

MDGs & Media/ICT Activities

ActionAid's Experience

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A stylized silhouette of a mountain range in a darker shade of teal, located in the bottom right corner of the slide.

- ◆ CSP guides the work
- ◆ PRSP supports as a path towards moving to MDGs
- ◆ MDGs serve as a framework to move the activities to a common direction
- ◆ Media considered a partner in anti-poverty struggle
- ◆ Media advocacy as one of key five tools, included in all thematic engagements
- ◆ ICT as “high priority” with X% resource devoted
- ◆ Digital divide recognized as a major issue to overcome poverty

mob of Media

- ◆ ICT is seen in the context of R2I
- ✓ Bringing the issue to fore- Balighare
- ✓ Garnering support in favor- Kamaiya
- ✓ Influencing decision makers- UPOV
- ✓ Disseminating about policies- conflict victim children
- ✓ Critical engagement process- challenging PRSP process; MDGs failing to see heterogeneity of society; alternate MDG report

IT

- ◆ Reducing digital divide within organization
- ◆ Enhancing the access of PNGOs to e-information
- ◆ Running specific IT programs

Specific programs/cases

- ◆ Capacity building on radio, video production
- ◆ ICT for street children
- ◆ Dharan positive radio program

Learning

- ◆ Media is very effective tool in rights-based mode of development
- ◆ IT creates among people more sense of professional self-respect (in the sense of being in tandem with Time)
- ◆ There is a fine line between “enjoying the media” and “strategic use of media”
- ◆ Capacity building is a duty, which eventually pays off