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S I N G H A D U R B A R

*A television and radio drama, and outreach initiative to create possibilities for
a collaborative political culture in the public imagination*

Progress Report - First Quarter Fiscal Year 2015

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1. EXECUTIVE SUMMARY

Search for Common Ground (SFCG) is implementing a USAID funded initiative, *Singha Durbar (SD)*,¹ which aims to create possibilities for a collaborative political culture in the Nepali public imagination. Using radio and television dramas and outreach, coupled with the engagement of think tank in many events, and formulation of policy papers, the initiative catalyzes dialogue among key stakeholders on governance, collaborative leadership, and policy issues. It aims at fostering constructive civic-government engagement and promoting positive leadership role models.

The project's specific objectives are:

1. To increase public knowledge of government functions at the local and national levels and foster constructive citizen-government engagement;
2. To foster dialogues at multiple levels to create a shared national vision for leadership and governance; and
3. To promote positive role models for leadership and governance through popular culture.

The initiative centers on the production and broadcast of 13-episodes of a political TV drama series, *Singha Durbar (SD)*, a 52-episode radio drama series, *Gaun Gaun ma Singha Durbar (GGSD)*, and 26-episodes of radio drama in Maithili, *Sangor*. Using the radio and television dramas coupled with the think tank events, policy papers and outreach events, the initiative catalyzes dialogue among key stakeholders on governance, collaborative leadership, and policy issues to foster constructive, civic-government engagement and promote positive leadership role models.

This quarterly report summarizes the project activities and progress towards objectives from October 1 to December 31, 2014. Following are the major achievements in this quarter:

1. SFCG and Antenna Foundation Nepal (AFN) produced and broadcast 13 episodes of GGSD. The stories of GGSD successfully incorporated information on how government works at the local level and role model leadership.
2. GGSD is gaining popularity and is being more effective by the day. The comments received from the listeners are testament to its popularity. (See the section on GGSD in this report for details.)
3. GGSD is also becoming popular among the local government leaders. Superintendent of Police from Bardiya Mr. Birendra Kumar Basyal in a public event with the local peace committee members said that he would ask his unit (police) in the district to regularly listen to GGSD and would share his reflections with the drama team.
4. Six new radio stations requested to broadcast GGSD voluntarily. This is an evidence of the growing popularity of the radio drama. Four of these six have started broadcasting the drama from the last week of December and two will start from January.
5. SD television drama script writing process is in the final stage. The writing team is putting together the final draft.
6. SFCG also started the pre-production process for the television drama, with identification of the production partner-
7. SFCG initiated the partner's capacity assessment process with AFN.

¹ Singha Durbar is the name of the government's administrative complex where the Office of the Prime Minister, most of the government ministries, and the parliament is housed.

2. COUNTRY CONTEXT

The constitution drafting process has been deadlocked on three major issues of federalism- state restructuring, system of governance and judicial system. Parties are divided into two unrelenting fractions- ruling and opposition alliance. The proposal of 7 provinces for state restructuring from ruling alliance mainly Nepali Congress (NC) and Communist Party of Nepal (United Marxist Leninist) (CPN UML) has been rejected by the opposition alliance led by UCPN (Maoist) including Madhesh based parties.

In November, people's aspirations were high on constitution promulgation when the Constituent Assembly (CA) sub-committee called political dialogue and consensus committee, chaired by UCPN (Maoists) leader Dr. Baburam Bhattarai, to initiate talks among top leaders of different political parties on contentious issues of constitution drafting process. However, the insistent positions put forth by the ruling and opposition parties stymied the effort.

The NC and UML, which have a majority, want to proclaim the constitution through voting inside the CA. Other parties, led by UCPN (Maoist), on the other hand, have taken a stand on promulgating it via consensus. Many experts and political leaders claim that the real impasse on constitution drafting process is not the constitutional issues but the greed of power. They say that the discussion on constitutional issues is only a showcase; the actual discussion is focused on the coalition of government after the constitution. Leaders of political parties have accused each other for not being serious on constitutional agendas. UCPN (Maoist) leader Janardan Sharma said that the NC and UML deny delving into the contentious issues because they are still struggling over post constitution government leadership.² Information and Communication Minister Dr. Minendra Rijal, says if only the leaders' discussions focused solely on the controversial issues, it is possible to give the nation a new constitution on 22 January.³

On the other hand, Madhesh based parties are re-uniting for a movement demanding one Madhesh, one province. They have also expressed that they can be flexible to agree on two provinces – Tarai and Madhesh. Dr CK Raut, central coordinator of the Alliance for Independent Madhesh, has been leading the Tarai Madhesh National Campaign demanding a right to secession for Madhesi people. Nepal Police arrested him on 13 September, 2014 from Rangeli, Morang putting treason charge on him for provoking youth and indulging in anti-nation activities. He was later released on a bail of NRS 50,000. However, he was re-arrested on 26 November, 2014 for an attempt to launch protest in Kathmandu during the 18th SAARC summit. Other Madhesh based leaders such as JP Gupta and Matrika Yadav have also put a framework of joint movement in Tarai-Madhesh.

In addition, the government is yet to nominate four of the 26 CA members. UCPN-Maoist CA member Shambhu Paswan Hajari's position fell vacant after the Constituent Assembly Court's order of November 19, 2014, Kanta Bhattarai of RPP-Nepal was suspended for holding the position of a government school teacher, Sanjay Kumar Sah of Sadbhavana Party was suspended after he was arrested in connection with

² http://www.ekantipur.com/np/2071/8/29/full-story/400313.html?fb_action_ids=751806308236860&fb_action_types=og.comments

³ http://www.ekantipur.com/np/2071/8/29/full-story/400313.html?fb_action_ids=751806308236860&fb_action_types=og.comments

the Janakpur bomb blast. Directly elected CA member of Nepali Congress Hari Bahadur Khadka's position fell vacant from December 7, 2014 after his demise in a road accident.⁴

Despite all these disagreements and inefficiency to settle down the internal conflict, Nepal has successfully hosted the 18th SAARC summit on 26-27 November 2014. The government was very efficient to beautify the Kathmandu within very short time. It proves that once the leaders have focused their effort on development with honesty beyond their party and individual interest, the prosperity is not so far.

3. PROJECT ACTIVITIES AND OUTCOMES

The project consists of six interconnected activity streams, each contributing to multiple objectives. However, for the purposes of this report, activities have been categorized under different objectives of the project. This section describes the various activities in the last quarter (October 1 – December 31, 2014), which contributed in the progress towards each of the three specific objectives of the project. For the purposes of reporting, the radio dramas GGSD and Sangor are reported under objective 1, SD TV drama series under objective 2, and policy stream of activities under objective 3.

The table below summarizes the activities accomplished in this reporting period under the activity streams.

Project Achievements This Quarter – According to Activity Streams

Activities Planned	Activities Achieved
Activity Stream 1 – Radio Drama Gaun Gaun Ma Singha Durbar (GGSD) Production and Broadcast	
Production and broadcast of 13 episodes of GGSD.	SFCG and partner AFN produced and broadcast 13 episodes of GGSD from October 1 to December 31, 2014. Towards the end of the period, SFCG, upon request of the FM radio stations, added 4 more radio stations in the list of broadcasters. As of now 54 FM radio stations are broadcasting the program.
Production and broadcast of Sangor (Assemble) radio drama	SFCG and New World (NW) started producing and broadcasting the Maithili language radio drama Sangor from this reporting quarter.
Activity Stream 2: Television Drama Series: Singha Durbar	
Story development and script writing	Story development workshops continued with the writers. The final step of script writing has started with writers working on finalizing the scripts. Writing dialogues for the scripts has also started in this reporting quarter.
Activity Stream 3: Promotional activities including social media (GGSD)	
Promotional Campaign for radio drama	SFCG undertook the following promotional activities in this reporting period: - Advertisements on newspapers

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<http://www.thehimalayantimes.com/fullNews.php?headline=Kumal%E2%80%9A+Yadav+sworn+in+as+CA+members&NewsID=440894&a=3>

The publicity for the radio drama that started in the second quarter of the project and continued in the reporting quarter	<ul style="list-style-type: none"> - Banner advertisements on online news portals - Radio promos in all the 56 selected FM stations - GGSD Facebook page - Distribution of GGSD stickers, GGSD branded mugs and GGSD information flyers
Activity Stream 4: Information Policy White Papers	
Policy White Papers	SFCG conducted a mapping exercise of research organization working in the field of policy research and identified 35 of them. SFCG is currently in the process of selecting a partner research organization through a request for proposal process, for carrying out the activities under this stream.
Monitoring and Evaluation	<p>SFCG started capacity assessment process with partner AFN.</p> <p>SFCG also conducted a monitoring training for the GGSD focal persons from five project districts.</p>

OBJECTIVE 1: TO INCREASE PUBLIC KNOWLEDGE OF THE WORKING OF GOVERNMENT AT THE LOCAL AND NATIONAL LEVELS AND FOSTER CONSTRUCTIVE CITIZEN-GOVERNMENT ENGAGEMENT

Indicators, baseline and target:

Following are the indicators, baseline and target values for objective one. Some of these values have been revised from the original log frame based on the findings of the baseline survey conducted in the six districts with the 1278 respondents. These revised indicators are also highlighted in the Performance Indicator Reference Sheet (PIRS). Please see Annex 4 for PIRS.

Indicators for objective 1	Baseline	Target
% of people surveyed with increased understanding of at least 5 of the key governance issues covered in the radio / TV dramas	33%	60%
% of people surveyed who can clearly tell at least five important functions of the local and national governments discussed in Radio/TV Programs. <i>(Note, this indicator changed from 3 to 5 functions)</i>	28%	50%
% of people surveyed with increased interest in civic engagement	37%	50%
% of people surveyed who state that it is important to engage with government on the themes addressed by the project.	27%	50%

Activities contributing to Objective 1, conducted in this quarter, include: consultations with key stakeholders; GGSD story clinic; script writing; production and broadcast of the radio drama; and publicity of GGSD.

The production and broadcast of GGSD radio drama started from September 20, 2014. Within the short period, the drama has already gained popularity with listeners in the broadcast districts. On November 1, 2014, a listener Karuna Joshi left a message in IVR (Interactive Voice Response – setup for GGSD listeners to leave voice comments) – "GGSD is the story of my village. Suman (VDC secretary), Hema (Superintendent of Police), the Chief District Officer (CDO) are our inspiration and helping the locals to change their lives in my village." This is testament that the story of GGSD is not just resonating with the listeners but is also inspiring them.

"Is it possible to include the cases of my district in the GGSD? I am impressed with the fact that the drama is not just raising the issues, but also providing solutions."

*- Hira Lal Regmi
Local Development Officer, Surkhet*

The quality of the drama and its growing popularity has also had an impact on increasing the demand from other radio stations to broadcast it. Six additional radio stations expressed their interest and requested to broadcast the drama through their radio stations. These radio stations, upon approval, started broadcasting the drama voluntarily, making the total number of broadcasting radio stations 56 by the end of December 2014. Until then 50 radio stations have been broadcasting the drama with a broadcast fee. The new radio stations in GGSD network are - Samagra FM (Siraha district), Gurubaba FM (Bardiya), Rauthat FM (Rauthat), Sanskar FM (Bara), Radio Chandrama (Saptari) and Radio Madhesh (Sarlahi).

CONSULTATIONS FOR GGSD AND SD DRAMA DEVELOPMENT

SFCG and AFN continued the production and broadcast of GGSD radio drama in this quarter too. The writers continued research on various aspects of governance that informed story development and script writing process. They also held consultations with governance experts to better understand the issues and workings of the government at the local level. The consultations also helped the GGSD team and the SD TV series writers' team to gain deeper insights on local socio-political issues, government functions at different levels and information on development initiatives of the government. It also aided the writers to develop the characters of the drama better, and explore potential story lines to meet the objective of the drama.

In this quarter, GGSD and SD team met Krishna Hari Baskota (Expert Member of the High Level Committee for Administrative Reform). Mr. Baskota, who has been the secretary of a number of ministries in the past, shared major challenges for government leaders, the areas of government-citizen participation, and shared his experience and understanding on the attitude of leaders towards collaboration among government entities and between the government and people. Please refer to the table below for the complete list of people consulted for the story in this reporting quarter.

The advisory team for GGSD, comprising of former Chief District Officer (CDO) Rishi Ram Dhakal, former Additional Inspector General of Police (AIG) Parvati Thapa and Right to Information and Governance Expert Tanka Aryal, also continuously provided required information to the writing team.

List of the people consulted for GGSD in the reporting period.

SN	Name	Profession/ Designation
1.	Sarita Rai	VDC Secretary, Sanghutar VDC, Ramechhap
2.	Sita Acharya	VDC Secretary, Bhirpani VDC, Ramechhap
3.	Krishna Bahadur Gole	VDC Secretary, Kubhukasthali VDC, Ramechhap
4.	Shobhakar Regmi	Planning Officer, Planning and Evaluation Department (Open Defecation Free program)
5.	Ramraj Shiwakoti	Lawyer
6.	Baburaja Chitrakar	Politician (Nepali Congress)
7.	Bidur Sapkota	Politician (CPN UML)
8.	Nirmala Paudel	Administrative Chief, Chhimek Bank, Biratnagar
9.	Bed Prasad Shiwakoti	Lawyer/ Former Lecturer
10.	Chandra Thapa	Inspector, Nepal Police
11.	Ram Baniya	Agriculture Expert
12.	Tulsi Adhikari	Inspector, Nepal Police
13.	Baburaja Chitrakar	Young Leader, Nepali Congress
14.	Ram Baniya	Agriculture Expert
15.	Dasharath Guragai	VDC Secretary, Makawnpur
16.	Krishna Gole	VDC Secretary, Ramechhap
17.	Sharada Pokhrel	VDC Secretary, Jharuwarasi Lalitpur
18.	Tej bahadur subedi	DG, Department of Agriculture, Harihar bhawan
19.	Punyashila dawadi	Lawyer, Legal Aid and Consultancy Centre (LACC) Lalitpur
20.	Janyuddin anasari	Government staff at District Development Committee (DDC), Mahottari
21.	Lilambar Mishra	Government staff at planning sector, DDC, Mahottari
22.	Pradip Raj Kandel	CDO, Panchthar
23.	Krishna Hari Baskota	Chairperson, National Information Commission

GGSD STORY CLINIC AND WRITING

As part of the production process, the writers, director and producer of GGSD held regular story clinics (twice a week) to discuss and decide on the story lines for the episodes of the drama. The inputs from the research and consultation with advisors and experts form the basis of these discussions. SFCG and AFN drama team conducted 24 of these story clinics, as the first step in writing the story for the drama, in the reporting period. The writers took the storylines developed in these meetings to write scripts for the episodes.

