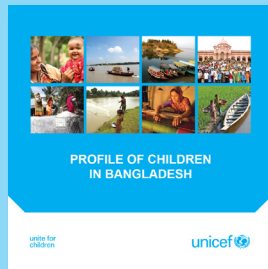
Work...

DESIGN

We have done a number of Reports, Booklets, Manuals, Brochures, Leaflets, Flyers, Posters, Information Kits, Folders, Flip Charts, Calendars, Dairies, Banners, Bill-Boards, Wall-Charts, Advertisements, Children's' Books, etc. with Illustrations, Photography, Graph, Chart, Logo, Map, Writing, Editing, etc. Also done PSA, Animation, Documentary, Social Media Posts, Gift Items, etc.

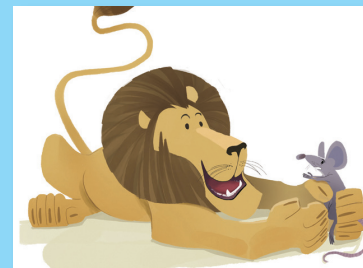


DESIGN

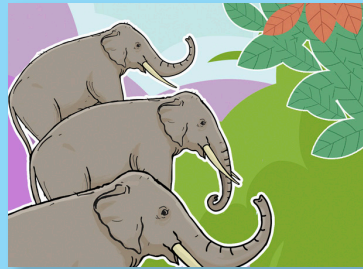
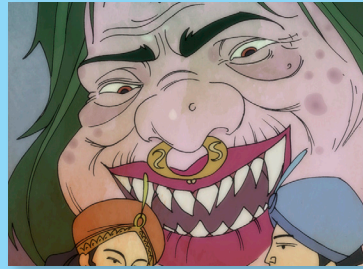


ILLUSTRATION

Appropriate illustrations for every content with style, perfection, and relevance.
Thousands of top quality illustrations done for books, training manuals, flip-charts, presentations, social media posts, etc.



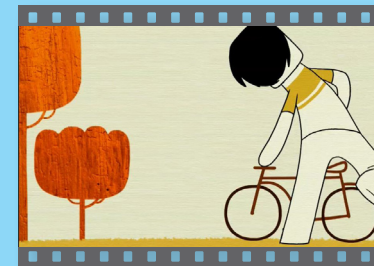
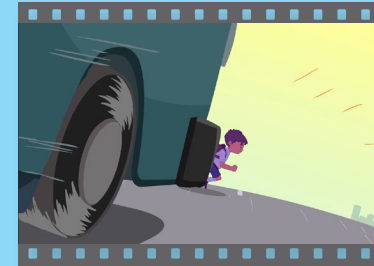
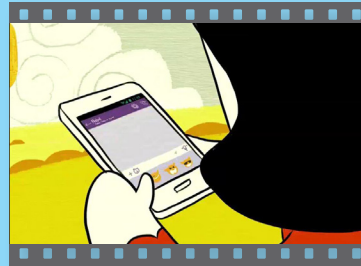
ILLUSTRATION



ANIMATION & AUDIO-VISUAL

Animation for storytelling, awareness, promotion, teaching, learning, advertising, and more.

Audio-visual content such as PSA, Documentary, Drama, Biography, Promotional video, Advertisement, Music video, etc.



Every Child Learns (DPE)

Conversion of textbooks to activity-based learning materials for Grade I students of Government Primary Schools.

After One year of research done by panels of education experts, eachers, writers, communication material developers and illustrators to develop activity-based learning materials for Grade I students of Government Primary Schools.



- 1518** Illustrations
- 662** Large Activity Cards
- 666** Small Activity Cards
- 440** pages of workbooks
- 100** pages of Handbooks
- 200** pages of Training Manual

COMPLETED IN **60 DAYS**

Nutrition Advocacy Toolkit (UNICEF)

A communication package including Booklets, Leaflets, Fact Sheets, Folder, Notepad, Manual etc.



Meena Advocacy Program

MEENA TEAM FOR BANGLADESH (UNICEF)

We have organised the team comprising education specialists, teachers, gender specialist, creative writers, artists and designers. The team have worked for four years (1997-2003) and developed a number of supplementary materials through research and pre-testing.

Taking Care of Babies



Story of Moyna



Meena's Friend Champa



Birds Will Fly



Girls and
Boys are
EQUAL

Story Books for Grade I & II (DPE)

Supplementary Learning Materials Development Project.

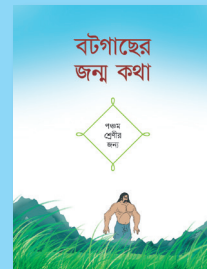
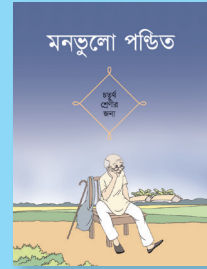
Our team comprising education experts, creative writers, illustrators and designers have developed 18 illustrated Story Books, 6 Activity Books and 2 Manuals in Bangla and English for Grade I & II students for the Department of Primary Education of Bangladesh.



