

## **Panos South Asia:**

### **Jeebika Project Completion Report**

#### **1: Introduction**

##### **a: General Background**

Nepal is in the field of battle against the poverty since last 40 years with its planned development period. The planned effort has helped to improve the lives of the many people, but the numbers of the poor people are not declined despite the implementation of various program targeted to poverty reduction. According to government statistic the number of poor people was 5.7 million in 1976 and the latest Nepal Living Standard Survey (NLSS) shows about 6.5 million Nepali below the poverty line.

Poverty reduction has become the main priority of the government and donor of Nepal from the last forty year. Each and every planned project from the forth five years plans are putting poverty in first priority. Nepal has adopted Poverty Reduction Strategy (PRS)P (paper) in its tenth plan. The implementation of the five year tenth plan has started at 2002/03. The tenth plan itself is the PRSP and it has some distinct feature in comparison to previous plans. According to the national planning commission assessment report the five features of the tenth plan are;

- The tenth plan is Nepal Poverty Reduction Strategy Paper (PRSP).
- It recognizes the role of the local bodies, community organizations and NGOs in development and reflects the government commitment to decentralization and functional development.
- It uses modern planning tolls and logical frame works to define institutional tasks and responsibilities, being done for the first time in the history of periodic planning in Nepal.
- It has clearly defined priorities; P1, P2 and P3 projects and clear cut allocation/disbursement commitment.
- It has extensive monitoring and evaluation provisions, including a commitment for annual poverty monitoring, and also for the first time in Nepal- process monitoring.

In Nepal, the PRSP programs was developed and implemented in consultations with different stake holders. However, most of the ordinary people and beneficiary of the PRSP are not aware and informed about the PRSP due to the lack of discussions, debate and development intercourse. Another reason may be the increasing political instability and insurgency, which became dominant issues of discussions in media in period of PRSP implementation. However, the views, voice and experience of the poor people are crucially important for the PRSP. Also equally important is to sharing of best practices

and learning even in a short span of PRSP implementation. It is also important to build trust among the community and people and to show that development activities are continuing and media are putting the development issues and activities in priority. In this critical juncture, as a defined stake holder of the PRSP, media (particularly the local radio) was identified as responsible to inform, aware, educate and motivate the people.

**b: Objectives and Method**

The over all objective of the project was to sensitize and aware poor people about the programs and process and to create a discussion forum to bridge the gap between the interests of policy makers and the daily concerns of the stake holders of the PRSP.

The specific objectives of the projects were;

- to aware, inform and educate common people about PRSP by creating a discussion forum through radio program
- to bridge the gap between the interest of policy makers and the real concerns of the social groups of the PRSP
- to motivate stake holders and communities to increase their ownership and participation by sharing their learning, experiences and practices.
- to enhance the skill of the local FM producers and reporters by sharing and investigating issues and concerns of poverty and poor people.

The project was designed to produce in a participatory ways in different level. Broadcasting FM stations was actively involved to design, develop and production as well as broadcasting. At the same time, the participation of various stake holders (the planning commission, Government, NGOs, consumers and civil society participation was ensured on the radio program to fill the gap between policy and grass root reality.

Insuring interaction between all stakeholders of the PRSP for debate and discussions was adopted as main strategy for participation, where all voice of the concerned were heard.

**c: Program Introduction**

The name of the program *Jeebika* (Livelihood in English) was decided in program design workshop. Jeevika is a half hour radio magazine focused on Poverty Reduction Strategy (PRS) policies and practices. The program was designed to examine the interlinks between policies and implementation. The program was a mixture of field based report and studio based discussions linking the grass root reality and policy formation and implementation with aim to create a discussion loop between PRSP stakeholders. Policy makers or implementing body of government representative, a member of civil society and stake holder of related issue actively participate in studio discussion after listening the field report, prepared in advance on the field. The discussion was focused in relation to field experience and policies of country in order

that NGOs, INGOs, policy makers and stakeholders, so that the stake holders and communities know where the gap or weakness of policy and its implementation are.