The drama focal persons in the five project districts - Banke, Kailali, Dhanusha, Kaski and Morang have been providing regular input for the drama in the form of real-life stories. These input have helped the writers weave in storylines that resonate with the listeners. Although the drama is fictional, the issues and challenges have been drawn from the real issues faced by the people and community.

Some of the issues covered in the story of the episodes of GGSD in this reporting quarter were – gender based violence, migration, problems and challenges the VDCs face, young people's engagement in politics, police services in the VDCs, and corruption. These issues were woven in with stories of personal relations among and between the characters.

Please refer to Annex 1 for plot summaries of the episodes broadcast in this period.

PRODUCTION AND BROADCAST OF GGSD

With the scripts thus developed for the episodes of GGSD, the production team recorded and produced 13 episodes of the drama at the recording studio of AFN in this reporting quarter. Director Abhimanyu



"I am a regular listener of GGSD. I like this program, the drama is trying to unfold the reality of the villages of this country. In every corner of Nepal, we can find daughter-in-laws like Sakun, victims of domestic violence, tortured by husband and mother-in-law because of greed. We also have social activists like Omkar, who are trying to eradicate gender-based violence from the village. Though this is a drama, it is helping to raise awareness and to end sexual and gender-based violence. I think the Nepal government should also implement the action points raised in the drama."

*- Bishnu Bhandari, Shankhuwashabha
(GGSD Listener through IVR)*

Nirabi directed the drama episodes. Abhimanyu has a long experience of writing and directing radio dramas for social change. He also wrote and directed the longest running episodic radio drama *Naya Bato Naya Paila* (New Pathway, New Footsteps) in collaboration with SFCG.

The project team at SFCG and AFN also held a review and reflection meeting on November 10, 2104, which took stock of

the progress so far, and discussed challenges and solutions in the process of production and broadcast of GGSD.

50 independent radio stations broadcast GGSD at the beginning. However, with the growing popularity and quality of the drama, 6 more radio stations requested permission for broadcast in December. These 6 stations from the districts of Bara, Siraha, Saptari, Sarlahi, Rautahat and Bardiya started broadcasting GGSD voluntarily from December, making the total number radio stations 56.

SFCG also conducted some publicity and promotional activities for GGSD, which helped in meeting the objectives of the project. These activities are detailed in the 'Communication and Visibility' section below in the report.

Inspired by a VDC secretary:

Episode three of radio drama *Gaun Gaun ma Singha Durbar* (GGSD) shows Gangalal from Sutapur village facing difficulty in obtaining the citizenship certificate for his daughter because of the villagers' unwillingness to cooperate in the government processes. They are reluctant to sign any papers as witnesses at the Village Development Committee (VDC) office fearing that their signatures will be misused. This lack of trust on the VDC among the villagers was particularly worrying for the VDC Secretary Suman (a lead character in the drama), who tries to convince them. She expresses her commitment that she will get the citizenship for Gangalal's daughter anyhow. Seeing her determination, the villagers gradually start trusting her and eventually they all go in a group to help Gangalal's daughter get her citizenship certificate.

This episode resonated well with Milan BC from Doti, who called the toll-free number provided for GGSD listeners' feedback to share his own story. A similar incident had happened in his village in Doti where a girl could not get her citizenship and was going through the same problems as Gangalal's daughter did in GGSD. After listening to the particular episode of GGSD, Milan was inspired and formed a group in his village to support the girl. When he called GGSD, Milan and the group had come to Silgadhi, the district headquarters to help the girl get her citizenship card. He mentioned that the group was on their way to the government office to help the girl in the paper work.

PRODUCTION AND BROADCAST OF SANGOR

Sangor (Assemble) is a radio drama series in Maithili language that SFCG started in collaboration with partner New World (NW) in 2009. Over the years, the drama has become the most popular radio program in the language in the central and eastern Terai regions. The overall objective of the radio drama is to help increase the involvement of youth in peacebuilding and development initiatives.

For SD, SFCG built on the drama's existing popularity and weaved the project's theme into it to ensure sustainability. The current phase of Sangor aims to increase the role of young people in peacebuilding and development, by strengthening their relationships with other stakeholder in the society – the government, political and civil society leaders in their communities. From December 6, 2014 Sangor started the story lines that meets the objectives of the project – of informing the audiences of the working of the local government, showcasing ideal leadership and demonstrating how citizen and government can work together at the local level. Four episodes of Sangor were produced and broadcast through 10 radio stations in the central and eastern Terai and in Kathmandu, in this reporting period.

Sangor radio drama series, produced by SFCG and NW, in this phase is co-funded by USAID and European Union (EU).

OBJECTIVE 2: TO PROMOTE POSITIVE ROLE MODELS FOR LEADERSHIP AND GOVERNANCE THROUGH POPULAR CULTURE.

Whilst both the radio and TV dramas are designed to support all the objectives of the project, for the purposes of this report the TV drama has been reported under Objective 2. Please see Objective 1 for radio drama. The indicators base values table below explains the indicators of the outcomes under project objective 2 and the baseline value for each of the indicator that are derived from the baseline survey.

Indicators, baseline and target:

The table below shows the indicators, baseline and target values for objective 2. Some of these values have been revised from the original based on the findings of baseline survey conducted in the six districts. These revised indicators are also highlighted in the Performance Indicator Reference Sheet (PIRS). Please see Annex 4 for PIRS.

Indicators for Objective 2	Baseline	Target
% of public surveyed who can identify five major leadership qualities as identified in the dramas <i>Singha Durbar</i> and <i>GGSD</i> .	36%	55%
# of leaders interviewed who state that they aspire to emulate qualities modeled in dramas.	3.5 out of 10	6 out of 10
% of people surveyed who report that they have discussed collaborative leadership, good governance or other themes with leaders and government officials addressed by the project.	20%	40%
% of public surveyed who believe the characters in <i>Singha Durbar</i> and <i>GGSD</i> are credible and inspiring role models	-	33%
% of the viewers/listeners who believe that the characters in <i>Singha Durbar</i> / <i>GGSD</i> offer examples of how to develop credible leadership in social and political life.	-	33% (1 out of 3)

WRITING SCRIPTS FOR SINGHA DURBAR

In this quarter, the SD team has been consolidating the writing of the scripts for the 13 episodes of the TV drama. The writers’ team lead by Abinash Bikaram Shah, with oversight from Serena Rix Tripathee, Yubakar Rajkarnikar and Deborah Jones - developed the story outlines into full scripts. The stories of the TV drama caters to the objectives of the project – to inform the viewers of the working of the government, promoting role model leadership and fostering dialogue at different levels. The SD writing team and producers Serena Rix Tripathee and Yubakar Raj Rajkarnikar held regular meetings to discuss various aspects of the story, and provide input from advisors. In the reporting period, SFCG also hired journalist Dewan Rai as the researcher for the story process. Also hired in the reporting quarter was writer and poet Viplob Pratik for the purpose of writing dialogue for the TV series.

In December, the SD story writing team started the process of putting together the final drafts of the drama episodes. In the process, the team met regularly to discuss the feedback and comments received

on the scripts from advisors including Social Entrepreneur Anil Chitrakar and USAID. In the beginning of the process, the SD writing team also had a meeting with Krishna Hari Baskota (Expert Member of the High Level Committee for Administrative Reform). Mr. Baskota has the experience of serving as a secretary of different ministries in past, therefore could provide valuable insight and information to the writers which helped them to incorporate the same in stories. This ensured that the objectives of the project are met.

Krishna Hari Banskota

Mr. Krishna Hari Baskota has recently been appointed as the chief commissioner for the National Information Commission by the government of Nepal. He also led the high level committee for Administrative Reform Implementation and Monitoring as an expert member and urged the government to arrange two shifts modality in government service delivery – first shift from 7:30 am to 1:30 pm and second from 1:30 pm to 7:30 pm for the quick and effective service delivery. The service started from December 16, 2014 in the selected districts including Kathmandu. He also worked as the in-charge of 'Hello Sarkar' (The initiative started by former Prime Minister Dr Baburam Bhattarai government in which people could call him to question any aspects of the government.). He also served as the secretary for the Ministry of Finance and as the Chairman at Rastriya Banijya Bank.

The final drafting of the episodes that started in December is expected to be completed by the end of February 2015.

PRE-PRODUCTION OF SD

SFCG hired Stevan Buxt as Assistant Producer for SD TV series. Stevan comes with abundance of global experience and skills in audio/visual productions for social change communication. He was also the line producer in SFCG Nepal's earlier TV series Hamro Team. Stevan was engaged in the project from October 6 to December 19, 2014 – managing the timeline in the writing process and working with potential production personnel in some of the pre-production activities.

Stevan developed and managed the working timeline for the writers of SD to write the story lines and scripts. He worked with the project team at SFCG to develop TOR and budget for the potential production partner for the television series, and helped in analyzing the bid submitted by the production companies. Stevan worked with Executive Director of SD TV series Deborah Jones and producers at SFCG Nepal and potential production partner and director in identifying various requirements for the production. These include identifying list of talents for the production, equipment to be used and potential risks that might come up in the process of production and planning its mitigation. He trained the potential Assistant Director in some of the production tools that will be required in the production process of the television series.

SELECTION OF PRODUCTION PARTNER

During October to December 2014, SFCG carried out the selection process of the production partner for SD television series, through closed bidding. SFCG sent out request for proposals (RFP) to three companies with experience in television production. Mila Productions Pvt. Ltd., Team A Media Pvt. Ltd. and G21 Production submitted the bids. SFCG chose to send RFP to Mila Productions Pvt. Ltd. as it was the firm headed by Tsering Rhitar Shepa that SFCG has selected to direct the series. Team A Media Pvt. Ltd. was

selected as SFCG has worked with the company in the production of Hamro Team (Our Team), the 13 part TV series produced in 2010. Besides these two companies, G21 Production also approached SFCG with interest to collaborate and all three also has experience of producing multiple of television products, including episodic television drama. Out of the three, SFCG selected Mila Productions Pvt. Ltd. based on their experience in production of quality television serial drama and other audiovisual productions including feature films; the expertise of the talents available; and the cost competitiveness of the bid.

SFCG is now in the process of acquiring USAID approval for the selected production partner.

OBJECTIVE 3: TO FOSTER DIALOGUES AT MULTIPLE LEVELS TO CREATE A SHARED NATIONAL VISION FOR LEADERSHIP AND GOVERNANCE.

For the purpose of this report, the policy stream of activities of the project including the think tank events and policy white papers is reported under objective 3. The indicators base values table below explains the indicators of the outcomes under project objective 3 and the baseline value for each indicator that were assigned after the baseline survey.

Indicators for Objective 3	Baseline	Target
% of dialogue participants with increased understanding of the qualities of a collaborative and inclusive leader.		33%
Cross cutting indicators:		Total 10 cases
Number of case studies / anecdotes documenting the most significant change that has occurred as a result of the project		
% of people surveyed who have viewed <i>SD</i> and or listened to <i>GGSD</i>		26%
Average number of episodes seen/heard by each viewer surveyed.		33% of episodes
% of public surveyed who believe women are equally as capable as men in political and economic leadership roles	66%	75%
% of public who believe it is important for people of all ethnic groups and both genders to play an active role in public decision making.	23%	40%

In the reporting period, SFCG conducted a mapping of organizations working in the field of policy research in Nepal. The exercise helped SFCG project team to get a better picture of the field and helped in identifying potential working partners for the policy stream of activities of the project. Please refer to annex three for the mapping of the organizations working on policies.

SFCG published an open call for bid for undertaking the policy activities. Three organizations submitted their bids - Project Research and Management Associates P. Ltd, Siddhartha Connecting Inc. Pvt. Ltd. and

South Asia Institute of Advanced Studies. SFCG is now in the process of finalizing the selection of the partner policy organization to work with in the project.

SFCG is also working in the process of identifying and hiring a policy advisor for the project who will be leading the policy stream of activities of the project. SFCG will conclude both selection processes and initiate the policy activities in the next quarter of the project.

4. MONITORING & EVALUATION

BASELINE SURVEY

The baseline survey for the project has been conducted in two phases and reported in the previous report. Full report of the baseline survey has been annexed with this report.

PARTNER CAPACITY ASSESSMENT USING OCAT

In this reporting period, SFCG Design, Monitoring and Evaluation (DM&E) team conducted a half-day discussion with AFN to assess their organizational capacity, examine their organizational strength and areas of improvements. The main objective of the assessment was to assess the existing capacity of the implementing partner to determine the baseline information needed to devise an effective capacity development plan. SFCG DM&E team designed a standard list of indicators and checklist in the Organizational Capacity Assessment Tool (OCAT) form and the interaction was conducted based on the checklist with 8 staff members of AFN. The process focused on gathering both quantitative and qualitative information relevant to the OCAT indicators.

With the capacity assessment process, SFCG found that AFN's strength is in the areas of coordination and collaboration (with FM radio stations through whom it broadcasts its radio programs), experiences and understanding on media programming, human resource and finance policies and guidelines, and skills on drama production. However, some areas that needed improvement were on monitoring and evaluation, collaboration and coordination with research institutions/universities, reporting and documentation, learning sharing environment, and staff capacity building based on organization needs. (Please refer to Annex 2 for the OCAT report.)

TRAINING TO GGSD FOCAL PERSONS ON MONITORING TOOLS

On the basis of the findings of the assessment of AFN's capacities, SFCG DM&E team conducted a 2-day training for the focal persons of GGSD. The focal persons from the 5 project districts came to Kathmandu for the training on 26 and 27 of December 2014. The monitoring training covered the topics like story collection and writing – to feed in to the story of GGSD and to monitor the impact of the drama, how to conduct Focus Group Discussions (FGD) and how to use the local events and meeting on social and government platforms to promote GGSD and its objectives. The GGSD focal persons who participated in the training were: Kumar Luitel from Morang, Toya Raj Ghimire from Dhanusha, Madhav Adhikari from Banke, Jainab Khatun from Kaski and Prakash Shahi from Kailali.