Story Books for Grade III-V (DPE)

Supplementary Learning Materials Development Project.

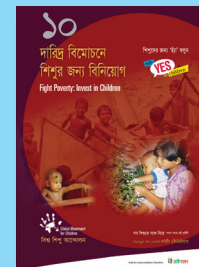
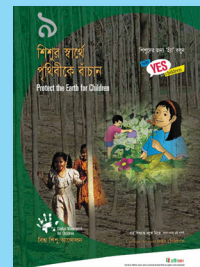
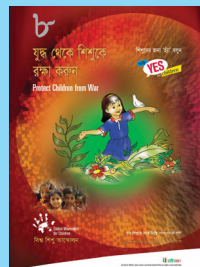
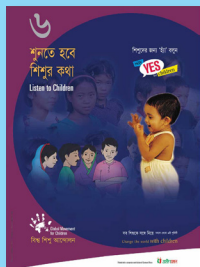
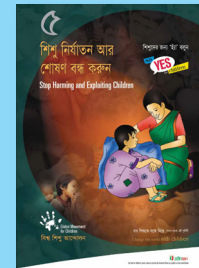
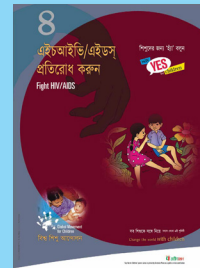
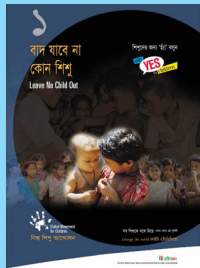
Our team comprising education experts, creative writers, illustrators and designers have developed 10 story books containing 42 illustrated stories in Bangla for Grade III - V students for the Department of Primary Education of Bangladesh.



Campaign for Global Movement for Children

Advocacy & Campaign Program for Global Movement for Children (Grameenphone-UNICEF)

Our team complying communication material development experts, creative writers, illustrators and designers have developed posters for Global Movement for Children.



Restoration of Meena Comic Books (UNICEF)

40 Comic Books in Bangla & English have been restored re-designed and archived.



BRANDING & EVENTS

Since 2001, we have been contributing for the brand development of the Cross-World Group; a leading group of companies provide power system and service in this country.

Tempest

SPECIFICATIONS
Perkins 400 series engine

Model	Power	Volts	Freq
400A	120	400	50
400B	120	400	60
400C	120	400	50
400D	120	400	60
400E	120	400	50
400F	120	400	60
400G	120	400	50
400H	120	400	60
400I	120	400	50
400J	120	400	60
400K	120	400	50
400L	120	400	60
400M	120	400	50
400N	120	400	60
400O	120	400	50
400P	120	400	60
400Q	120	400	50
400R	120	400	60
400S	120	400	50
400T	120	400	60
400U	120	400	50
400V	120	400	60
400W	120	400	50
400X	120	400	60
400Y	120	400	50
400Z	120	400	60

Tempest

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Ensuring power since 1962

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Service

Spares

Sales, Service & Spares helpline: 8811828, 8801442, 8817551/8828

Cross-world

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Ensuring Power Since 1962

Cross-world

ALTERNATOR

STAMFORD

MECCATEL

SYNCHRONIZATION

TRANSFER SWITCH

CANOPY

THE COMPANY

ENGINE

PERKINS

YONSO PUNTA

TRUST IN OUR EXPERIENCE

Team discussion at Peterborough, UK

Tempest

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LOW FUEL CONSUMPTION
GENUINE SPARE PARTS

Cross-world

Cross-world

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C/O BANGSA 2, Dhaka 1212
Tel: 881823, 881442 Fax: 881828
www.cross-world.com

Multi-Channel Election Campaign

This Campaign Was Done By Using Poster, Billboard, Newsletter, documentary, promotional videos, YouTube, Facebook, etc.

CONTACT INFORMATION

Name of the organization: MAASCOM

Working since: January, 1986

Contact Person: Nazmul Ameen

E-Mail: maascom@gmail.com

Web: maascom.net

Telephone: +8801711 560 664

Working Office: Level-9 (East), BDBL Bhaban, 12 Kawran Bazar, Dhaka-1215, Bangladesh.

Registered Address: Apt#2/A, H#31, Kalabagan 1st Lane, Dhaka 1205

Working Hours: 24/7 (Depends on the work-load)

UNGM Number: 537614



জীবনতথ্য



১৮ বছর বয়সের
আগে গর্ভধারণ
মা ও শিশুর
স্বাস্থ্যের জন্য
ঝুঁকিপূর্ণ

unicef
unite for children

