

# **Progress Report on Media Campaign for Improved Interaction among Development Stakeholders in RAP3 Project District.**

**(January 2018 to March 2018)**



*Producer of 'Bikash Ko Bato' Sangharsha Panta is interviewing with locals of Mugu district.*

***Submitted By***  
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## 1. Executive Summary

This project progress report covers the activities from January 2018 to March 2018. During this reporting period AFN has produced 13 radio program episodes covering nine RAP 3 districts, namely Dadeldhura, Doti, Achham, Bajura, Dailekh, Humla, Jumla, Kalikot and Mugu. The program episodes were broadcast through 17 different radio stations of those districts and two other radio station from Banke and Kanchanpur district. And a field visit to conduct listeners' survey, audio collection and video capturing of road opening is carried out and 9 public hearing has been completed during this reporting period.

## 2. Activities

### *Activity -2. 1: Production and Broadcast of Bikash Ko Bato Radio programme*

Bikash Ko Bato radio programme is weekly radio magazine produced by AFN and broadcasted via 17 partners radio stations in 9 RAP3 project districts. Total of 34 episodes have been produced and broadcasted during this reporting period which means 13 new episodes have been aired post previous report. This 13 new episodes covered issues like: local government, its plans and programmes, complaint address mechanism in local government, working area of provincial government, self-employment, women empowerment and entrepreneurship. Voices and information for radio programmes are covered from the nine RAP 3 districts namely Dadeldhura, Doti, Achham, Bajura, Dailekh, Humla, Jumla, Kalikot and Mugu. Also one particular episode was focused on impact story and feedback of listeners collected by program team during their field visit of Kalikot and Mugu.

The issues discussed in program is tabled below:

<b>EPISODE NO:</b>	<b>CONTENT</b>	<b>BROADCAST DATE</b>
22	Provisions and updates of budget separated for women in local level.	December 31, 2017
23	Youth in Self-Employment.	January 7, 2018
24	<b>Connect Episodes</b> Role of DCCI and RAP3 Connect to encourage business woman.	January 14, 2018
25	Hamri Didi.	January 21, 2018
26	Livestock Insurance.	January 28, 2018
27	Future Entrepreneur's Club.	February 4, 2018
28	Impact Story and Feedback Collection of BKB.	February 11, 2018
29	Post Election Management (Updates and Procedures of Budget and Plan Selection by Local Government)	February 18, 2018
30	Expectations and complaint address mechanism in local government.	February 25, 2018
31	Provincial Government; what it does, what are elected MP doing?	March 4, 2018
32	Struggle and success stories of empowered women	March 11, 2018

	awarded by RAP3 Connect on the occasion of International Women's Day 2018	
33	Female entrepreneurs	March 18, 2018
34	Entrepreneurship (5 episodes) How is local government contributing/encouraging local entrepreneurs	March 25, 2018

Every content of the program emphasized local voices as reporters collected local voices and content as per episode's theme. Episodes were broadcasted continuously following the content plan mentioned above.

Likewise, every Friday pre-summary report of every episode was shared with RAP3 team. Also, feedbacks, stories, quiz answers received via toll free Interactive Voice Response(IVR) and toll free SMS was practiced from end of January. For further details, see "BikashkoBato" Program Tracker from episode 22 to 32 ( 31 December 2017-25 March 2018) on **Annex 1**.

#### *Activity 2.2.1: Connect Special Episodes*

AFN continuously covered four thematic areas of Connect in four different episodes of Bikash ko Bato. Four episodes from January 14 to February 4, 2018 was focused on Connect areas. Those episodes talked about Role of DCCI and RAP 3 connect to encourage business women, Hamri Didi, livestock insurance and future entrepreneur's club. AFN also interviewed Ruth Mepake (Team leader, Connect), Milipha Thapa (Team member, Connect) and other district supervisor working for Connect. Likewise, AFN produced special episode covering the event organized by RAP3 Connect marking International Women's Day 2018. Three awarded women among five were interviewed and episode included the praiseworthy work they have done for level enhancement of women and their village.

#### *Activity - 2.2: 'Conducted first phase of Public Hearing'*

Antenna Foundation Nepal (AFN) in collaboration with its nine broadcast partners conducted first phase of public hearing in nine targeted districts. The topic of the radio discussion was; "*Developmental plans of local government and local's involvement.*" Partner radio stations of Dadeldhura, Mugu, Dailekh, Bajura and Kalikot conducted the radio discussion in January, likewise Doti and Jumla conducted the discussion on February. In Accham and Humla radio discussion was conducted on the month of March.