After the training, the focal persons have now better understanding of the monitoring tools and will be contributing more effectively in providing ingredients to the GGSD story writers to create more realistic drama to achieve the project objectives. The training has also enabled them to use the tools to better monitor the impact of the drama in their districts.

5. COMMUNICATION AND VISIBILITY

Branding and marking: SFCG and partners have used USAID logo for visibility in all the media products and public events so far in the project. There were no public events in the reporting quarter. However, the USAID logo was used in GGSD promotional stickers, flyers and newspaper advertisements that were produced. USAID was also credited in all the episodes of GGSD that were produced and broadcast in the reporting period, and the episodes of Sangor that started incorporating the credit for USAID.

The publicity activities that SFCG and AFN conducted for GGSD in the reporting quarter included:

- Advertisements on regional and national newspapers
- Flyers, stickers to the local FM stations
- Banner advertisements on online news portals
- Radio promos in all the 50 selected FM stations
- GGSD branded coffee mugs distributed to stakeholders
- GGSD page in Facebook

The newspaper advertisement that started from the beginning of GGSD in September 2014 continues in the period of October to December 2014 as well. In the period, newspaper advertisements were placed in weekly newspapers affiliated with different political parties - Janadesh Weekly, Ghatna ra Bichar Weekly and Sanghu Weekly – to reach those political leaders who would turn to the newspapers supporting their party ideologies.

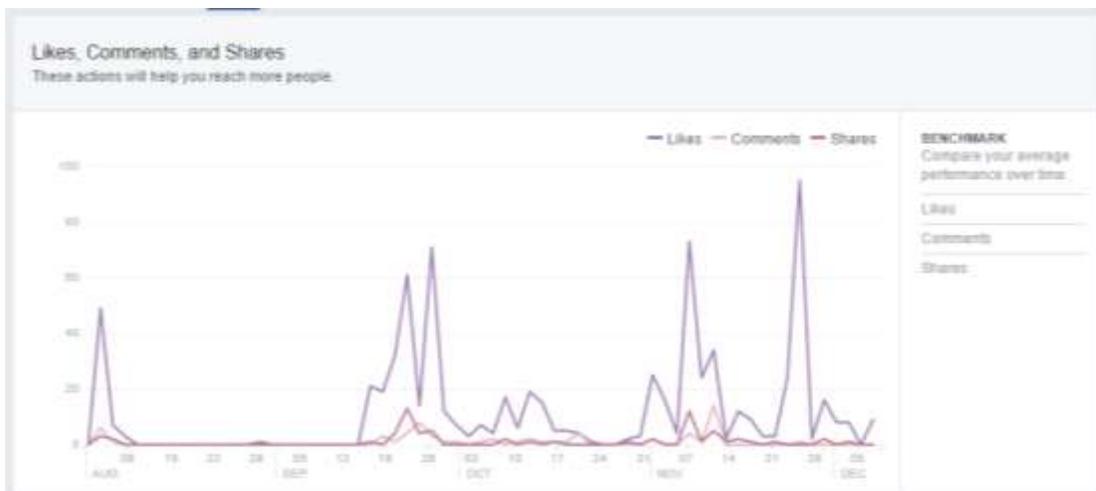
GGSD promotional stickers were produced in the previous quarter. However, distribution of those also continued in this quarter. SFCG also produced information flyers that were distributed in various events and gatherings that SFCG conducted as part of other project activities. These information flyer, containing information about GGSD, also carried USAID logo and were distributed to the radio stations broadcasting the drama. The radio stations distributed the same to the visitors to their stations and in the local meetings they participated in.

SFCG continued to use popular Nepali online news sites to promote the radio drama GGSD. In this quarter, GGSD advertisement banners were placed in Nagarik News (nagariknews.com), Mysansar (mysansar.com) and Online Khabar (onlinekhabar.com).

SFCG and AFN also produced radio advertisements in the beginning of the broadcasting of GGSD. The 50 partner radio stations started broadcasting the advertisements from September 2014, and continued in this reporting quarter as well multiple times a day.

In this quarter, SFCG continued the distribution of the promotional coffee mugs with GGSD branding that were produced in the quarter before this. SFCG used all the opportunities, relating to this or other projects of SFCG, to distribute the same.

In terms of online presence, SFCG continued to manage the Facebook (FB) page of GGSD. SFCG regularly updates the FB page with teaser information about the episodes before they are on air, photographs from the recording and related events, any other related information about governance and leadership, and other messages targeted to promote not just the radio drama but also the messages that would contribute towards the objectives of the project. The total number of likes for GGSD FB page is increasing. As of December 7, 2014 the number was 4,833. The comments by the fans and listeners of GGSD is also increasing, as GGSD writers have also been involved in regular posts and encouraging interaction with the listeners.



The publicity activities help in increasing the listenership of the radio drama. While merchandise items like coffee mugs help in branding of GGSD, the FB page also helps in initiating dialogue around the issues and stories raised in the radio drama.

Besides the FB page, SFCG and AFN also received feedback and comments from the listeners of GGSD by SMS and through IVR. Some of the messages sent through SMS were:

- *Superb and inspirational*
- *This serial has addressed social crime and I liked it so much. Can our police do so in reality?*
- *Would have been better if the program was of 1 hour.*
- *I am very happy that the program has been able to depict the current problems in the form of a drama*

"I have come up with a plan to do a group agriculture/farming. I like the idea presented in the GGSD drama. I am also aware that to begin this, I need to have someone who will invest in my plan. As a drama team, could you please tell me and guide me, whether I can get support from the Agricultural Development Ministry, Agricultural Development Bank or from the Youth Self-employment Fund."

– GGSD Listener from Dolakha (name not disclosed). Message received

Between October 10, 2014 and December 7, 2014, SFCG and AFN drama team received 96 IVR messages. Some of these message are given in the table below.

Table 2: Some of the comments received through IVR.

Date	Time	Name	Positive Comments
9/10/2014	07:09pm	Dinesh Kunwar	GGSD helps in social development.
10/14/2014	08:50am	ChhatraBohora	I want GGSD to speak about citizenship distribution in Achham.
10/20/2014	04:36pm	Surdas	GGSD works as a pathfinder of New Nepal.
10/22/2014	05:10pm	Unidentified	My village has similar people as in GGSD.
10/22/2014	06:58pm	Santosh Khanal	GGSD is making optimistic changes in my village.
10/24/2014	02:54pm	Unidentified	GGSD is making reminding police of their job.
10/24/2014	02:35pm	Purna Bahadur Magar	I request GGSD to produce episodes regarding the rights for disabled people too (How to receive social security pension for disabled?).
10/30/2014	09:41am	Milan BC	The drama is very inspirational. We helped people to make their citizenship after listening GGSD episode 7.
10/30/2014	05:45pm	Unidentified	This programs helps in development of villages
11/1/2014	3:18pm	Karuna Joshi	Gives inspiration to people, brings change in life of village people.
11/1/2014	11:02am	Sanat BK	I would request GGSD to speak about constitution of Nepal.

11/4/2014	12:16pm	Pushpa raj Dangal	GGSD has touched the heart of all villagers.
11/5/2014	02:08pm	Ganesh Joshi	GGSD makes the development of villages easier.
11/6/2014	06:17pm	Amar Shrestha	GGSD helps women's' development.
12/6/2014	12:33pm	Umesh Rishi dev	Requests for time increment and twice a week

6. PROJECT MANAGEMENT AND COORDINATION

STAFFING AND RECRUITMENT

Policy Researcher: SFCG hired Dewan Rai, a journalist by profession, as the researcher for SD television series on a consultancy agreement starting December 15, 2014 to January 31, 2015.

Television Drama Writers: SFCG hired Siseer Aryal a scriptwriter for SD television series. Siseer comes with an experience of writing political dramas.

Line Producer: Stevan Buxt was hired as a consultant to work as a line producer for SD. The consultant helped the production team to finalize the timeline, ensured the quality of the technical aspects of the TV series, prepared a task tracker for the pre, during, and post production of SD.

7. CHALLENGES, LESSON LEARNED AND ADAPTATION

Following are the challenges that SFCG faced in the process of project implementation in the reporting quarter and the way SFCG took steps to manage those.

1. SFCG and AFN had appointed one GGSD focal person each in the project districts of Morang, Dhanusa, Kaski, Nepalgunj and Dhangadi. However, in the partner assessment process using OCAT, SFCG realized that the focal persons were not being as effective as they were expected. SFCG identified the gap in their monitoring knowledge and skills. To correct that, SFCG DM&E team organized a monitoring training (mentioned above in 'Monitoring and Evaluation' section) for the focal persons to increase their capacity in contributing to the story writing and monitoring of GGSD.
2. Writing a television drama on governance and political issues has been a challenge. SFCG has been tackling the challenges in the writing process as they come. The new challenge that SFCG faced in the reporting quarter is completing the writing on time. The writing process of SD television drama has taken longer than anticipated. SFCG has adjusted the timeline accordingly, pushing the time for pre-production, production, post-production and broadcast by a month.

3. NEXT QUARTER

In the next quarter, January – March 2015, SFCG will carry out the following activities.

Radio Drama Gaun Gaun ma Singha Durbar

The broadcast of radio drama GGSD through 56 local FM stations will continue – with 13 episodes broadcast in the next quarter. The production cycle of the radio drama – including the writing, recording, production and broadcasting – will continue.

Radio Drama Sangor

The production and broadcast of Sangor radio drama will also continue in this quarter – 13 episodes will be produced and broadcast.

Television Drama Series: Singha Durbar

- **Writing** - Script writing of SD television series will continue in the next quarter. The scripts will be finalized and dialogue for all the episodes will be written.
- **Script testing** – SFCG will conduct two-script/ story testing of SD in the next quarter.
- **Pre-production** – The pre-production for SD television series will start next quarter. The process for talents and artists for the production will start and completed to the large part. Locations and equipment for the shoot will also be finalized.

Publicity/ promotion

- **For Radio** - The publicity for the radio dramas will continue in the coming quarter and throughout the period of broadcast.
- Publicity partner for SD television drama will be finalized.

Outreach

- SFCG will identify outreach partner/s for the project in the coming quarter.
- SFCG will also finalize and initiate the outreach plans for the radio dramas and television dramas.

Policy White Papers

- **Partner Selection** – SFCG will identify a local partner to work on the policy stream of activities of the project.
- **Policy Advisor/ Specialist** – SFCG will also hire a Policy Advisor/ Specialist to lead the policy white papers component of the project. S/he will work closely with the policy partner and the Project Manager.

DM&E

- SFCG will conduct a listenership survey for the radio dramas GGSD and Sangor.

ANNEXES

ANNEX 1: GGSD PLOT SUMMARY OF EPISODES

Program	Plot Summary	First Broadcast Date:
Episode 2	VDC Secretary Suman Sunar meets Renudevi Yadav who delivers milk to the CDO and SP and is staying over as a tenant in her house. Suman is the VDC Secretary of the same VDC Renudevi is from. In one of her milk delivery trips on a motorcycle and on which Suman is taking a lift, they come across Omkar Jha (a local leader) who is practicing yoga. Omkar is under extreme pressure from within his party to speak against the move of the CDO to raid businesses involved in black marketing and tax evasion. When Omkar refuses to give in, the business persons threaten to approach the minister directly who is also from the same district and belongs to the same party as Omkar. Meanwhile, Renudevi is concerned about the doings of her son who goes missing in the nights and sometimes even for days. On the other hand, the CDO is facing personal problems with his wife who is in Kathmandu. He is informed that his daughter is also sick and has been admitted in the hospital. He is also under extreme pressure from the business community. Omkar, on the other hand, mediates with the key business leader to find a solution for the benefit of the district. The episode ends by Suman entering the VDC Office for the first time and the Technical Assistant (holding the perception that a woman cannot be a VDC Secretary) thinks Suman is one of the service seekers.	4 October 2014
Episode 3	The episode begins with Suman practicing yoga on the porch of her house. Renudevi's motorcycle has broken down so she offers to carry the milk container Renudevi has to deliver until the bus stop. On the way, they come cross two brawlers who are both brothers but quarrel over petty issues over their divided property. Meanwhile, the CDO receives a call informing that the Minister has halted his transfer apparently with influence from his father-in-law. Back at the VDC Office, the two brawlers do not turn up and Suman is informed that they do not believe a woman can resolve their issues. She approaches them again citing that the neighbors are facing the brunt of their regular quarrel. Back in her home, Renudevi is worried that her son, Santosh, has not arrived home for many days.	11 October 2014

	Meanwhile, the CDO is angered with his wife for asking her father to intervene in his work.	
Episode 4	The episode begins with a locale, Gangalal, coming to the VDC Office to make citizenship certificate for his daughter. Being uneducated, his daughter does not have neither birth or school certificates for documentation purposes. The neighbors have also not agreed to support the document of evidence citing hassles and previous bad experiences. Back home, Suman is teaching proper yoga postures to Renudevi for her back pain. Renudevi too confirms Gangalal's case. Later, Suman convinces the villagers to stand by Gangalal. Among the villagers are two brothers whose differences are settled by Suman. At the CDO's residence, the CDO is down with back pain. Renudevi recommends him for yoga lessons by Suman. The same suggestion also come from the SP.	18 October 2014
Magazine 2	The magazine rounded up the happenings from Episode 1-4.	25 October 2014
Episode 5	In this episode, Suman discovers that locals in Wabhani Tole of Sitapur are facing drinking water problems as the project has been stalled since the last two years. Later, Renudevi also informs Suman that her son Santosh has asked her not to provide room for Suman in their house. Meanwhile, the CDO is able to garner personal support in the development work from Omkar, the chief in the local level of the party whose party is in the government. On the other hand, Suman informs the DDC about the problem at Wabani Tole and meets the newly arrived LDO who agrees to monitor the site. The Chairperson of Consumers Committee, Tarkaraj, informs them that work has been stalled due to demands for donations from all quarters. They decide to form a security committee.	1 November 2014
Episode 6	The episode starts with the LDO discovering that a female help in his office has been injured after slipping on the road on stool. It is a stark reminder that the district is still falling behind on number of toilets and people are resorting to open defecation. He directs to coordinate with local non-governmental organizations to resolve the issue and plans with the CDO. In the meantime, Suman is trying to convince the local leader, Omkar, to conduct a public hearing in Opalpur VDC. At the same time, she gets a call to arrive at the VDC Office immediately due to demands for donations from masked men. When she reaches, the group identify themselves as Karat Group and one of them unmask himself who is Renudevi's son, Santosh. Back home, Suman tells Renudevi of Santosh and requests journalist	8 November 2014

