

**DISTRIBUTION AND SURVEY REPORT  
OF  
"BEFORE ITS TOO LATE"**

**SUBMITTED TO**

**OFFICE OF AGRICULTURE AND RURAL DEVELOPMENT  
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT  
(USAID)  
ISLAMABAD, PAKISTAN**

**JULY 1994**

**SUBMITTED BY**

**THIRD VISION INTERNATIONAL (TVI)  
SUITE 21 FIRST FLOOR, 1-A SHAHID PLAZA  
BLUE AREA, ISLAMABAD  
TEL: 216817 FAX: 215624**

# TABLE OF CONTENTS

EXECUTIVE SUMMARY	(i)
1.0 BACKGROUND	1
2.0 ASSIGNMENT METHODOLOGY	5
3.0 GENERAL RESPONSE	8
4.0 INSTITUTIONAL RESPONSE	15
5.0 CONCLUSIONS & RECOMMENDATIONS	20
APPENDIX -1: QUESTIONNAIRES	22
APPENDIX - 2: LIST OF INSTITUTIONS INTERVIEWED	

## EXECUTIVE SUMMARY

Chapter One explains the background of the docu drama "Before Its' Too Late". It explains why preference was given to a docu drama format over the conventional communication tool of documentaries. It also provides information about the process adopted for the formulation of the docu drama. Scope of Work and deliverables of the assignment are also stated in this Chapter.

Chapter Two comprehensively explains the Six Step methodology adopted for this assignment. The following steps were undertaken in a logical sequence to execute different activities of the assignment:

- o Identification of effective and rapid information diffusion channels,
- o Reproduction of the video tapes, posters & brochures,
- o Preparation of the survey questionnaires,
- o Mailing of video tapes, brochures, posters and questionnaires,
- o Sample survey of the institutions,
- o Data collation and analysis.

Chapter Two also explains the mechanisms of executing each activity. The items of the Scope of Work and deliverables are also identified with reference to each step.

Chapter Three documents general responses of the respondents on the following analytical variables:

- o Effectiveness of the docu-drama,
- o Identification of environmental problems by the docu-drama,
- o Reasons behind the environmental problems and their explanation in the docu-drama,
- o Environmental solutions explained in the docu-drama,
- o Environmental problems not covered in the docu-drama,
- o Relevance of the docu-drama to the communities of Pakistan,
- o Improvements required in the docu-drama,
- o Preference for docu-dramas versus documentaries, and
- o New sectors and ideas for other docu-dramas.

The following are the general responses of the respondents for the above mentioned variables:

- o Most of the respondents replied that docu dramas are a relatively more effective communication tool than conventional documentaries.
- o Most of the respondents replied that the docu drama "Before Its Too Late" has to some extent identified all the environmental problems.
- o The respondents were of the point of view that environmental problems identified in the docu-drama had been clearly explained.
- o Regarding environmental solutions explained by the docu-drama,

- o most of the replies were for the category of "to some extent".
- o The respondents have identified four major environmental problems which are not totally covered or not fully covered by this docu drama. These are; lack of environmental awareness among the individuals and communities, sanitation problems in the urban and rural communities of Pakistan, air pollution and noise pollution.
- o Most of the respondents answered that the contents of the docu-drama were directly relevant to the communities of Pakistan.
- o Most of the respondents were of the view that "Before Its Too Late" has attempted to cover too many environmental problems in one production. The respondents' preference was a series of docu dramas on specific environmental problems the country. At the same time, a reasonable number of respondents were of the view that though the docu-drama as a communication tool is effective, however, its media coverage and campaign were not effectively done.
- o Respondents have also identified a long list of new sectors and issues on which docu dramas may be made by communication institutions.

Chapter Four documents the institutional responses of the above mentioned variables. More than 50% of the institutions interviewed during the field survey were NGOs. The following are the major responses of different institutions:

- o Half of the research institutions responded that this docu-drama is an effective tool of communication for environmental awareness. All other institutions responded that the docu-drama is to some extent more effective than conventional documentaries.
- o All the institutions have clearly stated that the identification of environmental problems in this docu-drama is just satisfactory.
- o Respondents were more than satisfied with the way the reasons behind the problems have been explained and presented.
- o The docu-drama secures reasonably good percentages with respect to the explanation of environmental solutions to its audience.
- o Variable of relevance of the contents of the docu drama to communities was the most appreciated aspect of the docu drama stated by the respondents.

Chapter 5 states the main conclusions and recommendations of the field survey. The main conclusions of the survey analysis are; docu dramas are more effective than conventional documentaries; the script and production techniques of the docu drama can be further improved, more precise subject specific docu dramas are the preference of different institutions, the contents of this docu drama were relevant to the communities in this country, and at the

institutional level the idea of a docu drama was more appreciated by NGOs, education institutions, and research institutions.