The details of public hearing is tabled below:

<b>DISTRICT</b>	<b>FM STATION</b>	<b>PLACE OF PUBLIC HEARING</b>	<b>DATE</b>
Dadeldhura	Radio Amargadhi	Ajaymeru Rural Municipality	24 January 2018
Mugu	Radio Mugu	Chayanath Rara Municipality, Gamgadi	26 January 2018
Dailekh	Dhurbatara Fm	Narayan Municipality	28 January 2018
Kalikot	Radio Naya Karnali	Khadachakra Municipality, Manma	29 January 2018
Bajura	Radio Bajura	Gaumul Rural Municipality	29 January 2018
Doti	Radio Saileshwori	Boktan Rural Municipality	1st February 2018
Jumla	Radio Karnali	Pataraji Rural Municipality	15 February 2018

Accham	Radio Society	Chaurpati Rural Municipality	11 March 2018
Humla	Karnali Awaj	Simkot Rural Municipality	21 March 2018

### *Activity - 2.3: Field Visit*

Bikash ko Bato radio production team visited Mugu and Kalikot during this period. From 23rd January to 2nd February, 2018 program team along Monitoring and Evaluation (M&E) team visited these two districts and interacted with listeners. Besides, feedbacks, and impact stories of the program was collected during the visit. Program team collected relevant stories for upcoming episodes of Bikas ko Bato. They also supported partner radio stations of Mugu and Kalikot to conduct the Public hearing. Program and M&E team witnessed and participated in the public hearings conducted in these two districts.

Some of the major activities done on the visit are as follows:

1. Assessment of Public hearing of Mugu and Kalikot.
2. Video and audio story collection of possible locals whose experience and stories can be included in program. Some of them are shared below under M & E section.
3. Visited partner radio stations and collected stories, sharing of partner reporters of BKB.
4. Evaluation of the public hearing by interviewing 10 participants each of public hearing of Kalikot and Mugu.
5. Listenership survey, 20 listeners by each in both districts. Most of the locals said they have heard program and they like it. The detailed findings and report of M&E team is included in Topic No: 3.

### *Activity- 2.4: Video Collection of Road Opening*

Bikash ko Bato also collected video and audio of RAP3 road opening ceremony of Raskot, Kalikot. Video production team accompanied by program and M&E team participated in the road opening and handover event. Video and audio of all event is captured and video documentary of the event is under process.

## **3. Monitoring and Evaluation**

Monitoring and evaluation (M&E) is a continuous process that helps improve performance and achieve results in a planned manner. Moreover, it is helpful to make improvements in current and future plans of capturing outputs, outcomes and impacts of the project. The M & E team at Antenna Foundation Nepal (AFN) has been constantly monitoring audience feedback on the *Bikash Ko Bato* ("Road to Development") radio program and has compiled and analyzed the data from the program tracker. Data of 13 episodes (from episodes 22 to 34) of the total 52 program episodes beginning from December 31, 2017 to March 25, 2018 have been considered in this second trimester report.

The findings of the study have been presented in following sub-headings:

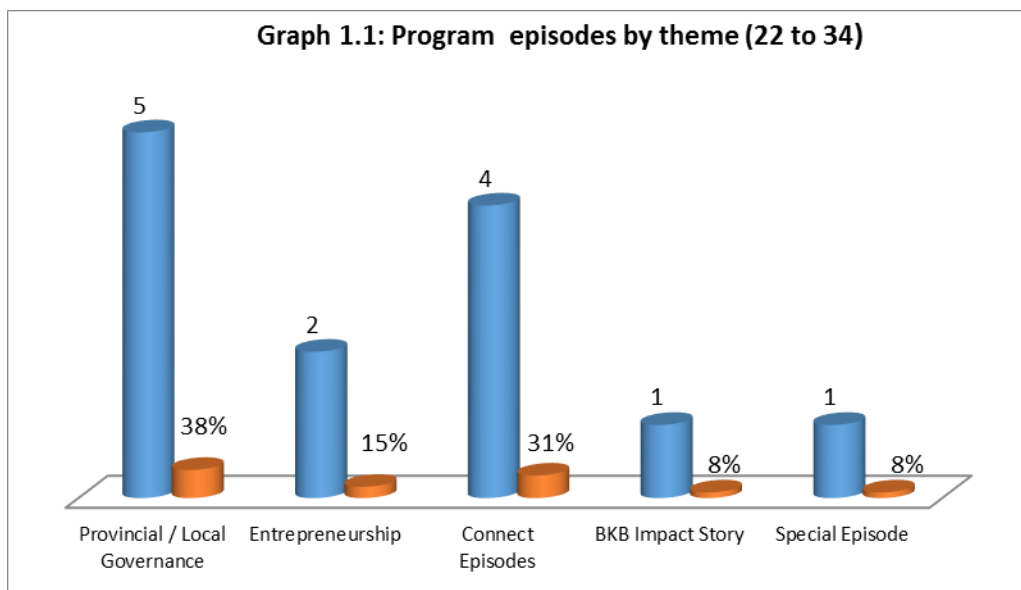
### **1.1. Themes of the Radio Program**