## 2. Project Activities

The PRSP itself is an integration of complex and multi dimensional issues and programs to poverty reduction. So the weekly radio program of only 30 minute was not enough to cover all aspects of the all PRSP theme. Understanding the limitation of the radio program, the project intervention was planned to prepare radio program on 3rd and 4th pillar of the PRSP. This includes sensitize, aware, educate and examining and creating awareness to improve access of excluded groups including Dalits, disadvantage and Janajati. The equally important focus of the program was to examine and discuss the fourth pillar that is good governance to improve service delivery, efficiency, transparency and accountability. Altogether 18 radio programs of each 30 minute was produced and broadcast during the project period.

During the project period, basically three types of activities was carried out; those are Pre-production, production and post production activities. At last, the production team has tried to evaluate the impacts of the program in policy and implementation level.

### **a: Pre-Production Activities**

A two days workshop was organized to design and develop the program and assignments to the local producers were given as Pre-production activities of the projects.

#### **Program Design workshop**

Two days workshop was organized at September 21 and 22, 2005 to design and develop half hour radio magazine. The workshop was also designed to discuss the basic principles and activities of the PRSP, so the producers understand the issues. The workshop was aimed to develop interaction between content expert and radio program producers and reporters.

Altogether producers from 15 radio stations all over the country participate in the workshop. The content and media expert discussed the issues and finalized the theme for radio program production during the workshop in active participation of the producers. The format of the program was decided as magazine by the participants. As per the conclusion of the workshop the program was separated in two parts reflecting the (1) field reality and (2) policy issues and linking with 3rd to bridge the gap between both by using narration.

The objectives of each and every program was designed and developed during the workshop. Also the standard of language, presentation and technology was developed for common understanding and program quality. After developing the common understanding on the standard of program, assignment was given to the participants of the workshop, who are also producers of the local FM and local journalists. The producers of the partners FM stations was assigned to produce report, feature and case studies in the field reflecting and evaluating the implementation of PRS in the field level.

The separate report of the workshop is already submitted to Panos, however, the list of the producers is in Annex 1.

### Field Reports Assignment

The list of the assignment and production theme was as follows;

Episodes	Theme of the field
First and Second	Since how long in Nepal has been implementing poverty reduction strategy?
Third	How did women at Uttarganga in Surkhet district empower?
Fourth	Impact of investment from government and non government sector to Chepang community to betterment their lifestyle; a case study from Makawanpur District.
Fifth	Consequences of actions by government and non government institutions to improve their lifestyle after made kamaya (Bonded labor) free; a cast study from Dang District.
Sixth	Since how long in school an excess number of students in Jhapa than existing resources? It's influence in education. A report from Jhapa.
Seventh	Madanpokhara VDC in Palpa, farmer at there cultivates green vegetables and sells it in the market at a low cost. But they should have to pay much money for buying vegetable. Why are they doing so? A case study from Palpa.
Eight	Parsa is the district situated in Mid Terai. Farmers of Parsa have been confronting with irrigation problem since many year back. Impact on production of rice due to lack of irrigation and other problem, a report from Ramgadhawa Parsa.
Nine	A case study of positive consequences of Tourism for Rural Poverty Alleviation Program in Solukhumbu district.
Ten	Government free education and scholarship packages to Dalit children: Cause of being not so attractive in target group. A case study from Khanar VDC-8 Sunsari.
Eleven	However in rural area of country, milkman's co-operatives are playing

	a part reducing poverty of farmers they are not getting right price of milk at the market. A case study from Nagadanda Kaski.
Twelve	Why did district forest office of Kapilvastu discontinue community forest handover to user group? A case report from Butwal.
Thirteen	A progress report from the field what they are doing to build the road at community level in Jumla?
Fourteen	Are habitants at buffer zone of Chitawan National Park (CNP) getting support from the CPN? A case study from Chitwan.
Fifteen	Badi women within their community what they are doing these days? A case study from Nepalgunj.
Sixteen	Strengths and limitations of micro-credit program for local women in Baglung district, a case study.
Seventeen	Women in foreign employment: a case study.

**b: Production to bridging the gap**

The main objectives of the radio programs were to bridge the gap between field level implementation and policy and planning by discussions in active participation of planners, government agencies, NGOs and civil society on the issues of PRSP.