	Chandan (who is working on a story on the Karat Group for a Kathmandu-based daily) to mediate and rehabilitate Santosh. The episode ends with a radio announcement of the district's campaign to be declared open defecation free.	
Episode 7	The episode begins with Suman alone holding talks with Santosh and his gang at the VDC Office and Suman trying to convince Santosh to quit the armed gang. In anger, Suman fires a gun and leaves when the villagers start gathering. Suman is picked by Renudevi on her motorcycle and insists that Suman report the case to the police. Suman refuses and on insistence, later reveals that Santosh had done the firing. Suman still takes Suman to the district headquarters for her security and insists that a police report be lodged. At the same time, the CDO and SP are chatting over the CDO's back pain problem when the firing is reported on the SP's walkie-talkie. The CDO directs the SP to investigate who gives orders from her walkie-talkie and leaves for office. The security committee's meeting convenes and they discuss the firing in Opalpur VDC and ways to control underground groups. The CDO decides to reestablish a police post in Opalpur VDC. However, the locals protest the move saying the underground groups could target them. The CDO takes help from local leader, Omkar, who is also from Opalpur VDC to convince the locals to reestablish the police station. The episode ends with Suman worried about the fate of Santosh while Renudevi cheers her up saying she should not worry so much as it is her first day of teaching yoga.	15 November 2014
Episode 8	The episode begins with a meeting of the police personnel above the rank of ASI discussing the situation at Opalpur VDC. The SP insists on having a female in-charge as the area has many cases of gender based violence, which has not been reported. She decides to requests the Zonal Police Office for female personnel. Meanwhile, the CDO, LDO and SP has joined yoga classes instructed by Suman. In Kathmandu, the CDO's wife discovers SP Hema's picture hidden inside a photo album belonging to the CDO. A conflict arises as the photo angers the CDO's wife. At the DWSC meeting, the VDC Secretaries and the LDO discuss ways to make the district open defecation free. After the meeting, Chandan is waiting for Suman and the two discuss ways to talk to the CDO about Santosh's state and possibility of reintegrating people like him to the society who have missed their path, back to the society. The photo incident between the CDO, his wife and SP is turning	22 November 2014

	<p>worse. At the same time, the SP gets a threat note from an unknown group saying they will "finish off" the VDC Secretary if a police station is established in Opalpur. Back at Renudevi's house, Suman is taking care of Renudevi's injured knee while Santosh and his gang is waiting at the cow shed for the right time to attack Suman. The police arrive at the same time and the gang disperses while Santosh takes refuge at the house. Suman informs the police that she is safe and introduces Santosh as her brother. The episode ends with the SP being informed that women police personnel under the command of a female ASI have been dispatched for Opalpur VDC.</p>	
Episode 9	<p>The episode begins with Suman and another local leader, Karmullah, resolving a toilet construction issue between two neighbors due to one's unavailability of space for mud pit. The neighbors agree to share the same single mud pit and the VDC will assist in its construction. At the same time, a report arrives that a woman has been rescued in a burnt state. The police launch an investigation of gender-based violence (based on available evidence) but the woman denies the charges. During one of the lunch sessions, Karmullah and Chandan discover Karmullah's son having a chat with the injured woman's husband. The injured woman's husband belongs to Omkar's party and Karmullah is in opposition. The incident is apparently taking a political turn. Meanwhile, the CDO goes to Kathmandu resolve his differences with his wife. The episode ends with the SP sending the injured woman's relatives home and staying over at the hospital as her caretaker. The woman later admits that the burning took place, as she could not fulfill the dowry demand by her husband and mother-in-law.</p>	29 November 2014
Episode 10	<p>The episode begins with the injured woman expressing her uncertain future with the SP. The injured woman's husband and her mother-in-law have been jailed. Karmullah has also been assisting the woman by bringing in food while the things the injured woman told him on an interview touch Chandan. Meanwhile, the CDO resolves the differences with his wife by admitting that the SP and he were romantically involved in their college days. However, they are only professionally involved now. Back at the village, Omkar and Karmullah come closer together for the cause of upliftment of women though they are from different political parties. They agree to spend the budget allotted for women for women themselves. In the meantime, another plan to</p>	6 December 2014

	attack Suman has been foiled with Suman trying to convince Santosh to give up arms and that Renudevi has lots of hope upon him. In the hospital, doctors say the injured woman could be discharged soon as her condition is improving.	
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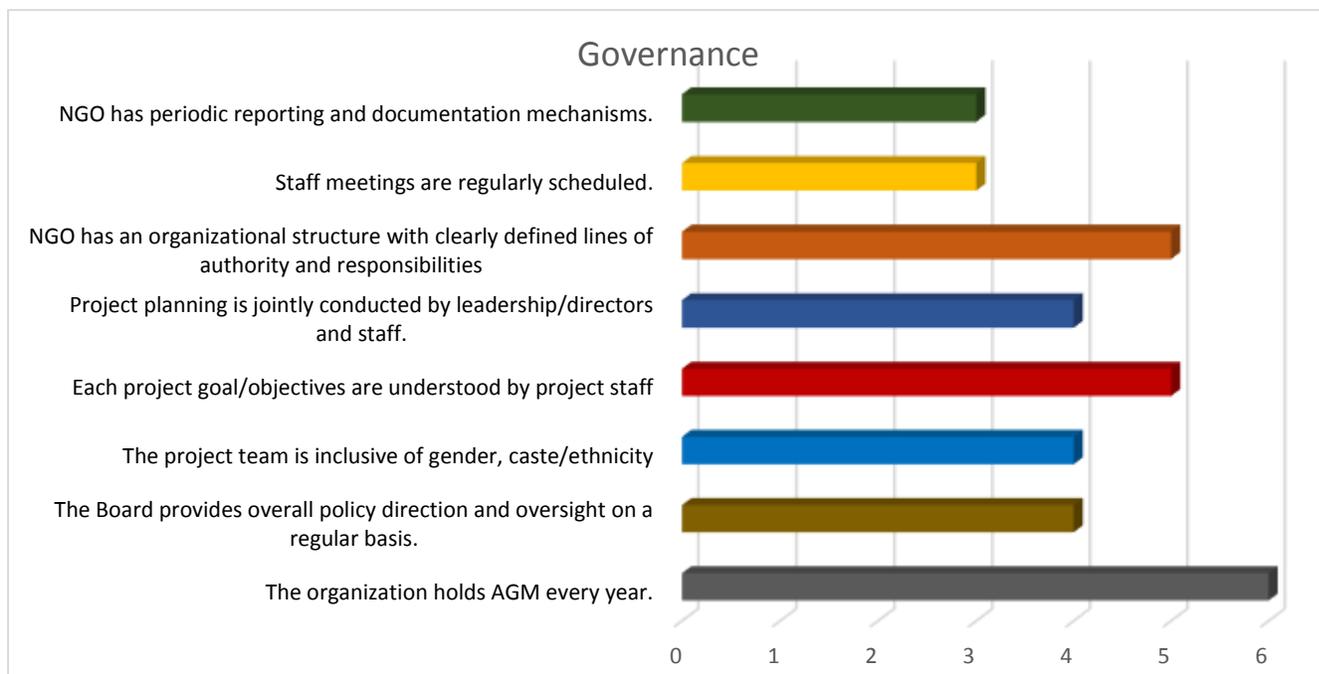
Organizational Capacity Assessment with Partner organization

SFCG DM&E team conducted a half-day discussion with Antenna Foundation to assess the organizational capacity and examine their organizational strength and areas of improvements. The main objective of the assessment was to assess the existing capacity of the implementing partners to determine the baseline information needed to develop the effective capacity development plan. The assessment was conducted with 8 staff members (Separate discussion with leadership staff and project staff) of Antenna Foundation, those who were in leadership position and were directly working with SFCG project i.e. Director, Director of Programs, Finance Officer, M&E Coordinator, Program Development Officer, Drama Director and Drama Writers. Based on the standard indicators/checklist of OCAT, SFCG DM&E Manager and Singha Durbar Project coordinator facilitated the assessment process by ranking the list of questions on a scale of 1 and 6⁵ with “1” being lowest and “6” being the highest. During the ranking process, the indicators were explained clearly to the staff members of Antenna Foundation before they could rank the indicators, the staff members were encouraged to discuss among themselves before they could rank an indicator. It focused to gather both quantitative and qualitative information relevant to the OCAT indicators. During the discussion among project leadership team and project staff, they ranked the indicators collectively and it came into agreed rating after discussing on the evidences and reasons. However, there was difference in rating between senior leadership and project staff in 2 indicators which is explained below:

GOVERNANCE

From the assessment, it was found that they conduct annual general assembly every year and they have conducted 7 board meetings this year so there is more guidance in terms of policies and programs from the board members.

⁵Rating scale: **1** Needs urgent attention and improvement, **2** Needs attention, **3** Needs improvement on fairly wide scale, but not major or urgent, **4** Needs improvement in limited aspects, but not major or urgent, **5** Room for some improvement, **6** No need for immediate improvement



Interestingly, when we asked the same question to the *Gaun Gaun Ma Singha Durbar (GGSD)* team, they do not agree that the board members are providing guidance and oversight on a regular basis. Regarding the organization’s strategic objectives, the senior management (Head of the organization, Director of Programs and Finance Manager) reported that the five-year strategy is shared among the staff but they have not checked if other employees have read it. When the same was asked to the project staff, they reported that they know the organization’s strategic objectives as well as the project specific information and objective. The staff is provided with the details of the projects that they are involved in.

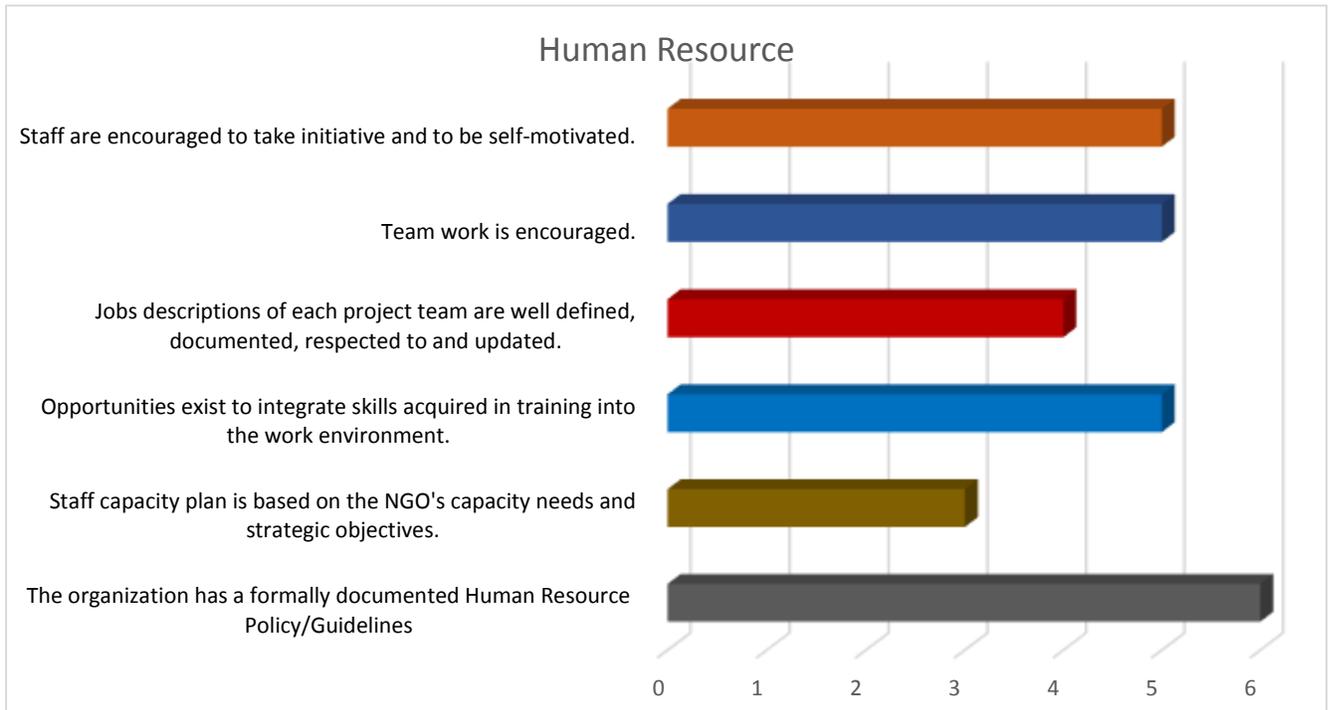
A kick-off meeting is usually conducted with the project team before implementing a project aiming to orient and inform the team about the project. The staff structure is found to be almost balanced in terms of sex but there is a need to focus on inclusive representation in terms of caste/ethnicity.

About participatory planning approach, the organization prepares plan from the leadership position in terms of who can be involved in a particular project and then the rest of the team is forwarded the draft plan for further inputs. It is found that there is clarity in the reporting system and lines of authority and responsibility is clearly defined. In terms of staff meeting, project wise meeting is conducted regularly but the overall staff meeting is not conducted on a regular basis. The synergy among various project of AFN is needed to create visibility and multiply results. Likewise, they are struggling for an effective reporting and documentation mechanism as per requirements of different donors, but are also satisfied with the field level documentation and reporting system that is in place.