Program themes for the 13 episodes have been picked from among issues earlier agreed by AFN and RAP 3. During this reporting period, as Graph 1.1 shows that the most recurring theme

(38%) was provincial / local governance. The theme was used in five episodes. Within the theme, budget allocation for women by local levels, the procedures for budgeting, expectations and complaints redress mechanism of local governments, works of provincial governments and ways in which local governments were contributing to /encouraging local entrepreneurs were covered.

Likewise, four episodes that make up 31% of the total episodes related to CONNECT episodes dealing with issues such as the role of District Chamber of Commerce and Industries (DCCIs) and RAP-3 in encouraging women in business, Hamri Didi, livestock insurance and future entrepreneurs' clubs.

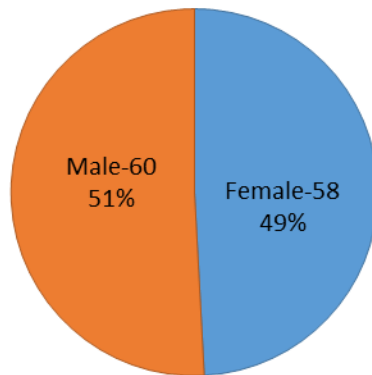
Similarly, it was found that two episodes were related to entrepreneurship which covered youth self-employment and female entrepreneurs' stories. One special episode focused on struggle and success stories of empowered women awarded by RAP3 CONNECT, produced on the occasion of the International Women's Day 2018 and the remaining one episode was produced including an impact story and feedback collected in Kalikot and Mugu districts.



### ***1.2. Voices of Community by Gender:***

Graph 1.2 shows that a total of 118 voices were collected for the 13 episode of the program. Among those were 60 (51%) male voices and 58 (49%) female voices, as shown in Graph 1.3.