**Production on the field**

The field level interventions were packaged as radio reports, features, case studies and success stories to stimulate the discussion in studio. The field reports and feature were produced to use as tool to discuss the policy issues, success and failure of PRS implementation. The field report was prepared and packaged in advance by the producers in various field covering all geographical areas and various sectoral interventions of PRS.

**Production at Studio**

The discussions were organized to discuss the related policy matters raised by field based reports and features. The participants of the discussions were selected on the theme to develop the debate, comprising civil society, government representatives, NGO representatives and activists from the field. The field report was played in the studio before the discussions. The field based items itself was packaged with the voice of the beneficiary people which has raised concerns and questions from the grass grassroots. Then the discussions were conducted to bridge the gap between policy and grassroots level experience. The theme discussed in studio and the list of the participants of the discussions is in annex 2.

**Learning during the production**

This was the first experience of the program, which was designed to discuss based on the field items and focused on PRSP. During the field recording and discussions as well as packaging the both is also a learning experience for producers. Some of the learning's of the production team members are as follows;

- Poverty Reduction Strategy Paper (PRSP) is prepared for reducing poverty only, not to eradicate the poverty. PRSP is known as a plan and package influenced by donor community. Also, it is perceived that PRSP is adopted in the planning because of pressure of World Bank and International Monetary Fund (IMF).
- PRSP is different than previous planning. It is comprehensive in comparison to previous fifth year plans that were diverse on covering activities of development. People from different level and region of the country were actively involved in PRSP process. The PRSP has prepared considering the priorities of women empowerment. PRSP has addressed many issues of women however, still problem on implementation or management system are existing.
- Chepang community are getting aware since the activities has originated for fighting against their poverty, illiteracy and other problem facing many years back. They are capable to be social and they come out to the fore to be inhabited in home from the den where they had been dwelling long time back. Children from Chepang community motivating to move up towards modern life and status of girl in education are improving. Chepang could participate in nominating on the body which set up under coordination with DDC, however, they don't have right to influence in policy.
- Kamaiya, however has been living insecure life in western Nepal since 2000 while they had escaped as a form of bonded labor. Governments programs and on going campaign of non government organizations for enrolling children to the school are effective. Many liberated Kamaiya are still landless as well as they don't have their own home. They were not asked to participate while formulating PRSP.
- Supporting local farmers for cash crops has encouraged people to getting start farming of cash crops and vegetables. The collection center for local farmer has been established in different place of the country; however government hasn't implemented agriculture market policy yet. The farmers are facing problem of market whatever they produce.
- School enrollment rate from lower or marginalized cast children are steady growing. Government has last year announced Welcome to school program and many children come out to school for enrolling but there are lack of resources i.e., teacher, building or other infrastructure in school.
- In Nepal, more than two hundred thousands farmers are organized in dairy transaction. So it is getting attractive source of employment to local farmers. They have their own co-operatives where local farmers sell their product and

collect cash; however, they do not have access to policy formation in national board.

- After the implementation of buffer zone act, the long term dispute between inhabitants of buffer zone and Royal Chitwan National Park (RCNP) has reduced. Now people of buffer zone are getting a portion of RCNP income.
- Inhabitants of Karnali Zone are seems unluckily that they are not connected yet by motor able road. But the construction work had started in BS 2019. The ruling government at present has announced planning make road to reach Jumla within this February, however, that also is not fulfilled.
- Due to insecurity, conflict and poverty that going to foreign employment number of Nepali women has been increasing. There is no more security in foreign country for the Nepali migrants especially for the women.

