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UNCLASSIFIED

PROJECT EVALUATION SUMMARY (PES) - PART I

1. PROJECT TITLE Educational Media for the Integration of Women			2. PROJECT NUMBER 598-0574	3. MISSION/AID/W OFFICE AID/W
4. EVALUATION NUMBER (Enter the number maintained by the reporting unit e.g., Country or AID/W Administrative Code, Fiscal Year, Serial No. beginning with No. 1 each FY): 80-1			<input checked="" type="checkbox"/> REGULAR EVALUATION <input type="checkbox"/> SPECIAL EVALUATION	
5. KEY PROJECT IMPLEMENTATION DATES			6. ESTIMATED PROJECT FUNDING	
A. First PRO-AG or Equivalent FY 78	B. Final Obligation Expected FY 82	C. Final Input Delivery FY 83	A. Total \$ 910	7. PERIOD COVERED BY EVALUATION From (month/yr.) 9/78 To (month/yr.) 6/80 Date of Evaluation 6/11/80
			B. U.S. \$ 910	

6. ACTION DECISIONS APPROVED BY MISSION OR AID/W OFFICE DIRECTOR

A. List decisions and/or unresolved issues, cit. those items needing further study. (NOTE: Mission decisions which anticipate AID/W or regional office action should specify type of document, e.g., program, SPAR, PIQ, which ... installed request.)	B. NAME OF OFFICER RESPONSIBLE FOR ACTION	C. DATE ACTION TO BE COMPLETED
Selection of a second test site in the Domini. Republic with better access to radio	Ortiz/Martin	9/80
Selection of test site in Costa Rica -- contingent upon favorable initial results in the Dominican Republic.	Ortiz/Martin	12/80
(Note: This PES replaces one prepared in June 1980 but mislaid. A more complete, up-dated PES will be prepared in December 1980 following the next project review.)		

9. INVENTORY OF DOCUMENTS TO BE REVISED PER ABOVE DECISIONS			10. ALTERNATIVE DECISIONS ON FUTURE OF PROJECT		
<input type="checkbox"/> Project Paper	<input type="checkbox"/> Implementation Plan, e.g., CPI Network	<input type="checkbox"/> Other (Specify) _____	A. <input checked="" type="checkbox"/> Continue Project Without Change		
<input type="checkbox"/> Financial Plan	<input type="checkbox"/> PIO/T	None	B. <input type="checkbox"/> Change Project Design and/or		
<input type="checkbox"/> Logical Framework	<input type="checkbox"/> PIO/C	<input type="checkbox"/> Other (Specify) _____	<input type="checkbox"/> Change Implementation Plan		
<input type="checkbox"/> Project Agreement	<input type="checkbox"/> PIO/P		C. <input type="checkbox"/> Discontinue Project		

11. PROJECT OFFICER AND HOST COUNTRY OR OTHER RANKING PARTICIPANTS AS APPROPRIATE (Names and Titles)			12. Mission/AID/W Office Director Approval		
Helen M. Ortiz Project Officer LAC/DR/HR	Richard R. Martin Acting Chief LAC/DR/HR	Maria Teresa Aguirre Project Officer IICA	Signature <i>[Signature]</i>		
			Typed Name Marshall D. Brown		
			Date June 1980		

Project Evaluation Summary, Part II

13. Summary

The Interamerican Institute for Agricultural Sciences (IICA), which manages the project, in collaboration with AID/W selected the Dominican Republic as the first of three countries where it will be carried out. Working closely with Dominican Secretariat of Agriculture personnel, El Cercado, an impoverished community located near the Haitian border, was chosen as the first test site. The IICA/Secretariat team then carried out an extensive survey of the community, studying: (1) agricultural production, (2) nutritional conditions and other measures of standard of living, and (3) access to and utilization of the communications media. They met with the men and women of the community both to discuss their findings and to discover their felt needs. A series of priority areas was identified and a strategy for approaching them was constructed.

Although enthusiasm for the project is high within the community, certain questions of adherence to project design have arisen. Principal among these is restricted radio reception in the area, which has led to a more conventional face-to-face promotor approach as opposed to reliance on mass media in combination with extension services. Additionally, the government marketing program into which a women's component was to be linked has yet to be developed in El Cercado, so that the orientation of the project tends to be more home economics than income generation.

14. Evaluation Methodology

This is a regular evaluation designed to measure progress to date and assess adherence of the project to its basic design. The project officer visited the Dominican Republic in February to discuss project design with the IICA/Secretariat team. The survey instrument was examined and a two-day site visit was made.

In early June, the IICA project officer and her supervisor came to Washington to present evidence of progress to date. The IICA presentation was based around a video cassette depiction of the project. Participating additionally were IICA/W senior staff, the acting chief LAC/DR/HR, the AID project officer, the LAC/DP evaluation officer, and other interested staff from the LAC and other bureaus.

15. External Factors

It continues to be a priority of the GODR to provide assistance to remote areas such as El Cercado, which in the past have been neglected by the central government, and so it is providing considerable backing for the project. The women have proven enthusiastic and are anxious for the project to proceed even faster.