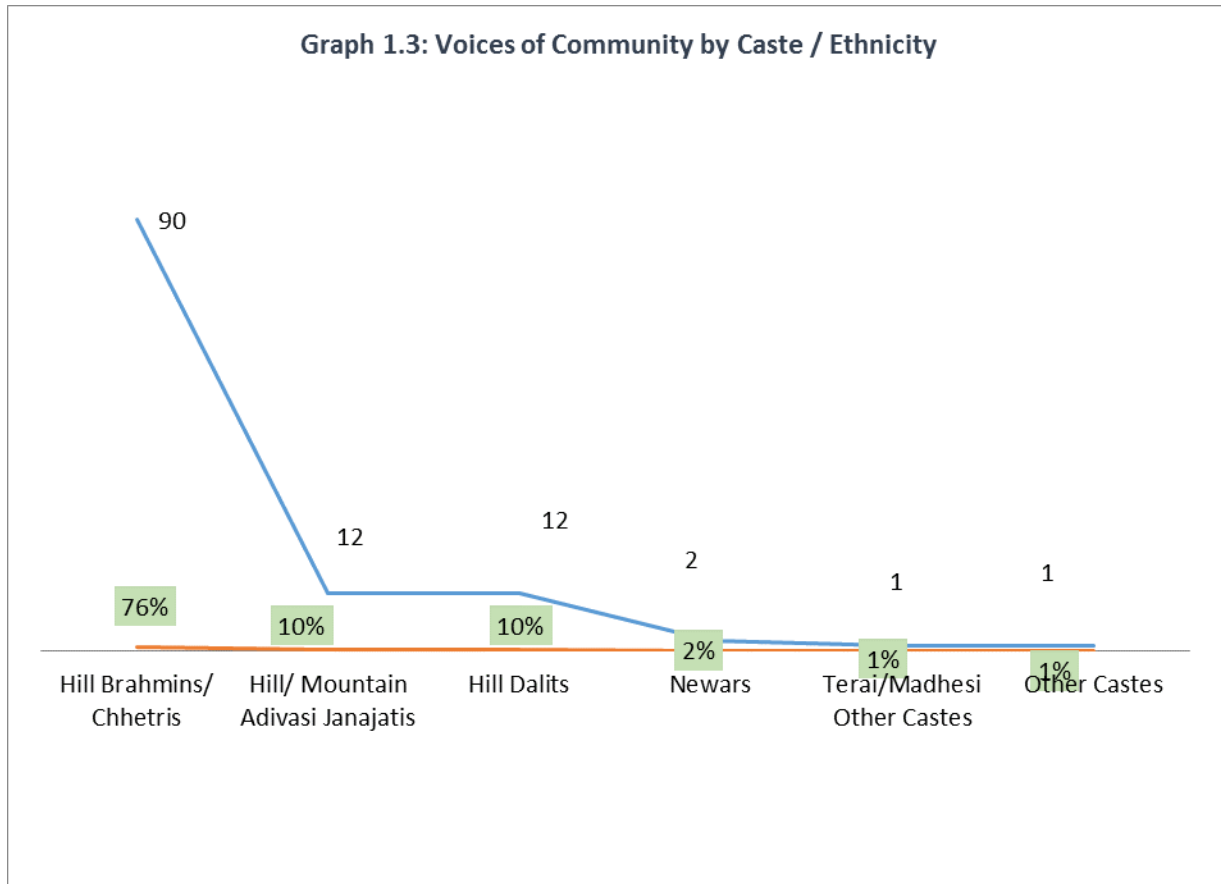
**Graph 1.2: Voices of Community by Gender**



***1.3 Voices of Community by Caste/Ethnicity:***

Caste/ethnicity was also tracked for this report, as per Caste and Ethnicity Index of AFN. As Graph 1.3 depicts, of the total 118 voices used, an overwhelmingly 90 voices (79%) were collected from Hill Brahmins/Chhetris, followed by Hill/Mountain Adivasi Janajatis (12) and Hill Dailts (12). While two voices were collected from Newars and one each was from Other Castes group and Terai /Madhesi Other Castes group.

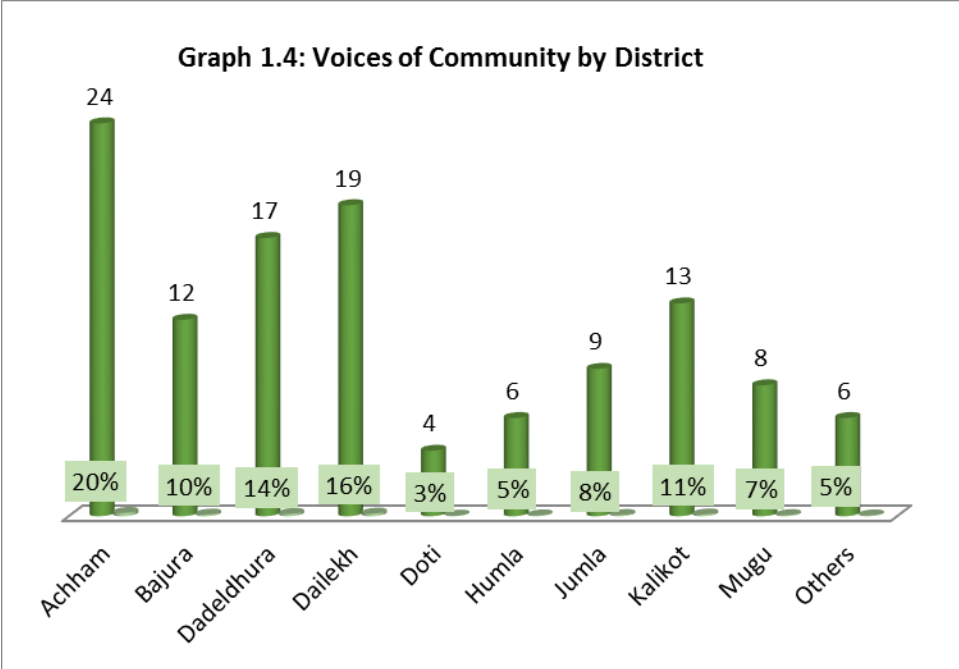
**Graph 1.3: Voices of Community by Caste / Ethnicity**



**1.4. Voices of Community by District:**

As seen in Graph 1.4, of the total 118 people whose voices were collected and included, the largest number of people (24) were found to be from Achham district, followed by Dailekh (19), Dadheldhura (17), Kalikot (13) Bajura (12).