HUMAN RESOURCE

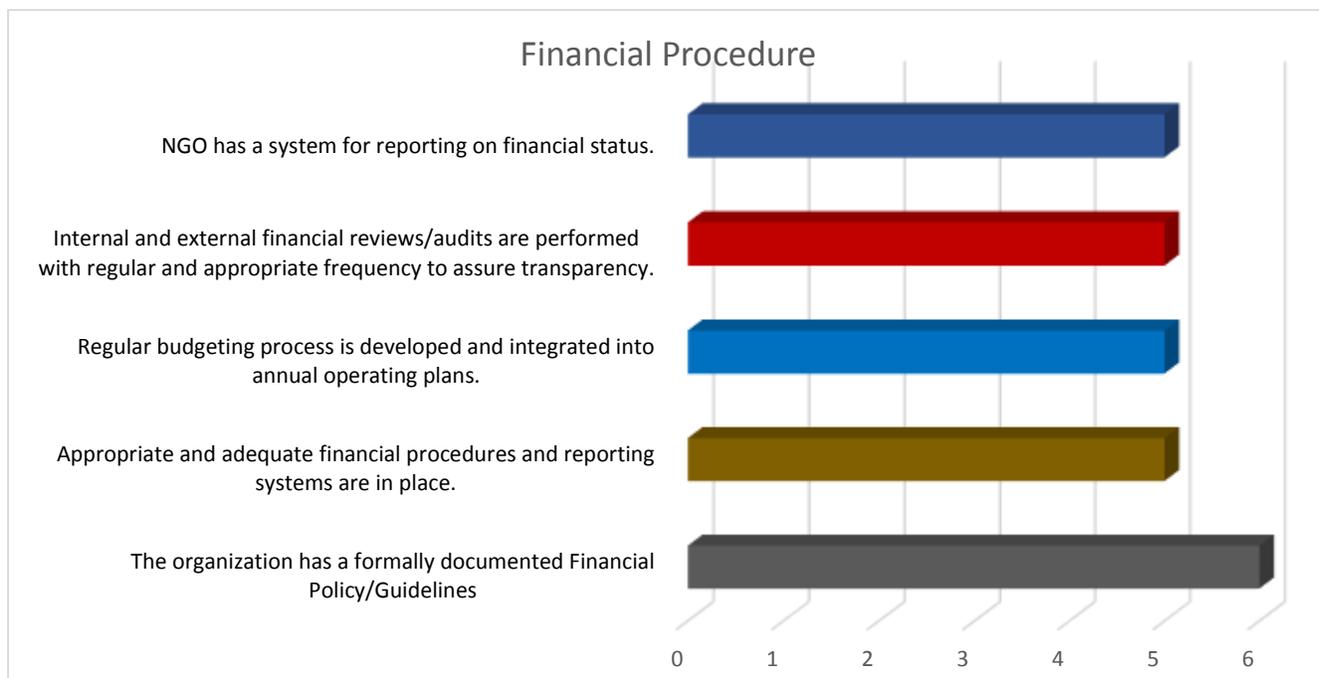
The organization has prepared a standard human resource policy and it is already circulated and shared with the staff. When we discussed with project staff they reported that there is staff/organization policy but they have not gone through it and is not being implemented accordingly. The senior management reported that teamwork is highly encouraged; however, the project staff said that the overall teamwork is weak and not all information is shared with all the staff members as they are informed only on need

basis. Although there are a few ad-hoc capacity enhancement opportunities, the senior leadership/management and project staff both agrees that there is a need for improvement in the capacity development plan of the staff based on capacity needs and strategic objectives.



FINANCIAL PROCEDURE

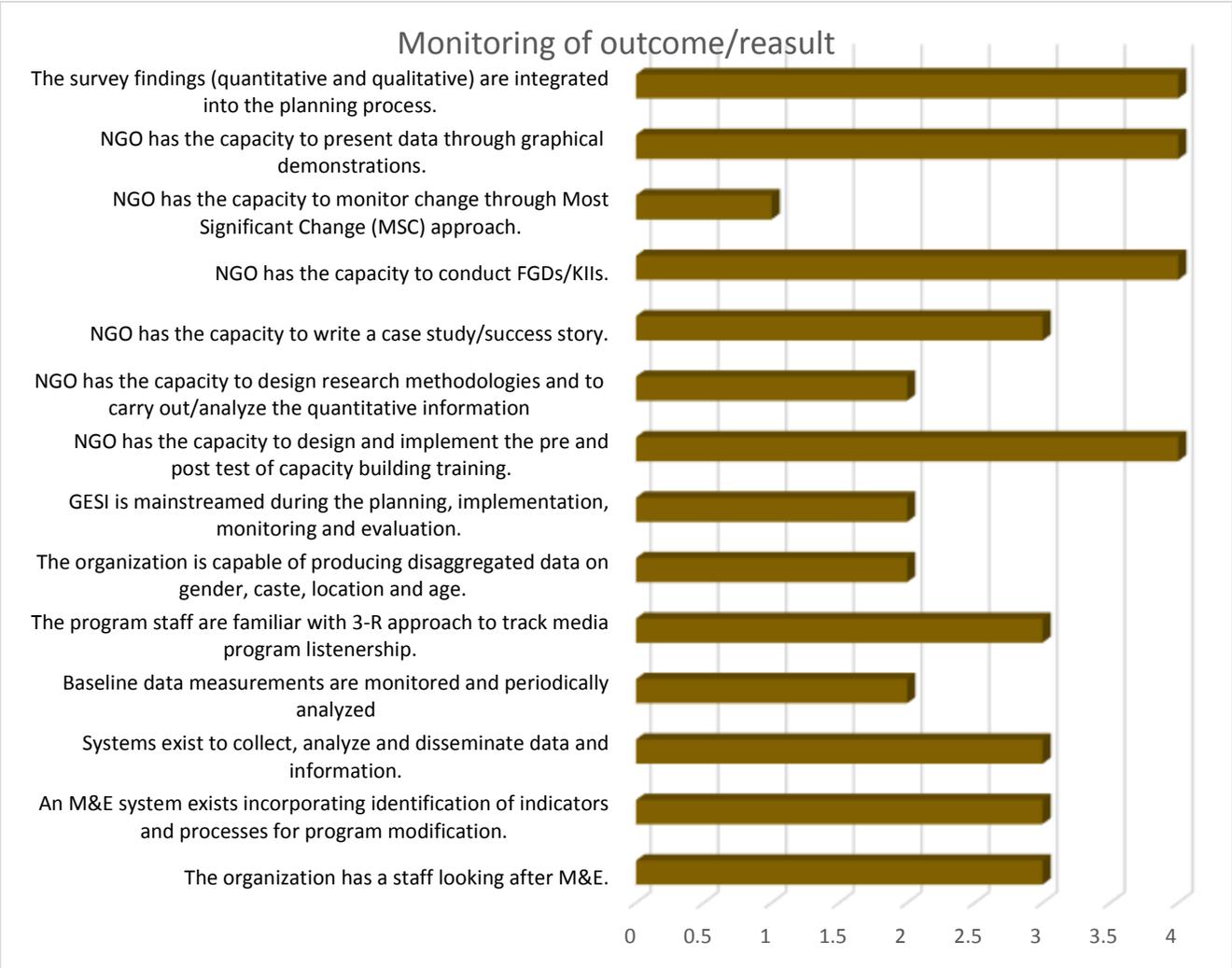
Based on the standard indicators, the assessment was conducted with the senior management team and Finance Manager. During the discussion and observation, it is found that the financial management and operation is one of the strengths of the organization. The organization has effectively maintained financial reporting system and provision of internal and external financial review/audits. Likewise, they have standard policy to prepare their annual plan, which is reviewed and passed from the board members.



MONITORING OF OUTCOMES/IMPACTS

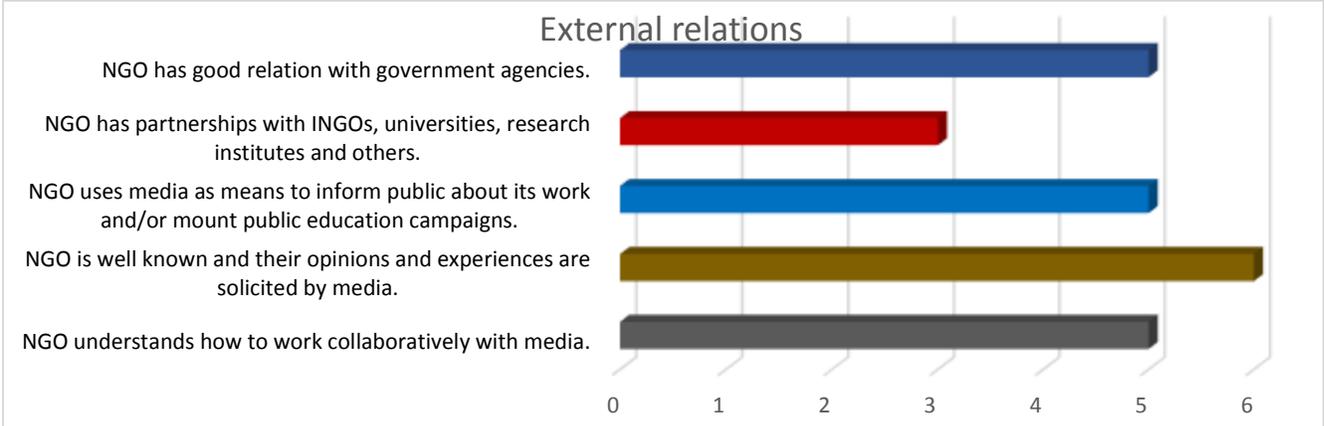
The organization is fully aware about measuring the result, short-term and long term impacts and incorporating the results into their planning process. They have a separate DM&E unit to implement M&E activities and tools as per their M&E plan. However, both the senior leadership and M&E staff has realized that there still is room for improvement and they also see the need and even expect coaching/formal training from SFCG. They also realized that they do not have effective monitoring mechanism, and until now, they have been outsourcing the monitoring activities and it is only recently that, they formed the DM&E Department within the organization. Although they do not have the practice to develop project wise M&E plan, they are planning to develop such plans for their existing projects. They have been producing and presenting disaggregated data in their reports but they are not aware on the importance of disaggregation and how they can link into the GESI.

In regards to the media survey methodology, they know about the 3R approach but they have not really worked based on the 3R approach. Although M&E team has the capacity to design and conduct the FGDs/KIIs, they are not fully aware about triangulation of quantitative and qualitative information. Likewise, they are not aware about the Most Significant Change (MSC) Approach and effective writing of case/change stories.



EXTERNAL RELTIONS:

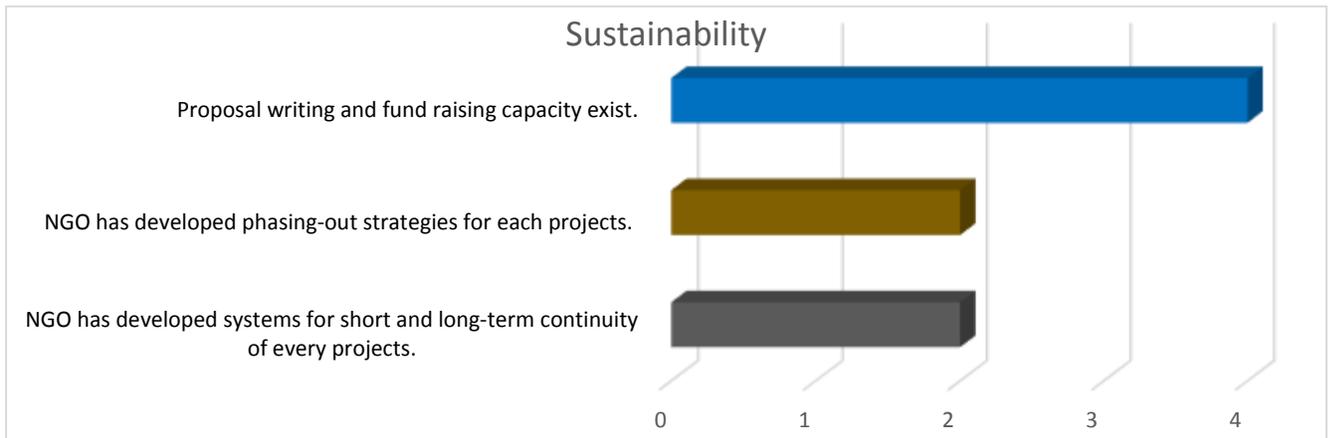
During the discussion, it was found that the organization has the strength and proficiency with regard to collaborating with other organizations working in media sectors and organizations working in similar fields. Likewise, they have good relationship with government agencies and officials.



The senior leadership management realizes that they are not doing adequate collaboration with the universities and research institutes, however, they have identified it as one of the priority areas for the future.

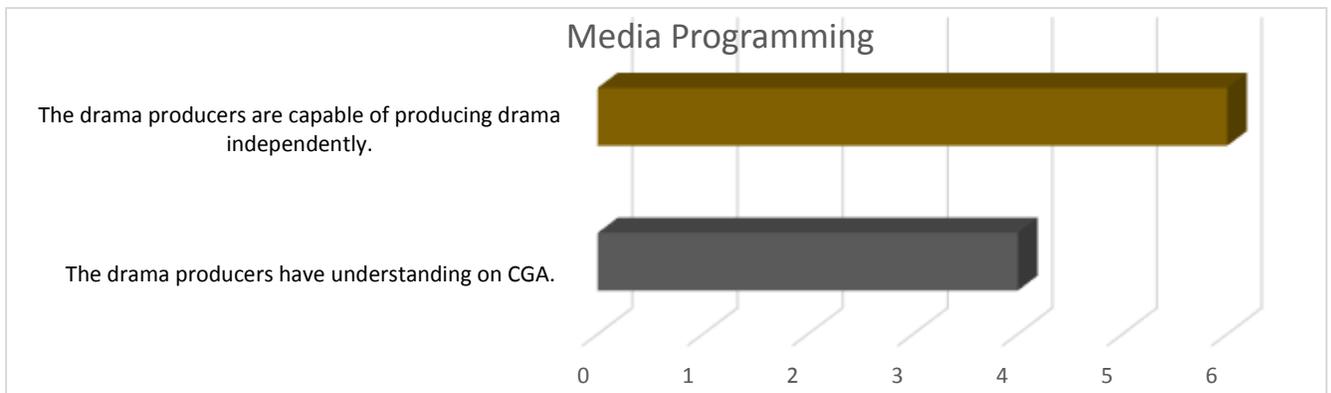
SUSTAINABILITY:

The organization always focuses on the sustainability part in order to continue short and long term initiatives in a project proposal. However, they do not effectively incorporate phasing out strategies during their planning phase. The organization believes that since sustainability is not easy for a short-term project, emphasis needs to be given to good practices and mechanism in the project areas even if the project has been completed. They have skills and capacities for proposal writing and fund raising, however, they plan to enhance more capacities and skill on this in the coming days.