16. Inputs

Although the Secretariat team selected (home economists, nutritionists and agricultural extensionists) is well qualified in the conventional areas, a great deal of training has been and will continue to be necessary to orient it toward this innovative approach. This was particularly true of the survey (which was further slowed by the necessity to tabulate results by hand). The project is considerably off-schedule due first to a delay on IICA's part in selecting a project officer, then to Hurricane David in the fall of 1979, and, on a continuing basis, to the inherent slowness of GODR bureaucratic procedures.

17. Outputs

As yet, there are no measurable outputs from the project. Implementation is currently nine to twelve months behind that which appears in the project paper. See Inputs (above) for causes for delay.

18. Purpose

The purpose of the project is to develop and test a systematic approach to disseminating farming, marketing and food processing information to women and increasing their awareness of agriculture sector services for which they are eligible.

Due to the delay in start-up, specific agricultural and related materials to be applied in El Cercado are still in the development stages. Therefore, little progress has been made toward achieving most EOPs conditions. The one exception refers to point three: "Both women and men in the pilot areas have an expanded view of the ways in which women can effectively contribute to carrying out agriculture sector activities." In the course of the preliminary meetings held in the community by the IICA/Secretariat team with the group of men alone, with the men and women together, and with the women on a one-on-one basis, a certain degree of such awareness has begun to manifest itself.

19. Goal

The project goal is to increase and make more effective the participation of low-income rural women in Latin America and the Caribbean in the agricultural sector. Successful fulfillment of the purpose should lead directly and over a relatively short period of time to goal achievement. However, at this time no further assessment can be made.

20. Beneficiaries

The direct beneficiaries of the project will be poor farm women and their families through increased generation of income. The women will acquire specific agricultural and related information and will become acquainted with and integrated into government programs such as those in credit and marketing, which will combine to raise productivity and thereby income. To date, approximately 180 women are participating in El Cercado; assuming seven-member households, approximately 1,260 people will benefit directly from this very initial stage of the project.

21. Unplanned Effects

Not pertinent at this time.

22. Lessons Learned

Greater use should be made of personnel skilled in communications throughout the course of project development, from the design of the survey instrument through the elaboration of materials and their testing. In order to avoid falling into conventional extension patterns the communications expert should be part of the team rather than depending upon short-term periodic consultancies.

Methodologies and even certain of the specific materials developed easily can be adapted to other areas of the Dominican Republic. However, the regional applicability of those will not be determined until project start-up in at least one other country.

23. Special Comments

Attachment #1--Post-review follow-up letter from AID/W project officer to IICA project officer.

INTERNATIONAL DEVELOPMENT COOPERATION AGENCY

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

AGENCY FOR INTERNATIONAL DEVELOPMENT

WASHINGTON, D.C. 20548

17 junio 1980

Srta. María Teresa Aguirre
Instituto Interamericano de Ciencias Agrícolas (IICA)
Apartado 711
Santo Domingo,
Dominican Republic

Querida María Teresa:

Aprovecho la oportunidad para resumir algunos puntos que nosotros discutimos durante tu visita en Washington con José Alberto Torres. Primordialmente, quisieramos darle énfasis en el proyecto al uso de los medios masivos de comunicación. Este no es un proyecto de asistencia técnica directa a la República Dominicana ni a otro país donde se haga realizar. Es un experimento para desarrollar un modelo -- replicable para otros países -- de un sistema para llegar a la mujer campesina con mensajes destinados a integrarla en programas gubernamentales diseñados para subir la productividad y el nivel de vida de la unidad familiar en el campo. Estamos buscando los medios más apropiados para lograr este objetivo con la mayor costo-efectividad y llegando a la audiencia más amplia posible. Nuestra experiencia hasta la fecha ha indicado la eficacia del uso de la radio emisora y/o la radio en combinación con otros medios (materiales impresos, extensionistas, etc.).

En este sentido, es importante que un segundo sitio en la República Dominicana, con acceso fácil a la radio, sea escogido y que un plan de acción incluyendo su uso sea iniciado a la brevedad posible. Cuando se hace la evaluación del proyecto, será de bastante utilidad comparar los resultados del segundo sitio con los de El Cercado, donde no se ha podido utilizar a la máxima la radio.

Tentativamente, estamos de acuerdo con la selección de Costa Rica para el segundo país piloto del proyecto. Hemos pedido que ustedes hagan un estudio pre-diagnóstico del área escogida para determinar si tiene ó no acceso a los medios masivos de comunicación. Como les indicamos, nos interesa el área del Atlántico en vista de un proyecto mayor propuesto por la Misión de AID en Costa Rica, "Atlantic Basin Development"

Para colaborar en la selección de sitios, Richard Martín y yo esperamos poder viajar en las siguientes fechas: yo á la República Dominicana la semana del 21 de julio y Dick a Costa Rica la semana del 18 de agosto. Nos agradeceríamos confirmación de estas fechas por parte tuya para poder hacer los arreglos de viaje.

Muchas gracias por tu presentación tan claramente ofrecida, y espero verte en Santo Domingo ahora en julio.

Atentamente,



Helen M. Ortiz
Especialista en Educación
División de Recursos Humanos
Oficina de Recursos para el
Desarrollo
Negociado para la América
Latina y el Caribe