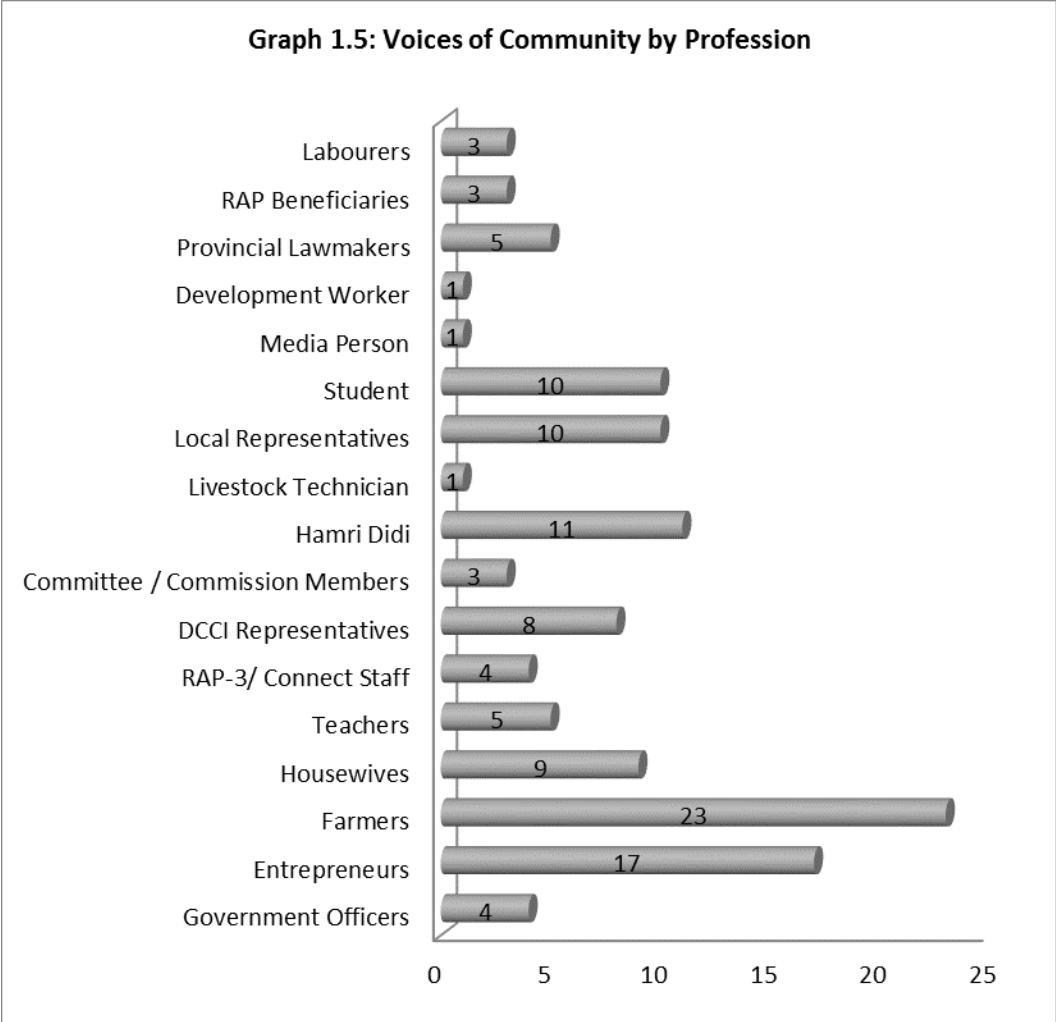
Likewise, nine voices were from Jumla, eight from Mugu, six from Humla and four from Doti. There were six voices from other districts (Kathmadu and Lalitpur) that were used while producing the program. The data show that there is not equal representation of voices from project coverage districts. Despite Doti, Humla, Mugu and Jumla being core project coverage districts, the inclusion of voices from those districts is less.