MEDIA PROGRAMMING:

Since some of the producers were already involved as drama producers in previous projects, they have good understanding on Common Ground Approach (CGA). During the discussion, it is found they are incorporating the CGA into the GGSD drama script. In terms of qualitative research, it is found that there is a need to enhance their capacity particularly on qualitative research. They are producing the drama with coaching support by SFCG due to new themes and they have realized that their capacity and understanding is being enhanced due to the on-site coaching and feedback made by SFCG. There are many radio stations interested to broadcast AFN's various program voluntarily but the organization has not been able to document it and turn the FM's interest into action.



CHALLENGES:

During the organizational capacity assessment, it is found that there are many opportunities for learning environment and both organizations can learn from each other during the partnership period. Besides informal coaching, collaborative work and formal coaching to AFN, SFCG also has the opportunity to strengthen relationships with other actors such as strengthen relationship with government agencies and national level leaders, increase collaboration with media sectors. Likewise, AFN has conducted a lot of research about radio and TV programs, which would be good references for SFCG in order to incorporate in future media programming.

During the assessment with drama producer team, the following challenges have been observed:

It is found that there are still challenges for timely and quality production of drama:

- There is lack of suitable artists
- lack of trained artists who understand the essence of the message oriented dramas and behavior change communications
- Lack of strong qualitative research skill among the drama writers
- Problem in timing and lack of back up scripts for dramas

CONCLUSIONS AND RECOMMENDATIONS

SFCG used the tools to establish a baseline measure of the existing capability of implementing partner organization and it will serve as a basis of comparison with later information in order to assess progress. Likewise, SFCG will develop formal and informal action plan to enhance their capacity as per the findings/result came from the assessment.

Overall, it is found that the organization have strengths in most of the areas i.e. coordination and collaboration, experiences and understanding on media programming, HR/finance policies and guidelines, and skill on drama production. Likewise, there are also rooms which needs to be improved i.e. M&E areas, collaboration and coordination with research institution/universities, reporting and documentation, learning sharing environment, and staff capacity building based on organization needs.

On average, based on equating rating scale⁶ to stages of development for each seven category, the areas are categorized based on the rating scale adopted from PACT assessment tool:

- Governance - Expanding (4.25)
- Human resource - Mature (4.66)
- Financial procedure – Mature (5.2)
- Monitoring of outcomes/impacts - Emerging (2.8)
- External relations - Expanding (4.20)
- Sustainability - Emerging (2.67)
- Media monitoring Expanding (4.00)

SFCG believes that the tool will provide the opportunity of transforming assessment results into meaningful type of reports that can serve as diagnostic tools and baseline measurements.

Since SFCG aims to enhance the partner's capacity through informal coaching, collaboration and formal training, the following capacity development activities are recommended during the partnership period:

⁶ Rating Stage: 1-0 to 1.4 Nascent, 1.5 to 2.9 Emerging, 3.0 to 4.4 Expanding, 4.5 Lo 6.0 Mature

- On-site coaching to drama producers on qualitative research and understanding of governance/leadership and conflict management approach.
- Formal training to the focal persons who have deployed in each development reasons (Focus Group Discussion, Case study writing and conducting mini/follow-up survey)
- Formal training to M&E staff of partner organization i.e. measuring the results, research/survey methodology, data analysis and writing effective case/success stories.
- Capacity enhancement of partners on mainstreaming of GESI into their programming and GESI monitoring.
- SFCG should involve the partner organization to conduct the surveys in future i.e. listenership/viewership survey using 3-R approach from the beginning. So that it will further help them to enhance their capacity on designing of survey, field implementation, data analysis and reporting.
- SFCG should organize informal events or coaching to increase their understanding on common ground approach, peacebuilding and conflict management.

ANNEX 3: MAPPING OF ORGANIZATIONS WORKING IN POLICIES

S.No	Organization	Area	Address	Phone no.	E-mail	Contact Person
1.	Center for Research on Environment Health and Population Activities (CREHPA)	Health and Population	P.O. Box : 9626 Kusunti, Lalitpur	1-5546487, 1-5521717	crehpa@crehpa.wlink.com.np http://www.crehpa.org.np	Dr. Mahesh Puri
2.	Central Department of Population Studies	Population and Health	Tribhuvan University, Kathmandu	4331323	cdps@wlink.com.np URL: http://www.cdps.edu.np/	Prof. Dr. Prem Singh Bisht, Head
3	Centre for Educational Research, Innovation and Development (CERID)	Education	P.O. Box 2161, Balkhu, Kathmandu	1-4274527, 1-4286732	cerid@mos.com.np URL: http://www.cerid.org/	Prof. Arbinda Lal Bhomi Ph.D., Executive Director
4	Centre for Economic Development and Administration (CEDA)	Economy, Planning, Development	P.O.Box 797, Kirtipur, Kathmandu	4330324, 1-4330851, 1-4331721	info@ceda.org.np URL: http://www.ceda.org.np/	Mr. Bharat Pokharel, Executive Director
5	Centre for Environmental and Agricultural Policy Research, Extension and Development (CEAPRED)	Agriculture and Livestock	G.P.O. Box 5752, Kathmandu	1-5520272, 1-5546542	contact@ceapred.org.np URL: http://www.ceapred.org.np/	Bharat Prasad Upadhyaya, Executive Director
6	Centre for Nepal and Asian Studies (CNAS)	Language, Culture and Social values	PO Box 3757 Kirtipur, Kathmandu	4332078; 1-4331740,14333223	info@cnastu.org.np URL: http://www.cnastu.org.np/	Prof. Dr. Yagya Prasad Adhikari, Executive Director
7	Centre for Policy Research and Analysis (CPRA)	Economic policy, Institutional and human resource development, Action research	Post Box 2810 New Baneswar	1-226098	cpa@mos.com.np URL: http://www.saneinetwork.net/directory/Institutes/aspgenerator.asp?FI=Ml&directory=48	Mr. Jyoti Lohani, Director

8	Community Self Reliance Centre (CSRC)	Land	P.O.Box: 19790, Dhapasi, Kathmandu	1-4360486, 1-4357005	landrights@csrcnepal.org URL: http://www.csrcnepal.org/	Jagat Basnet
9	Forest Action Nepal	Natural resource, Environmental governance and Livelihood	PO Box: 12207 Satdobato, Lalitpur	1-5550631, 1-5552924	forestaction@wlink.com.np URL: http://www.forestaction.org	Dr. Naya Sharma Paudel, Executive Coordinator
10	Friedrich-Ebert-Stiftung (FES)	Democracy, Governance, Conflict resolution	P. O. Box: 11840-Kathmandu Sanepa, Lalitpur	1-5522526, 1-5542406	fes@fesnepal.org URL: http://www.fesnepal.org	Dev Raj Dahal, Head, Nepal Office
11	Himalayan Institute of Development (HID)	Public policy	GPO Box 6052 Ram Shah Path, Kathmandu	1-4423287	hid_nepal@hotmail.com URL: http://sites.google.com/site/hidonline.org/	Prakash Raj Sapkota, Executive Director
12	Institute for Integrated Development Studies (IIDS)	Socio-economic situation	P.O. Box 2254 Mandikhatar, Kathmandu	1-437883, 1-4371006	iids@wlink.com.np URL: http://www.iids.org.np/	Dr Bishnu Dev Pant, Executive Director
13	Institute for Local Governance Studies (Inlogos)	Local governance	G. P.O. Box 21098, Tanka Prasad ghumti sadak, 1007/12, Anam Nagar, Kathmandu	1-4102534	inlogos@wlink.com.np URL: http://inlogos.org	Mr. Khem Raj Nepal, Executive Chairperson
14	Institute for Policy Research and Development (IPRAD)	Development policy	G.P.O. Box 8975-EPC 994 MaitiGhar, Kathmandu	1-6212276	iprad@ntc.net.np URL: http://www.iprad.org.np/	Dr. Pushpa Raj Rajkarnikar, Chairman
15	Institute for Social and Environmental Transition in Nepal (ISET Nepal)	Natural resource, Environment and Social development	POBox 397, Maharajgunj, Kathmandu		iset@ntc.net.np URL: http://www.isetnepal.org.np	Mr Madhukar Upadhya, Chairperson
16	Institute of Foreign Affairs	Foreign policy	Tripureshwor, Kathmandu	1-4266954, 1-4266955	ifa@mail.com.np URL: http://www.ifa.org.np	Mr. Tika Jung Thapa, Executive Director

17	Institute for Social and Environmental Research-Nepal (ISER-Nepal)	Population, Health, Education, Environment, Social Justice and Governance	P.O. Box. 57, Bharatpur, Chitwan	56-591054, 56-592406	iser@wlink.com.np URL: http://isernepal.org.np/	Dirgha Jibi Ghimire, Ph.D., Executive Director
18	Local Initiatives for Biodiversity, Research and Development (LIBIRD)	Natural resource, Livelihood	PO Box 324 Gairapatan, Pokhara, Kaski	61-535357, 61-526834	info@libird.org URL: http://www.libird.org/	Dr. Bhuwon Ratna Sthapit, Chairperson
19	Martin Chautari	Media, Governance and Democracy	Post box 13470, 27 Jeet Jung Marg Thapathali, Kathmandu	4238050, 4102027, 4240243	chautari@mos.com.np URL: http://www.martinchautari.org.np/	Dr. Seira Tamang, Chairperson
20	Nepal Administrative Staff College	Public administration	Jawalakhel, Kathmandu	5522160, 5523517	nasc@wlink.com.np URL: http://www.nasc.org.np/	Mr. Punya Prasad Neupane, Executive Director
21	Nepal Development Research Institute (NDRI)	Public Policy – Economy, Infrastructure, Poverty, Livelihoods, Climate change, Agriculture and Natural resources	GPO Box: 8975, EPC 2201, Kathmandu Shree Durbar Tole, Pulchowk, Lalitpur	1-5537362, 1-5554975	info@ndri.org.np URL: http://www.ndri.org.np/	Dr. Basu Dev Pandey, President
22	Nepal Health Research Council	Public health, Environmental health	P.O.Box 7626, Ramshah Path, Kathmandu	1-4254220, 1-4227460	nhrc@nhrc.org.np URL: http://www.nhrc.org.np/	Dr. Chop Lal Bhushal, Executive-Chairperson
23	Nepal Institute for Policy Studies (NIPS)	Public policy	P.O.Box. 14352, Baneshwor, Kathmandu	1-4482530	nips@nipsnepal.org URL: http://www.nipsnepal.org/	Rajan Bhattarai
24	Nepal Institute for Strategic Studies (NISS)	Peace, Security, Democracy and Development	P.O.Box. 14352, Baneshwor, Kathmandu	1-4482530	nips@nipsnepal.org URL: http://www.niss.org.np/	Keshar Bahadur Bhandari

25	Nepal Public Health Foundation	Public health	P. O.BOX 19624, 1085, Thirbam Malla Road Maharajganj, Kathmandu	1-4427888	info@nphfoundation.org	Mahesh K. Maskey, Chairman
26	Nepal South Asia Centre	Research, development, publication, dialogues, workshops and information dissemination	G.P.O. Box. No. 8248; Kathmandu, Nepal	1-4261988	nepalsouthasiacentre@gmail.com URL: http://nesac.org.np/main/index.html	Mr. Bhim Prasad Bhurtel, Executive Director
27	New ERA (P.) Ltd.	Socio-economic and Development research	P.O. Box 722 Rudramati Marg, Kalopul, Kathmandu	1-413603, 4-423176	info@newera.wlink.com.np URL: http://www.newera.com.np/	Mr. Sidhartha Man Tuladhar, Executive Director
28	Samata Foundation	Democracy and Social Movement Human Rights and Peace	G.P.O. Box No. 19619, Lalitpur, Bagmati, Nepal	1-5520851	info@samatafoundation.org URL: http://www.samatafoundation.org/	Suvash Darnal, Managing Director
29	Samridhi, The Prosperity Foundation	Entrepreneurship, Private Sector Development, Economic Growth and Reforms	P.O. Box: 8973, NPC 678 416, Bhimsengola Marga Minbhawan Kharibot Kathmandu, Nepal	4464616, 4484016	info@samridhi.org URL: http://www.samridhi.org/	Mr. Dipendra Chamlagain
30	Social Science Baha	Social science research, Publication and Social & policy dialogues	GPO Box 25334, Kathmandu	1-4472807	info@soscba.org URL: http://www.soscba.org	Dr. Dipak Thapa
31	South Asia Centre for Policy Studies (SACEPS)	South Asia Policy	P.O. Box 13670 105/3 Majur Margh, Baluwatar, Kathmandu	1-4433906	edsaceps@saceps.org URL: http://www.saceps.org/	Prof. Sridhar K. Khatri
32	Southasia Institute of		P.O.Box: 23499 Shantinagar,		sias-info@sias-southasia.org	Dr. Hari Dhungana, Executive Director

	Advanced Studies (SIAS)		Baneshwor, Kathmandu		URL: http://www.sias-southasia.org/	
33	South Asian Network for Development and Environmental Economics (SANDEE)	Development economics, Poverty and Environment	PO Box: 8975, EPC: 1056, Kathmandu	1-5003222	info@sandeeonline.org, anuradhak@sandeeonline.org URL: http://www.sandeeonline.org	Anuradha Kafle, Research and Information Officer
34	The Nepal Research Group	Development, Environmental Governance, Peace and Conflict	GPO Box: 910 Ekantakuna, Jawalakhel, Kathmandu	1-5554756, 1-5000053	URL: http://www.nccr-nepal.org/	Dr. Bishnu Raj Upreti
35	Nepal Policy Research Network	Policy		1 4469801	NPRN@sias-southasia.org	

ANNEX 4: PERFORMANCE INDICATOR REFERENCE SHEET

USAID Performance Indicator Reference Sheet
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): Goal 1
Name of Indicator: % of viewers and listeners who talk to others about their vision of leadership in their constituency and the country
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s)
If yes, link to foreign assistance framework:
DESCRIPTION
<p>Precise Definition(s): The survey respondents who said that they usually discuss with others, (Frequently/always).</p> <p>% of listeners who respond "always" or "frequently/often" to the question "Do you ever discuss with others regarding the importance of efficient leadership for development?"</p> <p>"Always" means after every talk show and "frequently/often" means at least twice a month.</p> <p>Others: Friends, family, political leaders, government officials, journalist/media persons, security, elected representatives and rights workers</p>
Unit of Measure: Percentage
Disaggregated by: Age, sex and location (district and geographic location)
Rationale or Justification for indicator (optional):
PLAN FOR DATA COLLECTION BY USAID