**c: Post Production : Broadcast through Network**

The program was broadcast through 16 different FM stations of the country from September 23, 2005, using the V-sat network of the Communication Corner. The broadcast was continued for 18 weeks from the first day of broadcast. The details of broadcasting stations and time of program broadcast are as follows;

S. no	Station Name	Frequency	Place	Time	Day
1	Radio H.B.C	94 MHz	Kathmandu	7:30 - 8:00 am	Sunday
2	Radio Palung	107.2 MHz	Palung	7:30- 8:00 am	Sunday
3	Saptakoshi FM	90 MHz	Itahari	7:30 - 8:00 am	Monday
4	Kalika FM	95.2 MHz	Chitwan	8:00- 8:30 am	Friday
5	Butwal F M	94.4 MHz	Butwal	7:30- 8:00 am	Sunday
6	Solu FM	102.2 MHz	Solukhumbu	7:30- 8:00 am	Sunday
7	Radio Madanpokhara	106.9 MHz	Palpa	7:30 - 8:00 am	Saturday
8	Radio Bheri	106.4 MHz	Surkhet	7:30- 8:00 am	Sunday
9	Radio Karnali	105.2 MHz	Jumla	7:30- 8:00 am	Sunday
10	Bageswori FM	94.6 MHz	Nepalgunj	8 :30-9:00 am	Monday
11	Swargadwari FM	102.8 MHz	Dang	7:30-8:00 am	Wednesday
12	Himchuli FM	92.2 MHz	Pokhara	7:3 - 8:00 am	Sunday
13	Kanchanjangha FM	92.6 MHz	Birtamod	8:30 - 9:00 am	Friday
14	Dhawalagiri FM	98.6 MHz	Baglung	7:30 - 8:00 am	Sunday
15	Radio Birgunj	99 MHz	Birgunj	7:30- 8:00 am	Sunday

16	Radio ECR	104.2 MHz	Lalitpur	6:30- 7:00 pm	Tuesday
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### **Coverage and Audience**

The signals of these radio stations can be listened in more than 40 percent of the geographical areas of the country, representing all geographical regions. It is estimated that, about 65 percent Nepali house holds owned radio sets these days, according to the latest survey, conducted by Valley research Group (VaRG) and MS Nepal at 2005.

The program was broadcast in prime time in the morning in almost all stations, except one in Kathmandu. It is estimated and assumed that, most of the FM radio listeners has listen this program in rural and urban areas of country, however, it is hard to determine the actual listeners without any scientific survey.

### 3. Program Impacts

The program has made some of the important impacts in different level. These impacts can be seen in two levels. The first impact can be seen in the policy level and second in the field level. The brief outlines of these impacts are as follows;

#### **a: Policy Level impacts**

The example of the impact of the radio program in policy level is surfaced in two areas that program has raised issues and discussed. In the 17th episodes of the program discussion, the practice and policy on women in foreign employment was discussed among the participants, based on the field report. One of the participants of the discussion was Mr. Rabindra Khanal, state minister of labor and transport ministry. During the discussion, the representative of civil society and INGOs repeatedly raise the lack of policy and its implementation. The minister was asked to make a commitment publicly to publicize and implement the policy. The minister admits and made a commitment through radio program to publicize the policy within 15 days and implementation as soon as possible.

The program was broadcast on 12 February, 2006. As per the commitment made during the discussion, the labor and transport ministry publicize the policy at February 22, 2006, ten days after the program broadcast. The government has implemented this policy effectively from March 9, 2006.

The similar types of impact have been surfaced in the other programs too. A program on effectiveness of the TRPAP in Solukhumbu was produced in the field and discussed on the studio. After the broadcast of program at December 18, 2005, the district level project implementing committee has realized the gap between policy and implementation level. The district level plan was initiated to discuss in the field level. The project implementing body developed a 5 year plan in coordination with District Development Committee (DDC) after the broadcast of program. Also, the TRPAP office in Kathmandu initiated discussion within the staffs to implement the project effectively in various districts. One day workshop was organized in the TRPAP office at February 27, 2006 to activate the project, which decided to approval of 5 year implementation plan of Solukhumbu district.

These are the impacts of the programs that are published in media, however, many initiatives taken as impacts of the programs are still to seen and observe.