**1.5. Voices of Community by Profession:**

Graph 1.5 shows that, of the 118 voices collected for program, a maximum of 23 voices were from farmers, followed by entrepreneurs (17), Hamri Didi (11), local representatives (10) and student by (10). Likewise, nine voices were collected from housewives and eight from DCCI representatives. Five voices from teachers and provincial lawmakers each were collected. Similarly, the number of voices collected from government officers and RAP 3 CONNECT staff was four each. Committee / Commission members, RAP beneficiaries and laborers each had three voices, with one voice from a media person and a development worker each.

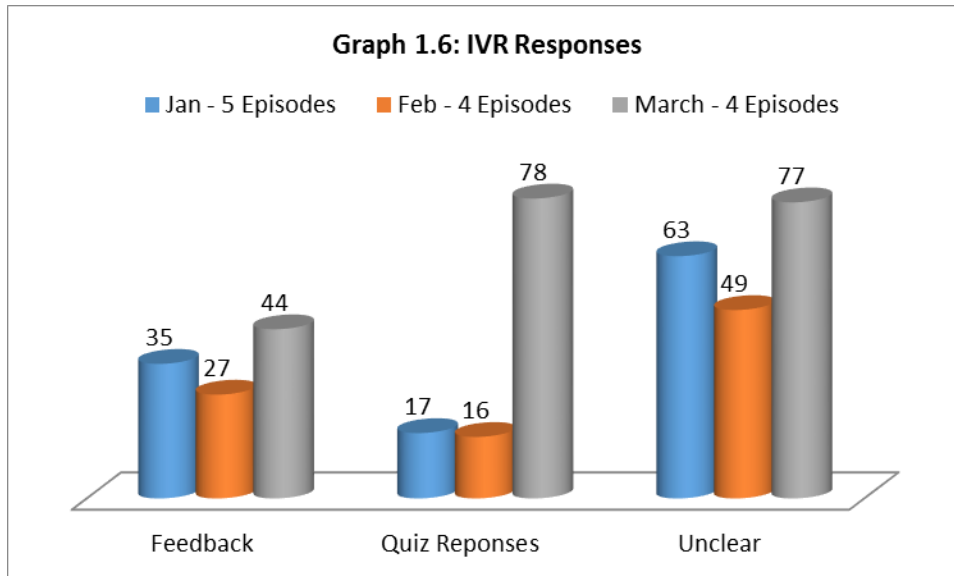




***1.6. Audience Engagement & Feedback collection through IVR:***

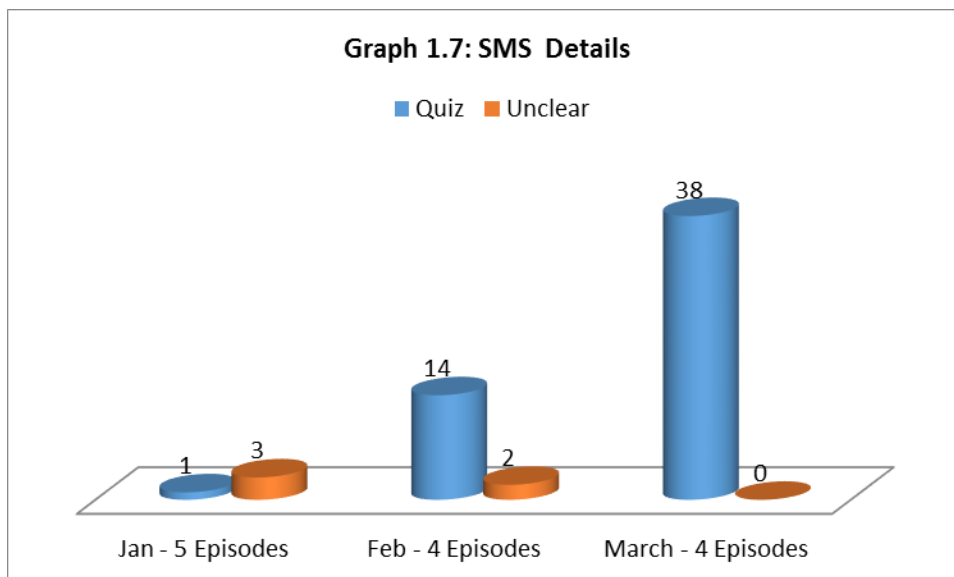
Graph 1.6 shows that a total of 406 responses were received from IVR system during this reporting period. The largest number of audience responses (199) were found to be received in the month of March. Among those responses, 44 were audience feedback and 78 quiz answers while the rest 77 responses were unclear meaning some of the records were inaudible and some of them were irreverent to the questions/program.