Data Source: Viewership/Listenership Survey and Baseline/Endline Survey
Method of data collection and construction: This data will be collected through a series of Likert Scales and Index questions. This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer:
Date of Future Data Quality Assessments(<i>optional</i>):
Known Data Limitations:
TARGETS AND BASELINE
Baseline timeframe(<i>optional</i>): <ul style="list-style-type: none"> • 39% of surveyed people (500/1278) who reported that they never talk to others about their vision of leadership in their constituency and country. • 20% of surveyed people who reported they talk to others, with friends 42% - 534/1278), family (21% - 269/1278), political leaders (23% - 292/1278), government officials (16% - 208/1278), journalist/media persons (18% - 236/1278), security (9% - 116/1278), elected representative (17% - 223/1278) and right workers (13% - 166/1278) about their vision of leadership.
Rationale for Targets (<i>optional</i>): 40% of listeners/viewers surveyed who report they talk to others about their vision of leadership.
CHANGESTO INDICATOR
Changes to indicator: Changed to 'viewers and listeners' instead of only 'viewers' and 'Others' instead of 'family and friends' in the previous version
Other Notes(<i>optional</i>):
THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): Goal 2	
Name of Indicator: % of people surveyed who report that the TV Series Singha Durbar and/or Radio Dramas Gaun Gaunma Singhadurbar and Sangor and/or the dialogue events have created a talking point on collaborative leadership and model government in Nepal	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s)	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): People surveyed who state that they have inspired and started to talk on collaborative leadership and model government as portrayed in the radio and TV dramas.	
Unit of Measure: Percentage	
Disaggregated by: Age, sex and location (district and geographic location)	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Listenership/viewership Survey, Focus Group Discussions (participant of mobile screening)	
Method of data collection and construction:	
Reporting Frequency: 2 times (Mid-term survey at 1 st quarter of the 2 nd year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): • N/A	
Rationale for Targets (optional): 33% of surveyed listeners and viewers who report that the dramas have created a talking point on collaborative leadership and model government in Nepal.	
CHANGESTO INDICATOR	
Changes to indicator: Exact name of radio dramas includes in the revision.	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: October 9, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 1	
Name of Indicator: % of people surveyed with increased understanding of at least 5 of the key governance issues covered in the radio / TV dramas	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s)	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): The survey and FGDs/KIIs respondents will be able to pronounce clearly their understanding of the governance issues (accountability of government, corruption & transparency, facility & services, rule of law, policies and regulations, access to information & public rights etc.) covered in <i>Singha Durbar</i> and GGSD.	
% of viewers/listeners who can identify at least five issues to the question "What do you understand by good governance?"	
Unit of Measure: Percentage	
Disaggregated by: Age, sex and location (district and geographic location)	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey and Baseline/endline Survey	
Method of data collection and construction: This data will be compared against Control Group (those individuals that state that they have not seen the TV program or listen to the radio show) in order to increase validity and comparison.	
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): 33% (421 out of 1278) of the people surveyed who clearly reported at least five examples of good governance.	
<ul style="list-style-type: none"> • Sex disaggregation: 38% Male and 26% Female • Age disaggregation: 31% Youth (aged...), 36% Adult (aged...) and 27% Elders (above... years) • Profession disaggregation: 27% Students, 50% Political Leaders, 33% Government Staff, 28% Media Person and 34% General Community members • Location disaggregation: 37% Morang, 22% Dhanusha, 18% Kathmandu, 18% Kaski, 67% Banke and 42% Kailali 	
Only 4% (57 out of 1278) of the people surveyed who clearly mentioned the major four tools (Citizen charter, Public or social Auditing, Citizen's report card and Public hearing) of governance.	
<ul style="list-style-type: none"> • Sex disaggregation: 5% Male and 3% Female • Age disaggregation: 4% Youth, 5% Adult and 2% Elderly • Profession disaggregation: 2% Students, 7% Political Leaders, 9% Government Staff, 0% Media Person and 4% General Community • Location disaggregation: 5% Morang, 5% Dhanusha, 2% Kathmandu, 7% Kaski, 4% Banke and 5% Kailali 	
Rationale for Targets (optional): 60% of the viewers/listeners surveyed who clearly report at least five examples of good governance.	
CHANGESTO INDICATOR	

Changes to indicator: : Changed to '5 of the key governance issues covered in the radio / TV dramas' instead of only '3 of key issues covered in the radio/TV dramas' in the previous version.

Other Notes(*optional*):

THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 2
Name of Indicator: % of people surveyed who can clearly tell at least five important functions of the local and national governments as discussed in Radio/TV Programs.
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____
If yes, link to foreign assistance framework:
DESCRIPTION
<p>Precise Definition(s): Viewers and listeners of the radio and TV drama are able to mention at least five important functions*(see below) of the local and national governments.</p> <p><u>*Functions</u></p> <ul style="list-style-type: none"> ■ National governments: Protect people's freedom and rights, To steer the country's daily administration, To implement the laws, develop and enforce the laws and policies, systematize the currency/money transaction, Development, expand foreign relation, systematize foreign currency exchange, Presence in the international communities, Develop infrastructure, Management of health, education and social security, Human resource development, Formulation of national/ periodical plans, Registration work (Birth/Marriage etc), Implementation of laws against domestic violence, Ethnic discrimination and quasi judicial works (To convict and sentence punishment), Enhance public awareness, Social mobilization, Garbage management ■ Functions of local governments: approve of certificates etc, get various certification, Development planning and implementation, Implementation of social security, Registration work (Birth/Marriage etc), Implementation of laws against domestic violence, Ethnic discrimination and quasi judicial works (To convict and sentence punishment), Enhance public awareness, Social mobilization, Garbage management ,
Unit of Measure: Percentage
Disaggregated by: Age, Sex and locality
Rationale or Justification for indicator (optional):
PLAN FOR DATA COLLECTION BY USAID
Data Source: Survey (Viewership/Listenership and Baseline and Endline)
Method of data collection and construction: Viewership/Listenership Survey Report. This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer:
Date of Future Data Quality Assessments (optional):
Known Data Limitations:
TARGETS AND BASELINE

Baseline timeframe (optional):

27% (267 out of 1278) of the people surveyed who clearly report at least five important functions of the local governments. Sex disaggregation: 23% Male and 18% Female

- Age disaggregation: 21% Youth, 20% Adult and 23% Elderly
- Profession disaggregation: 14% Students, 44% Political Leaders, 22% Government Staff, 22% Media Person and 21% General Community
- Location disaggregation: 19% Morang, 13% Dhanusha, 14% Kathmandu, 24% Kaski, 29% Banke and 30% Kailali

29% (375 out of 1278) of the people surveyed who clearly reported at least five important functions of the central governments.

- Sex disaggregation: 33% Male and 25% Female
- Age disaggregation: 30% Youth, 30% Adult and 27% Elderly
- Profession disaggregation: 24% Students, 57% Political Leaders, 36% Government Staff, 17% Media Person and 27% General Community
- Location disaggregation: 22% Morang, 16% Dhanusha, 24% Kathmandu, 34% Kaski, 51% Banke and 35% Kailali

Only 9% of people surveyed who said they are well informed about the roles, responsibilities and rights of the local (119 out of 1278) and central government (112 out of 1278)

Rationale for Targets (optional):

- 50% of the viewers/listeners surveyed who clearly report at least five important functions of the local governments
- 50% of the viewers/listeners surveyed who clearly report at least five important functions of the central governments

CHANGES TO INDICATOR

Changes to indicator: Changed to ‘five important functions of local and central governments’ instead of only ‘three important functions of local and central governments’ in the previous version.

Other Notes (optional):

THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 5	
Name of Indicator: % of public surveyed who can identify five major leadership qualities as identified in the dramas <i>Singha Durbar</i> , <i>GGSD</i> and <i>Sangor</i> .	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): The people surveyed are able to identify/mention five major leadership qualities* (See below) from the dramas of <i>Singha Durbar</i> and <i>GGSD</i> .	
* <u>Leadership quality</u> : Honesty, Strong ethics and values, Able to persuade other people/good coordination, Ability to listen to others & respect their views, Ability to bring about positive impact on others, Equal treatment of everyone, Ability to deal patiently even during difficult situations, Consultation with the relevant stakeholders before taking any decisions, To be able to take decision beyond one's political stand, To be able to analyse the consequences before taking any decisions, Good connection and network, has a non-adversarial approach, Who has long term goals	
Unit of Measure: Percentage	
Disaggregated by: Age, sex and location	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey and)/ Baseline & Endline survey	
Method of data collection and construction: During the FGD, participants say that 'good' leadership and 'good' governance encompasses values of inclusion, transparency, honesty and collaboration across dividing lines. Also participants will be given scenarios and asked what the leaders should do in the given scenario. This data will be compared against those individuals who state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.	
Reporting Frequency: 2 times (Mid-term survey at 1 st quarter of the 2 nd year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): 36% (457 out of 1278) of the people surveyed who clearly reported at least five major leadership qualities.	
<ul style="list-style-type: none"> • Sex disaggregation: 38% Male and 33% Female • Age disaggregation: 36% Youth, 37% Adult and 31% Elderly • Profession disaggregation: 26% Students, 55% Political Leaders, 31% Government Staff, 33% Media Person and 38% General Community • Location disaggregation: 30% Morang, 20% Dhanusha, 35% Kathmandu, 41% Kaski, 68% Banke and 40% Kailali 	

Rationale for Targets (optional): 55% of the viewers/listeners surveyed who clearly report at least five major leadership qualities as identified in the dramas Singha Durbar and GGSD.

Increased understanding on leadership among the viewers/listeners and the non-viewers/non-listeners with a total difference of 15%

CHANGES TO INDICATOR

Changes to indicator: Exact name of radio dramas included and added 'Sangor radio drama' in the revision.

Other Notes (optional):

THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): RI 3

Name of Indicator: % of people surveyed who have increased their interest in civic engagement

Is this a Performance Plan and Report indicator? No Yes , for Reporting Year(s) _____

If yes, link to foreign assistance framework:

DESCRIPTION

Precise Definition(s):

The number of people surveyed agrees that their interest in civic engagement*(see below) has increased by watching *Singha Durbar* and/or listening to GGSD

*Civic engagement: working together towards the betterment of the society (promoting quality of life i.e. trafficking, climate change, health, election, controlling corruption) by addressing the public issues. i.e. participation in VDC level meeting, ward forums, CFUG meeting, Tole/hamlet development committee, social medias – discussion on the issues

Unit of Measure: Percentage,

Disaggregated by: Age, Sex, non-viewers/viewers, non-listeners/listeners

Rationale or Justification for indicator (optional):

PLAN FOR DATA COLLECTION BY USAID

Data Source: Viewership/Listenership Survey, Baseline/Endline, FGDs.

Method of data collection and construction:

During survey, participants will be asked for concrete examples of how they have increased their involvement in civic engagements. These results will be compared against control groups of not-viewers/non-listeners.

Reporting Frequency: Two

Individual(s) responsible at USAID:

DATA QUALITY ISSUES

Dates of Previous Data Quality Assessments and name of reviewer:

Date of Future Data Quality Assessments (optional):

Known Data Limitations: It is often difficult to attribute certain results to the TV/Radio drama, in the lack of comprehensive monitoring and evaluation methodologies.

TARGETS AND BASELINE

Baseline timeframe (optional): Of those who know civic engagement, 37% (390/1059) said they are very interested in civic engagement (Baseline Survey July/August 2014) – 17% (219/1278) said they don't know about the civic engagement.

- Sex disaggregation: 43% Male and 27% Female
- Age disaggregation: 36% Youth, 38% Adult and 33% Elderly
- Profession disaggregation: 33% Students, 57% Political Leaders, 45% Government Staff, 40% Media Person and 33% General Community
- Location disaggregation: 44% Morang, 23% Dhanusha, 62% Kathmandu, 20% Kaski, 13% Banke and 37% Kailali

Rationale for Targets (optional): 50% of listeners/viewers surveyed who say that they are very interested in civic engagement.

at least 15% difference in the willingness of civic engagement among the viewers/listeners and the non-viewers/non-listeners

CHANGES TO INDICATOR

Changes to indicator: Changed to 'increased their interest in civic engagement' instead of 'increased civic engagement' in the previous version.

