

2.3.4b Activities to generate local content supported under Media Centre grant – Jeebika BCO Impact Study

**Re: PANOS SOUTH ASIA
Building Communications Opportunities Programme
Terms of Reference for *Jibika*/BCO Impact Study**

Dear Kishor,

Thanks for sending me this. It's very good to see, and a welcome chance to discuss it with you. I have inserted some comments and suggestions in red in your text below.

Some of my suggestions are simple re-ordering of what you said, to make it – I think – clearer.

Some of my questions are more fundamental questions about the project and its design. You may not be able to do anything about them, but they might give you ideas for the future. They relate to difficult questions we are making ourselves face here in PL. This Jibika project was aiming to produce good media material, and build the capacity of journalists. But "better media" is not enough on its own, if we don't know what impact we expect that better media to have. How do we think it will actually "build ownership" and "bridge the gap"? The project objectives for these two are very vague and general. We are trying to push ourselves to improve this level of our project design – asking ourselves, "what do people do with information they hear? What exactly are the policy-making processes in which the poor can be somehow involved, and are we addressing these in the best way? Etc

I think one way to start improving our project impact is to raise these sorts of questions in evaluations. This evaluation could ask, "What was the practical impact for people" and if the answer was, "None, because we hadn't really thought what we wanted to achieve" that is fine. We don't have to publish this evaluation, noone except ourselves needs to know, and we will start learning valuable lessons.

You will be hearing a lot more of this sort of thinking from Armorer, the new head of the Media Development Programme (Francesca's replacement, more or less). She is very keen on designing media support projects with very precise objectives, so that we are more likely to be able to achieve these and make a real difference – to people's lives, or to their engagement in development processes, or whatever.

These sorts of questions relate, obviously, to the BCO "research question" - "How does voice empower people to participate in

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development processes?”. The BCO external evaluator will probably try to ask, or get you to ask, such questions, and to think about how they might be answered, even if you can't answer them this time. That is the capacity-building element of the BCO impact study.

The evaluator we have chosen, David Souter, is extremely rigorous. I am quite nervous about it – I think we have taken on an enormous challenge for ourselves, exposing our work to him – and it will be a very valuable learning experience for us and really help a lot to build our skills and develop our thinking. That is what I hope, anyway.

Panos South Asia (PSA) with a grant support from Swiss Agency for Development and Cooperation (SDC) and Department for International Development (DFID) United Kingdom has implemented several projects under a global partnership programme 'Building Communications Opportunities (BCO)'.

BCO is a global initiative, spanning Latin America, Africa and Asia, that investigates, mobilises and supports key Information and Communication For Development (ICT4D) opportunities that impacts on poverty. BCO synergy and collaboration is harnessed through joint partner activities on the ground, as well as through dialogue, networking, sharing and learning.

The identified goal of the BCO is to achieve three key outputs, namely, 1) ICT4D mainstreamed in development sectors; 2) Stronger voice and debate, enabled through ICT4D; and 3) Demonstrated impact of ICT4D on poverty.

Panos South Asia in partnership with Communications Corner, a local media NGO in Nepal, implemented a project entitled 'Bridging the Gap Between Policy and Grassroots Reality [A Radio Programme on *Jibika* (Livelihood) and PRSP/Poverty Reduction Strategy Paper]', under the BCO from 1 September, 2005 to 31 March, 2006. This project was implemented in line with achieving the key outputs of the BCO as outlined above.

Specific objectives of this *Jibika* radio project were:

- To aware, inform and educate common people about PRSP by creating a discussion forum through radio programme;
- To bridge the gap between the interest of policy makers and the real concerns of the social groups of the PRSP; (What does “bridging the gap” involve? Was this objective broken down into specific outputs/outcomes? Or, another way of putting the same question, what are the indicators of

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- success? For instance, would it be achieved by having some policy makers appearing on the radio programme to answer audience concerns? Or by policy makers listening to the programme? Or were there some specific discussion fora or processes in which you wanted to see participation of poor people?)
- To motivate stakeholders and communities to increase their ownership and participation by sharing their learning, experiences and practices; (Same questions as above: how will you decide that their “ownership and participation” has been increased? I suppose this is a particularly difficult question in Nepal at the moment: what can people participate in, and what opportunities are there in reality for people to participate? Or, what specific obstacles are there to participation and empowerment that projects like this one can address? For instance, perhaps “empowerment” would be that people have greater understanding of policy and policy-making? That they know which people or organizations they can contact to discuss their issues and get them listened to? That they have questions they might raise with their elected politicians (?) in the future?)
 - To enhance the skill of the local FM radio producers and reporters by sharing and investigating issues and concerns of poverty and poor people.

Under this project a two day PRSP orientation workshop was organized in Kathmandu during the month of September 2005, to orient the Nepal FM Radio Network partners, 15 FM radio station producers on PRSP issues in Nepal and to plan radio programme themes and formats. One more FM radio was added later in the project and altogether 16 FM stations broadcasted the *Jibika* radio programme. Altogether 18 episodes of half an hour *Jibika* radio magazine programmes were broadcasted by 16 FM radio stations.

Panos South Asia wishes to undertake an impact of this project on achieving the BCO goal.

In order to undertake this study, Panos South Asia is requiring a service of an External Evaluator (hereinafter ‘Consultant’) to review and evaluate the major activities of the *Jibika* project in line with achieving the key BCO outputs.

The activities and their impacts to be evaluated should address the following impact questions:

- a. How was the nature of the content of the *Jibika* radio programmes? Whether the *Jibika* radio programme was able to include or raise the voices of the poor and marginalized, or direct stakeholders of PRSP activities in Nepal. Or not?

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- b. What was the nature of the broadcasting of the 18 episode *Jibika* radio programmes and its impact on the audience? Specifically what are the audience opinions on the *Jibika* radio programmes? Do they feel the *Jibika* programme helped to raise their voice on PRSP?
- c. By broadcasting the *Jibika* radio programme, has it made any influence on PRSP policies in Nepal?
- d. How has the *Jibika* radio programme bridged the gap between policy makers and stakeholders at the community level?

Are you not interested in capacity building for the partner radio stations? Whether they have acquired skills, or built useful networking and collaboration among themselves?

The consultant shall:

1. In consultation with Panos South Asia and Communications Corner plan and prepare the impact study methodology.

This is likely to include:

- review of documentation
 - interviews with
 - Kishor Pradhan, Country Representative, Panos South Asia;
 - Gopal Guragain, Managing Director, Communications Corner;
 - Eight sample partner radio station producers/ reporters who were involved in the project, from the partner 16 FM stations; and
 - Twenty-five percent of the people (both from the policy levels and communities) who were involved in the *Jibika* radio programme, either as being interviewed, in panel discussion or as vox pops.
 - site visits to radio stations
 - (Audience focus groups?)
2. In consultation with Panos South Asia and Communications Corner plan and prepare the tools to be used for collection of data and information.
 3. Carry out the surveys and interviews as agreed
 4. Submit a draft external evaluation report (20-25 pages) to Panos South Asia by 10 August, 2006. And the final report by 14 August, 2006.

B. The time frame for the project is:

- i) Review of Literatures – 5 days. (What documentation will there be – transcripts of programmes? If there's not much, this will be generous)
- ii) Methodology and Questionnaire Development – 5 days

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- iii) Field Planning and Visits – 20 days (Generous is s/he does not have to travel outside Kathmandu)
- iii) Draft data tabulation, report writing – 10 days (This seems very generous)
- iv) Final Report Writing – 5 days (This also seems quite generous)

Total Number of days = 45 (1.5 months approx)