

BCO Reporting

Reporting period: January – July 2007

Organisation: OneWorld South Asia, New Delhi, www.oneworldsouthasia.net

Outcomes	Last 6 months activity(ies) – short description	3 Key lessons* and implications for the BCO work	3 key successes and implications for the BCO work	Collaborations in support of activity – with both BCO and non-BCO partners	Snapshot next 6 months activity(ies) incl. new projects
ICD has been mainstreamed in development sectors	(1) Sixth Annual Regional Meeting on Mid-way to MDGs : Accelerating Progress through ICTs	<p>MDGs are still the unmet need of people, concerted efforts need to be made to accelerate the progress towards inclusive realisation of these goals, especially in the interest of human rights, dignity and security of the marginalised people.</p> <p>Focus to enable communities to use ICTs in their own ways for sustainable development. This could be done through collaboration action by Civil Society Organisations and other stakeholders.</p> <p>The enlightened use of ICTs and new media tools for making available relevant knowledge on conflict issues</p>	<p>A session was devoted on ICT enabled successes : Selected case studies wherein case studies from Sri Lanka, Nepal, Bangladesh, Pakistan and India were shared for replication elsewhere.</p> <p>A platform to know the mid-term status of MDGs in South Asia and how various programmes and strategies could for addressing MDGs could be evolved through ICTs</p> <p>The issues like inclusiveness, conflict zones, gender and equity are to be taken into consideration while defining the strategies and designing the programmes.</p>	Not only the BCO partners had been present but also the GKP South Asia members were also present along with other stakeholders from UN/International/Government and Civil Society Organisations	The two days deliberations have been used as a “wake up call” for all to design their own strategies back home for localising MDGs through ICTs and collective action for globalising the efforts through mainstreaming ICD in the development sector.
	(2) Lifelines-India as critical ICT interventions for livelihoods and improved quality of life	<p>Operational excellence offered by mobility of service</p> <p>Process approach for leveraging technology</p> <p>Localisation of information through ICT domain</p>	<p>Innovation and Simplicity</p> <p>Multi-Stakeholder Partnership</p> <p>Expansion and outreach of mobile networks</p>	Non-BCO members	<p>Expansion in other States</p> <p>Strengthening of FAQ database on agri-business</p> <p>Extension of services in education</p>

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	<p>(3) Integrating ICTs on People’s advocacy for development, replication of experiment in Bangladesh and Sri-Lanka - Advocacy Centers in South Asia</p> <p>The findings were shared with the BCO Impact Study group by sharing the Impact Study; answering to the questionnaires sent by the researchers</p>	<p>Multiple ICT tools were provided like Radio and Internet along with multiple media skills – written, audio, web-based, photography, comic etc. to strengthen communications for development. These Advocacy Centers showcased strong community participation, community management and community owned programmes : a way forward for self-sustaining the programmes.</p> <p>The challenges are there to meet the financial resources for sustaining the programmes, but OWSA provides them various options which are being tried out. There is a demand for handholding for more time.</p>	<p>Gender participation has been the key feature of this programme.</p> <p>ICTs have been used by adolescent girls and women who had never come out of their homes earlier and have never been exposed to media and ICT tools.</p> <p>The Centers have been established in slum and remote areas in India and Nepal where the challenges like connectivity and coordination with other stakeholders are there, but efforts are being made to address these by Community Based Organisations</p> <p>Multiple issues of development are being addressed through the process of multiple use of media tools for voicing the voiceless. A short film was prepared on this initiative, namely, Transforming Communities through ICTs and was showcased in the recently concluded e-India initiative with global participation.</p>	<p>The model is shared in the BCO C3 study. It is being replicated in Bangladesh and Sri Lanka under SDC project on “Strategic Use of ICTs for Poverty Reduction” in India, Sri Lanka, Nepal and Bangladesh</p>	<p>The project activities will continue with selected partners till November 2007</p>
	<p>(4) Building communication opportunities for a community</p>	<p>Marginalised</p>	<p>Use of internet for building</p>	<p>Non-BCO members</p>	<p>Series of capacity building</p>