Other Notes (optional):

THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 4
Name of Indicator: % of people surveyed who state that it is important to engage with government on the themes addressed by the project.
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____
If yes, link to foreign assistance framework:
DESCRIPTION
<p>Precise Definition(s): Engaging with government refers to their perception and willingness to work collaboratively with government to achieve a common desired goal or result. % of respondents who respond positively to the question "How important is it for the governmental agencies, local government and the general people to work in coordination for the development of their village?"</p> <p>These perception of viewers/listeners will be compared with non-viewers/non-listeners.</p>
Unit of Measure: Percentage
Disaggregated by: Viewers/Non-viewers, Listeners/Non-listeners, Sex, Age and Professional
Rationale or Justification for indicator (optional):
PLAN FOR DATA COLLECTION BY USAID
Data Source: Surveys (Baseline, End-line and Viewership/Listenership Survey)
Method of data collection and construction: This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.
Reporting Frequency: 2 times (Mid-term review at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer:
Date of Future Data Quality Assessments (optional):
Known Data Limitations:
TARGETS AND BASELINE
<p>Baseline timeframe (optional): 27% of people surveyed who said that it is important for the governmental agencies, local government and the general people to work together for the development of their village (Baseline Survey July/August 2014)</p> <ul style="list-style-type: none"> • By sex disaggregation: 29% Male and 23% Female • By age: 29% Youth, 24% Adult and 26% Elderly • By professional: 24% Students, 52% Political Leaders, 36% Government staff, 17% Media Person and 23% General Community.
<p>Rationale for Targets (optional): 50% of surveyed viewers and listeners state that it is important to engage with government on the themes addressed by the project (Baseline and endline survey)</p> <p>At least 20% difference in the willingness of working with Government between the viewers/listeners and the non-viewers/non-listeners</p>
CHANGES TO INDICATOR
<p>Changes to indicator: Changed to 'it is important to engage with government on the themes addressed by the project.' instead of 'they are more likely to engage with government on the themes addressed by the project' in the previous version.</p>
Other Notes (optional):
THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 6
Name of Indicator: # of leaders interviewed who state that they aspire to emulate qualities modeled in dramas.
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____
If yes, link to foreign assistance framework:
DESCRIPTION
Precise Definition(s): Number of interviewed leaders who respond positively to the question “do you aspire to be a leader in your community?”
Unit of Measure: Percentage
Disaggregated by: Sex
Rationale or Justification for indicator (optional):
PLAN FOR DATA COLLECTION BY USAID
Data Source: Surveys (Baseline, End-line and Viewership/Listenership Survey) and Focus group discussion
Method of data collection and construction: This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer:
Date of Future Data Quality Assessments (optional):
Known Data Limitations:
TARGETS AND BASELINE
Baseline timeframe (optional): <ul style="list-style-type: none"> • 41% of the leaders surveyed (35 out of 86) who reported that they think of themselves as a good leader (38% Male and 48% Female) • 45% of the leaders surveyed (39 out of 86) who reported that they have to build their capacity in order to be a good leader (49% Male and 35% Female) • 35% of the leaders surveyed (30 out of 86) who reported that they aspire to be a leader in their community (Male 24 out of 63, Female 6 out of 23)
Rationale for Targets (optional): 6 out of 10 leaders interviewed who state that they aspire to emulate qualities modeled in dramas.
CHANGES TO INDICATOR
Changes to indicator:
Other Notes (optional):
THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 7	
Name of Indicator: % of people surveyed who report that they have discussed with political leaders and government officials collaborative leadership, good governance or other themes addressed by the project.	
Is this a Performance Plan and Report indicator? No <input type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): This indicator will measure whether they have discussed the issues highlighted by the media programs and dialogues with political leaders and government official.. .	
Options will be given regarding whether they have discussed with friends, family, colleagues, local leaders, media, security forces, other. This indicator will measure whether they have increased their discussions about these topics, and compare to non- listeners/no-viewers.	
Unit of Measure: Percentage	
Disaggregated by: Sex, Age and Professional	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Surveys (Viewership/Listenership Survey) and Focus Group Discussions	
Method of data collection and construction:	
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional):	
<ul style="list-style-type: none"> • 20% (On average 250 out of 1278) of surveyed people who reported that they discuss with leaders and government officials. 	
Rationale for Targets (optional): 40% of viewers/listeners surveyed who report that they discuss with leaders and government officials , (Frequently/always)	
The rate discussion to be more among the viewers/listeners than the non-viewers/non-listeners (Difference at least 15%)	
CHANGES TO INDICATOR	
Changes to indicator: Added political leaders and government officials	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: October 9, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 8	
Name of Indicator: % of public surveyed who believe the characters in <i>Singha Durbar</i> and <i>GGSD</i> are credible and inspiring role models	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): People relate the characters portrayed in <i>Singha Durbar</i> and <i>GGSD</i> to the real life scenario. Leaders refer to the political leadership at the district and center, government officials, elected representatives and civil society leaders, school management committees and others whose decisions make difference in the lives of civilians, positively or negatively.	
Unit of Measure: Percentage	
Disaggregated by: Sex, age and location	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Surveys (Baseline, End-line and Viewership/Listenership Survey)	
Method of data collection and construction:	
Reporting Frequency: 2 times (Mid-term survey at 1st quarter of 2 nd year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): Not applicable	
Rationale for Targets (optional): 33% of surveyed who believe the characters in <i>Singha Durbar</i> and <i>GGSD</i> are credible and inspiring role models.	
CHANGES TO INDICATOR	
Changes to indicator: Exact name of radio dramas included i.e. <i>GGSD</i> instead of <i>Sthaniya Sarkar</i> .	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: October 9, 2014	

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 9
Name of Indicator: % of the viewers/listeners who believe that the characters in Singha Durbar/GGSD offer examples of how to develop credible leadership in social and political life.
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____
If yes, link to foreign assistance framework:
DESCRIPTION
Precise Definition(s): People cite the examples from the dramas on credible leadership in social and political life after viewing and listening to the dramas.
Unit of Measure: Percentage
Disaggregated by: Sex, age and location
Rationale or Justification for indicator (optional):
PLAN FOR DATA COLLECTION BY USAID
Data Source: FGDs with the participants (Mobile screening)
Method of data collection and construction:
Reporting Frequency: 1 times
Individual(s) responsible at USAID:
DATA QUALITY ISSUES
Dates of Previous Data Quality Assessments and name of reviewer:
Date of Future Data Quality Assessments (optional):
Known Data Limitations:
TARGETS AND BASELINE
Baseline timeframe (optional): Not applicable
Rationale for Targets (optional): 33% of the viewers/listeners who believe that the characters in Singha Durbar/GGSD offer examples of how to develop credible leadership in social and political life.
CHANGES TO INDICATOR
Changes to indicator:
Other Notes (optional):
THIS SHEET LAST UPDATED ON: October 9, 2014

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 10	
Name of Indicator: % of dialogue participants with increased understanding of the qualities of a collaborative and inclusive leadership.	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): Those who have participated in the dialogue have a better understanding of the qualities of a collaborative and inclusive leader* (See below).	
*Collaborative: Collaborative: Emphasis on team work, willing to work collaboratively, ability to listen carefully, understand other's perspectives, and keep focus on achieving the goal	
*Inclusive leader: includes all people regardless of their background – economic class, gender caste/ ethnicity, political party, religion regional such as Pahade and Madhesi	
Unit of Measure: Percentage	
Disaggregated by: ex, age and participating/non-participating respondents	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: FGDs with the participants (Mobile screening)	
Method of data collection and construction:	
Reporting Frequency: 1 times	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): Not applicable	
Rationale for Targets (optional): 50% of dialogue participants will demonstrate increased understanding of the qualities of a collaborative and inclusive leadership.	
CHANGES TO INDICATOR	
Changes to indicator:	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 11	
Name of Indicator: number of success stories/ stories of change documented using most significant change approach that has occurred as a result of the project (Crosscutting Indicator)	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): Case studies refer to the stories of attitude and behavior change caused by the Radio/television drama. Interviews, focus group discussions, social media, people responding to the question ' what has been the most significant change as a result of the project'	
Unit of Measure: Number of cases	
Disaggregated by:	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Case study// anecdotes	
Method of data collection and construction: FGDs with viewers and listeners	
Reporting Frequency: 1 times	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): Not applicable	
Rationale for Targets (optional): At least 10 case studies / anecdotes (5 from leaders and 5 from general people) documenting the most significant change that has occurred as a result of the project.	
CHANGES TO INDICATOR	
Changes to indicator: Changed to "number of success stories/ stories of change documented using most significant change approach that has occurred as a result of the project" instead of "number of case stories/anecdotes documenting the most significant change that has occurred as a result of the project"	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 12	
Name of Indicator: % of people surveyed who have viewed <i>Singha Durbar</i> and or listened to <i>GGSD and Sangor</i>	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): The number of people who have viewed <i>Singha Durbar</i> and/or listened to <i>GGSD and Sangor</i> are surveyed (within the target audiences who watch TV and listen to radio).	
Unit of Measure: Percentage	
Disaggregated by: Sex, age and location	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey	
Method of data collection and construction: ,	
Reporting Frequency: 2 times (Mid-term survey at end of the 1 st year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): <ul style="list-style-type: none"> • The baseline will be set after the mid-term listenership survey (March 2015) 	
Rationale for Targets (optional): <ul style="list-style-type: none"> • The baseline will be set after the mid-term listenership survey (March 2015) 	
CHANGES TO INDICATOR	
Changes to indicator: Exact name of radio dramas included and added 'Sangor radio drama' in the revision.	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 13	
Name of Indicator: Average number of episodes seen/listened to by viewer/listeners surveyed.	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): Average number of episodes seen/ listened to for the last three months by each viewer/listener is surveyed.	
Unit of Measure: Average number of episodes (Number)	
Disaggregated by: Sex, age and location	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey	
Method of data collection and construction:	
Reporting Frequency: 2 times (Mid-term survey at end of the 1 st year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): •	
Rationale for Targets (optional): <ul style="list-style-type: none"> • On an average, 4 episodes out of 13 episodes (TV drama) – One third • On an average, 4 episodes in three months (Radio Drama) – One third 	
CHANGES TO INDICATOR	
Changes to indicator: The term “heard’ is replaced by the term ‘listened to’.	
Other Notes (optional):	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 14	
Name of Indicator: % of public surveyed who believe it is important for people of all ethnic groups and both genders to play an active role in decision making.	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): After watching the program, people surveyed believe that it is important for all the people regardless of their ethnicity or race and gender to have an active role and participation in the decision-making processes. E.g. Active participation in the local level meeting, and is able to influence the decisions made.	
Unit of Measure: Percentage	
Disaggregated by: Sex, age, location, viewers/non-viewers, listeners/non-listeners	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey , Baseline/End-line Survey	
Method of data collection and construction: This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.	
Reporting Frequency: 2 times (Mid-term survey at end of the 1 st year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): 22% of the public surveyed who strongly agree on importance of all ethnic groups and genders to play an active role in decision making	
Rationale for Targets (optional): 40% of the viewers/listeners surveyed who strongly agree on importance of all ethnic groups and genders to play an active role in decision making At least 15% difference in understanding of importance for all the people regardless of their ethnicity and gender among the viewers and the non-viewers	
CHANGES TO INDICATOR	
Baseline timeframe (optional):	
Rationale for Targets (optional): The target will be set after conducting baseline surveys	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 15	
Name of Indicator: % of public surveyed who believe women are equally as capable as men in political and economic leadership roles	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Precise Definition(s): People surveyed believe that if given the opportunity, women are equally capable of taking lead in areas of politics and economy.	
Unit of Measure: Percentage	
Disaggregated by: Sex, age, Viewers/Non-viewers, Listeners/Non-listeners	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Viewership/Listenership Survey, Baseline/End-line Survey and Focus Group Discussions	
Method of data collection and construction: This data will be compared against those individuals that state that they have not seen the TV program or listen to the radio show in order to increase validity and comparison.	
Reporting Frequency: 2 times (Mid-term survey at end of the 1 st year and Final survey at end of the 2 nd year)	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional): 66% (845/1278) of surveyed people who reported that In terms of efficient leadership, both women & men are capable and qualified. <ul style="list-style-type: none"> By sex disaggregation: 68% Male and 63% Female By age: 65% Youth, 67% Adult and 66% Elderly By professional: Students 63%, Political Leaders 81%, Government Staff 75%, 72% Media Persons and 64% other general community 17% (211/1278) surveyed people who said that female would be appropriate for the position of a prime minister if there are both male and female candidates. 40% will vote according to leadership quality <ul style="list-style-type: none"> By sex: 7% Male and 31% Female By age: 21% Youth, 12% Adult and 13% Elderly By professional: Students 26%, Political Leaders 9%, Government Staff 16%, 0% Media Persons and 14% other general community 	
Rationale for Targets (optional): 75% of viewers/listeners who report that In terms of efficient leadership, both women & men are capable and qualified. 40% people say that female would be appropriate for the position of a prime minister if there are both male and female candidates. 60% will vote according to leadership quality and Not just based on gender identity At-least 15% difference among viewers/listeners and non-viewers/non-listeners in thinking that women are equally capable of taking leadership position in political and economic leadership rles.)	
CHANGES TO INDICATOR	
Baseline timeframe (optional):	
Rationale for Targets (optional):	
THIS SHEET LAST UPDATED ON: March 12, 2014	

USAID Performance Indicator Reference Sheet

Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 16

- **Name of Indicator:** Number of partner organizations who demonstrate improved institutional structure over the life of the project

Is this a Performance Plan and Report indicator? No Yes , for Reporting Year(s) _____
If yes, link to foreign assistance framework:

DESCRIPTION

Definition: Institutional structure refers to the operational, financial and programming quality measured through a set of indicators.

Unit of Measure: Percentage

Disaggregated by: location institution

Rationale or Justification for indicator (optional):

PLAN FOR DATA COLLECTION BY USAID

Data Source: KIs and FGDs with partner organizations

Method of data collection and construction:

Reporting Frequency: Twice at the beginning and end of the project

Individual(s) responsible at USAID:

DATA QUALITY ISSUES

Dates of Previous Data Quality Assessments and name of reviewer:

Date of Future Data Quality Assessments (optional):

Known Data Limitations:

TARGETS AND BASELINE

Baseline timeframe (optional):

Rationale for Targets (optional):

CHANGES TO INDICATOR

Baseline timeframe (optional): Changed to 'Number' instead of "Percentage"

Rationale for Targets (optional): 2 partners

THIS SHEET LAST UPDATED ON: March 12, 2014

USAID Performance Indicator Reference Sheet	
Name of Result Measured (Goal, DO, IR, sub-IR, Project Purpose, Project Output, etc.): IR 17	
▪ Name of Indicator: # of partners staff trained with USG assistance (F indicator)	
Is this a Performance Plan and Report indicator? No <input checked="" type="checkbox"/> Yes <input type="checkbox"/> , for Reporting Year(s) _____	
If yes, link to foreign assistance framework:	
DESCRIPTION	
Definition: Partner means implementing partners of the project	
Unit of Measure: Number	
Disaggregated by: Sex, age, location institution	
Rationale or Justification for indicator (optional):	
PLAN FOR DATA COLLECTION BY USAID	
Data Source: Participant list	
Method of data collection and construction:	
Reporting Frequency: Twice at the beginning and end of the project	
Individual(s) responsible at USAID:	
DATA QUALITY ISSUES	
Dates of Previous Data Quality Assessments and name of reviewer:	
Date of Future Data Quality Assessments (optional):	
Known Data Limitations:	
TARGETS AND BASELINE	
Baseline timeframe (optional):	
Rationale for Targets (optional):	
CHANGES TO INDICATOR	
Baseline timeframe (optional):	
Rationale for Targets (optional): <i>Atleast 4 staff from 2 organizations</i>	
THIS SHEET LAST UPDATED ON: March 12, 2014	