#### **b: Field Level Impacts**

The program has left some of the impacts in the life of PRSP targeted disadvantaged population as well as grassroots organizations. The problems of Badi community of

Nepalgunj was packaged and discussed in episode 15, which was broadcast at January 29, 2006 through various stations. After listening this episode through Bheri FM of Surkhet, a community leader of Badi community of that area Mr. Ram Bahadur Badi knocked the door of the station and request to provide the time to discuss the problems they are facing. He says "we heard the program through your station, which was about our Badi community of Nepalgunj. Many people listen this program, but no body listen our problems in this areas. We would like to discuss our problems in your stations, so our voices will be heard."

In the same area, migrant women from Jumla, now residing in Uttarganga were deprived to sell their product in local cooperative. After listening the program produced in the theme of women empowerment, the Poorna Sakriya Cooperative of the Uttarganga decided to purchase the product of the migrant workers.

These are just the experiments that are directly seen and observed, but it is clear that there are these types of impacts of the programs are not limited on particular areas only. However, an evaluation study is essential to find out the through impacts of the program.

Except than these impacts the radio program has created a debate and discussions among the partners of PRSP. Through debate and discussions, the program has raise the general awareness on the PRSP among the common people, created debate and discussions between civil society, social activists, governments and non government organizations, which has helped to bridge the gap between policy level planning and intervention in implementation level at field.

## Annex 1

### Jivika Production Team Members

SN	Name	Institution
01	Binaya Guragain	Communication Corner
02	Milan Timilsina	Communication Corner
03	Kamal Khatiwada	Kanchanjanga FM, Birtamode, Jhapa
04	Dammar Kumari Rajbhandari	Community Radio Solu FM, Solukhumbu
05	Nawaraj Chalise	HBC, 94 FM, Kathmandu
06	Post Raj Adhikari	Manakamana FM, Hetauda
07	Narayan Adhikari	Kalika FM, Chitawan
08	Asha Pandey	Saptakoshi FM, Itahari, Sunsari
09	Bikash Subedi	Himchuli FM, Pokhara Kaski
10	Yub Raj Sharma	Radio Very- Surkhet
11	Krishna Chandra Dahal	Radio Karnali- Jumla
12	Joon Ghimire	Radio Madanpokhar Palpa
13	Madhav Nirdosh	Butawal FM, Butwal
14	Santosh Subedi	Swargadwari FM, Dang
15	Badri Prasad Sharma	Dhawalagiri FM, Baglung
16	Ekaraj Choudhari	Nepalgunj Media Center, Nepalgunj

## Annex 2

### Theme of the Discussion and lists of the participants

Program	Participants	Studio Discussion
First and Second	Dr. Sankar Sharma, Vice-Chairman- National Planning Commission Dr. Mohan Man Saiju, Chairman- Poverty Alleviation Fund Dr. Arjun Karki, Chairman, NGO Federation Nepal Dr. Yuba Raj Khatiwada, Ex Member- National Planning Commission Shrerram Pande- United Nation Development Program (UNDP)	What is poverty reduction strategy paper (PRSP) and why is it in Nepal? Is PRSP a proper or effective tool reducing poverty in Nepal? Procedure of implementation. Strengths and limitation of PRSP.
Third	Shyam Sundar Sharma, Joint Secretary of Women and Children Ministry Sapana Malla Pradhan, Women Activist, Lawyer Tulsa Lata Amatya, Chairman- Community Action Center Nepal	Government and non government sectors roles empowering people. Why women have to be empowered in Nepal? Does PRSP address the issues of women getting empowered?
Fourth	Tika Bhattarai- Development expert Jagatman Gurung- Program Manager, Adibasi Janajati utthan Rastriya Pratisthan Manju Praja- Vice President, Nepal Chepang Association	In Chepang community what has been implementing activities by government and nongovernmental institution since back 30 years, are profitable to them? Can Chepang community decide whatever they want to get from development package? An analysis of strengths and weakness of entire efforts.
Fifth	Man Kumar Shreshtha- Program Officer, Kamaiya, Ministry of land reform and management. Ekaraj Choudhari- Media professional based on Nepalgunj Naththuram Kadariya- Member, Mukta kamaiya Samaj Nepal	Are an entirely efforts of GOs and NGOs getting returns what has been carried out improving the status of freed Kamaiya in Western Nepal? Why are they still landless as well as homeless? Can they play vital role in choosing development package to them or not?
Sixth	Mahashram Sharma- Director, Education Department Dr, Bidhyanath Koirala- Education expert.	Causes of excess student at school not only Jhapa but also in nation. Should welcome to school program or other initiatives attracting children to earn education? What sorts of policies or educational strategies to be launched or commenced controlling problem in this regard?