Likewise, 115 responses were received in January that included 35 audience feedback and 17 quiz answers whereas the remaining 63 responses were unclear. The least number of responses (92) were received in February, out of which 27 were audience feedback, 16 quiz answers. The rest 49 responses were unclear.



**1.7. Audience Engagement & Feedback collection through SMS:**

Graph 1.7 shows that a total of 58 quiz answers were received from SMS system during this reporting period. The largest number of answers (38) were received in March, without any unclear audio records. Likewise, 16 quiz responses were received in February of which two were unclear. The remaining four SMSes were received in January of which only one response had clear audio. The data shows that audience engagement is on the rise every passing month.



## IMPACT STORIES FROM THE FIELD

### **BKB inspires financial independence for women in Mugu**

I am a regular listener of *Bikash Ko Bato* radio program. BKB radio program is really nice as it covers genuine local issues. The program encourages women to be self-reliant. I like the presentation style and the way local languages are used in the program.

I like the 'Hamri Didi' the most which features stories of women entrepreneurs who are economically strong and financially independent. Listening to other women's success stories, I am inspired to do something in my own locality. I also know of many women in Mugu who, inspired by the BKB program, are motivated and have started their own businesses. They are now no longer dependent on their husbands' income to run their households.

Even I have created a women saving group named 'Mahila Didi Bahaini Samuha' where we save money every month and we provide loan to the needy at a certain interest rate. Then initiative has helped women in their access to finance. Many women have started their business after taking loan. I have also shared the concept with my students to start a saving group. They can spend the savings for purchase of their stationery. The idea is to inculcate saving habit in the students and make them understand the value of money. Students' involvement in such a positive initiative will also help them divert their mind from potential indulgences such as drug abuse, gambling, and also stop case of suicide.

This idea occurred to me after listening to the BKB radio program. I think the program should be continued and its program length should be increased. These days, as more and more viewers have switched to TV, the program would be more effective if some TV documentaries of the BKB radio program is produced and broadcast through TV.

--Samjhana Shah, teacher at Mahakali Secondary School, Gamgadi, Mugu.

### **BKB hones reporting skills, spurs public awareness on local issues**

Earlier, I attend two training programs earlier provided by Antenna Foundation Nepal to the reporters of its BKB radio program.

There have been changes in my understanding of development and in my professional capacity as a reporter after the training.

Previously, I used to think that development means having access to road and transportation but after the training, I understand that development also denotes acquisition of knowledge, increase in awareness and mental capacity which can change human perception.

While reporting for BKB radio program, I got familiarized with the concept of Gender Equality and Social Inclusion (GESI), which, I now realize, should be taken seriously while collecting content for radio programs.

The training built my skill to capture issues in the audio form. I learnt the practical skills required for field reporting, also presenting details of the setting. I have also learnt how to write concise reports.

While reporting, I have found that people are now more aware of their safety from various accidents and local development-related issues such as budget allocation by local levels, stakeholder accountability, livelihoods, women rights and empowerment and entrepreneurship in Kalikot, as a result of the BKB program.

I believe that the media is one of the strongest and powerful tools to change human behaviors. Therefore, it's my request that the BKB program should be continued in the days to come with necessary timely changes.

---Prem Raj Simkada, journalist at Radio Naya Karnali FM (also now reporting for BKB program, Raskot Municipality, Kalikot

## **ISSUES AND CHALLENGES**

The following were the major issues and challenges found to be faced by the BB production team during this reporting period.

- Too much dependency on district reporters. Sometimes, there is delay in receiving reports from the field.
- Geographical remoteness has caused difficulty in reaching prospective stories/sources. Also snowfall during this reporting period discouraged our reporters to visit and collect stories of assigned areas.
- Internet connection issues were witnessed in rural program districts that impacted the reporters' ability to send audio program files to the program team.

## **Annex 1: Program Tracker**

(See Separated Excel file)