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<p>Stronger voice and debate enabled by ICT4D (ICD)</p>	<p>of weavers in Chanderi</p> <p>(5)ICT mediated knowledge support on disaster relief and rehabilitation initiative</p> <p>(6)Voicing the Voiceless through Radio : OneWorld South Asia radio : platform for grassroots communities to voice development issues.</p> <p>OWSA broadcast these radio programmes every week on FM Rainbow India and dedicated a website</p>	<p>communities need innovative programmes for communications</p> <p>Convergence of traditional and new media tools are acceptable for strengthening communication</p> <p>Capacity building at their door-steps is the demand, still adolescent girls are not allowed to travel out from their home-towns.</p> <p>Need to sensitize NGOs for placing ICTs as an important component in their Strategic planning</p> <p>Connectivity was a big challenge in remote parts of Sri Lanka</p> <p>Constant follow-up with NGOs on using ICTs as a platform for effective communication and need for hand-holding for longer duration than expected.</p> <p>Radio as an</p>	<p>marketing linkages for weavers</p> <p>Radio for communicating local experiences and success stories</p> <p>Community Media Centers – a common place for learning and using ICTs</p> <p>Enabled the NGOs to realise the important of web-services</p> <p>Content in local language enhanced the access to the website for relevant and appropriate information by local people.</p> <p>Enabled to build partnerships among the NGOs for common mission and vision.</p> <p>The success of community radio reflects the success of those voiceless communities who need platforms to anchor their voices.</p>	<p>Non-BCO members</p> <p>The non-BCO partners in Nepal, Sri Lanka and Bangladesh in association with OWSA programmes are using radio while providing multiple media tools in</p>	<p>organisations on multiple media tools</p> <p>Follow-up on updating and providing technical support</p> <p>OWSA with its selected partners is continuing this effort for creating more grassroots broadcasters; sensitising NGOs and CSOs on policy</p>

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	<p>www.radio.ekduniya.net</p> <p>Celebrated 100 episodes of “Voicing the Voiceless” on August 8, 2007. The efforts are continued.</p> <p>Capacity Building on radio programming and production is the key feature of this activity.</p> <p>OWSA being part of the policy advocacy on Community Radio, plays an effective role in advocating for conducive policy initiatives and anchors the voices of civil society organisations at these platforms</p> <p>Organising Regional Workshops on Community Radio Policy Initiatives to sensitize Civil Society Organisations on networking and strengthening their communications strategies through effective use of radio as an important tool for communications</p> <p>(7)South Asia MDG Watch : e-Newsletter : UN Millennium Campaign</p>	<p>important tool for communications for addressing MDGs</p> <p>The communities need ICT tools and capacity building for their effective usage and try to prove the need for multi-stakeholder partnerships at the grassroots level for strengthening the networking and learning from each other experiences.</p> <p>Showcasing various models on effective use of radio in South Asia based on different policy frameworks.</p> <p>Communication strategy must include convergence of traditional and new media, online and offline interaction</p> <p>Stakeholder mobilisation comes from</p>	<p>Passive receivers of information are the active anchors and setting examples on using the ICTs</p> <p>The communities have learnt the technical know-how of radio production and how best to disseminate their voices through listeners' clubs, mainstream broadcasting and podcasting.</p> <p>An archive of knowledge bank has been created through audio content</p> <p>Enabled outreach in South Asia – MDG watch, a fortnightly newsletter on MDGs in South Asia, to over 3000 stakeholders, mostly from NGOs, and some from government, media and private sector.</p> <p>Highlighted stories of positive effort and campaigns at the regional, national and community levels that propel small but significant efforts towards inclusion in reaching the MDG targets.</p>	<p>strengthening ICT4D.</p> <p>.BCO partners on the mailing list</p> <p>OneWorld partners</p> <p>Reaching development practitioners, researchers and students globally</p>	<p>initiatives and strengthening ICT4D domain by providing bouquet of media tools for voicing their concerns.</p> <p>Intensive demand and appreciation of the newsletter. It is a continuing activity</p>

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	<p>(8) Digital stories/video documentaries on development :</p>	<p>logically devised communication strategy that includes consistent knowledge and information-based engagement with identified groups.</p> <p>Vibrant colours, attractive design, ease of downloading and choice of interesting and relevant content can make newsletters an effective vehicle for information dissemination.</p>	<p>Alerted on critical issues that hinder the achievement of the MDGs and enhance poverty in the South Asia region.</p> <p>Creativity using ICTs for grassroots enhancement and empowerment</p> <p>Collecting and capturing local content in the digital format</p> <p>Growth of community archives to help share success stories across communities and globally.</p>	<p>All visitors to the grassroots website http://grassrootsvoices.net</p>	<p>Continuous process</p>
	<p>(9)Information Dissemination through portals</p>	<p>Using ICTs for the social and cultural advancement of marginalised communities</p> <p>Providing a meeting and sharing space for those interested in using digital story-telling for community advocacy or grassroots social change</p> <p>Community</p>	<p>Filling the information gap that exists in development news and information.</p> <p>Mainstreaming alternative thoughts and encouraging debate over development issues including</p>	<p>BCO partners on the mailing list</p> <p>OneWorld partners</p> <p>Reaching development practitioners, researchers and students globally</p>	<p>Continuous activity</p>

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		<p>ownership of this programme</p> <p>Packaging/presenting of relevant information that attracts readers and makes information easy to comprehend.</p> <p>A big challenge is to reach the target audience effectively.</p> <p>Development Organisations overlook sharing of information in news format.</p>	<p>MDGs and ICTs</p> <p>Creating globally accessible repository of resources and information.</p>		
<p>Poverty impact of ICT4D (ICD) evaluated and disseminated to key development audiences</p>		-	-		

Notes:

* **Key Lessons** should include challenges and errors in project formulation and implementation.