Seven	Aseswar Jha- Joint Secretary of Ministry of agriculture and cooperative Jagannath Thapaliya- Expert of agriculture business Rihisikesh Tiwari- Parvat Community Development Organization	Has government in Nepal a market policy supporting farmers? What should be the role of non governmental organization motivating people for market oriented farming? What is the government executing in policy level? Can farmers take part in making policies or program for them?
Eight	Ajaya Kumar Pokhrel, Deputy Director, Department of Irrigation Krishn Murari Gautam, Agriculture Ezpert.	Problem regarding irrigation has in Terai confronting local since many year back. But why shouldn't this problem have to be addressed? Who is the responsible? What do we need to be brought about reducing irrigation problem in Terai in policy and practice level?
Nine	Mingma Norbu Sherpa, Tourism Planning Expert, TRPAP Dipendra Purush Dhakal, Ex-secretary Ministry of culture, tourism and civil aviation Ngima Tamang Pakhrin, Tourism Entrepreneur	Do government policies support to invest income through tourism reducing poverty in local community? Tools and norms of getting success TRPAP's pilot concept in six different district in Nepal?
Ten	Ramswarup Singha, Director, Education Department Kehav Dahal, Chairman, Ngo Federation Eastern Region Padam Biswakarma, Student/ Journalist	Educational programs and policies of Nepal getting inclusion or attraction of children belong to Dalit communities. Problem in existing policies and suggestion for reform or improvement.
Eleven	Siyaram Singh, Chief of technical management unit, NDC Dhakaram Aryal, Chairman, Central Dairy Farmers Cooperative. Krishna Prasad Sapkota- Milkman	Why it shouldn't have to be addressed farmer's problem in policy? Can farmers are permitted influence price determination of milk in policies? Why it should not be lift milk holiday in the country? What should be the other source or solution of utilization of milk?
Twelve	Dr. Chetnatha Kadel, Department Chief, Community Forest Branch, Department of Forest. Bhola Bhattarai- General Secretary. FECOFUN	It is a complication of Kapilvastu or whole Terai? What should be the effective tool to lessen dispute between government and FECOFUN? A complexity: where and why, how it should be solved?
Thirteen	Dhruba Raj Regmi, Deputy Director, Department of Road Kushendra Mahat, Executive Director, KIRDARC	Why is it getting late construction work reaching Surkhet-Jumla sadak up to Jumla? Should it connect to Jumla till this February as king had announced.

Fourteen	Shiva Raj Bhatta, Warden- Chitwan National Park Somat Ghimire, Chairman- Community Development Organization Padam Dhital, Local user	Plan and policy of CPN getting involved habitants of buffer zone in decision making process of allocating CPN's income for their area and its implementation.
Fifteen	Hari Prasad Mainali, Ministry of Women Prakah Mani Sharma, General Secretary- Pro- Public Sukalal Nepali, Sef Nepal, Nepalgunj	Impact analysis of investment by government and non- government sector to Badi community. What have they achieved or got while starting of activities from different sectors to lift up Badi women from sexual activities? Are they satisfying with what they are getting?
Sixteen	Krishna Kumar Pradhan, Director of Micro Credit unit-Central Bank Salikram Sharma, Chief executive officer Central Micro Finance Ltd Iswar Raj Rajbhandari, Coordinator, Micro Credit program DCRDC Baglung	Government policies to support or control micro-credit program in country. Problems and solutions getting improvement.
Seventeen	Rabindra Khanal, State Minister- Ministry of labor and transport Hansa Raj Wagle, Secretary, Baideshik Rojgar Byabasayi Sangh Saru Joshi Shrehtha, Migrant Officer- UNIFEM	Women in foreign employment: practice and policy. Challenges for women/ Supporting and controlled mechanism for attracting women to foreign employment.