Main recommendations derived from the analysis of the field data are; a series of docu dramas should be made on the environmental, social, economic and political issues of the country, proper media campaigns and distribution should be done in the future for all such initiatives, government role in solving such problems should also be properly documented, and if a more comprehensive data base is available in future, then a more comprehensive analysis can be done.

# CHAPTER 1 BACKGROUND OF THE ASSIGNMENT

## 1.0 Background

In March 1991, USAID-Islamabad in response to environmental problems in Pakistan and the urgency to address them, had decided to finance a pilot activity on environmental awareness/education. The main objective of the docu drama was to demonstrate that sustainable development of many sectors of Pakistan's economy is dependent on the wise use and conservation of Pakistan's natural resource base.

It was decided that the environmental message will be demonstrated through a human interest approach. The production employed the Indus River as a geographical connector with subject themes of land, water and people to serve as the main focus for the story. The environmental messages were to be told through the experiences of prime characters. The emphasis in presentation was to not only identify the environmental problems but also discuss solutions to the environmental problems. During the discussions among the team members and with the relevant institutions, it was found that such an approach and ideas relevant to the Pakistan experience can not be effectively covered by the conventional documentaries. Therefore, it was decided that an attempt should be made to document the whole thinking in an innovative framework of a docu drama.

During the development phases of the script outline the production team had collected comments and suggestions from a broad range of individuals in the public and private sectors. Interviews were held with the Government of Pakistan officials ( federal and provincial), environmental experts, academics and researchers, businessmen and farmers. The objective was to create a docu drama approach that presents some of Pakistan's key environmental issues. The perspectives of how Pakistanis view or recognize the environmental problems and identify solutions was a central element in the approach of this production. Technical accuracy of the story, in terms of how Pakistan's environmental topics should be portrayed, had also been a major objective in this production.

After many showings of the docu drama by the television channels and receiving many different views about "Before Its Too Late" and to increase the outreach of docu drama, USAID - Islamabad in January, 1994 decided to do a country wide distribution of the docu drama through the focal institutions. For this purpose USAID - Islamabad awarded a one month duration distribution/analysis assignment to Third Vision International (TVI) a non-government organization with the specialization in communication, production, and communication

research. Following were the terms of references of this assignment:

## 1.1 Scope of Work

- 1.1.1 Identify the effective and rapid information diffusion channels and critical communication nodes as necessary for distribution of video movie "Before It's Too Late" to reach maximum numbers of viewers at the grassroots level in all provinces of Pakistan.
- 1.1.2 Identify, rank, mobilize and systemize a potential information network to attain a maximum grass viewer-ship of the environmental docu-drama.
- 1.1.3 Prepare a preliminary components list of the potential distribution network, based on current requests received from GOP, Provincial Government Departments, NGOs, PVOs, Donor Agencies, other Private Agencies and Education Institutions. This will be done by establishing liaison and follow-up with all identified network elements during the time frame of this activity.
- 1.1.4 Identify and develop an integrated list of agencies working in the areas of community management, environmental awareness socio-economic development, policy planning and projects implementation, and research and educational institutions for the potential distribution network. The integrated list will include regional population distribution and ecological zones as criteria for the outreach of the Docu-drama.
- 1.1.5
  - A. Reproduction/Duplication of Environmental Movie "Before It's Too Late" as follows
    - Urdu, PAL 60 min 1700 Copies
    - English, PAL 60 min 200 Copies
    - English, NTSC 60 min 200 Copies
  - B. Reproduction of already developed Movie Posters (6-Different Types, 2000 each) = 14,000
  - C. Movie Brochures = 2000 Copies
- 1.1.6 Mail out video tapes of "Before It's Too Late", brochures and posters to meet the requests as per list in Item 1.1.3 above and also the agencies identified in Item 1.1.4 above. Total number of video tapes, brochures and posters to be mailed out will not exceed 1800 from each

category. The balance will be delivered to Mission Environment Unit (MEU). The balance to be delivered to MEU will include videos (200 of Urdu version, 100 PAL and 100 NTSC English version), 200 each of 6 different types of movie posters and 200 movie brochures.

- 1.1.7 Develop survey questionnaire for the viewers, in order to gauge the assignment, retention and impact of the message content of the Docu-drama "Before It's Too Late". This will be mailed to the target viewers along with the video and the other material.
- 1.1.8 Collect completed viewers questionnaires from the participating agencies/POVs/NGOs for the subsequent analysis. To get the completed questionnaires back postage paid envelopes to be sent to the target viewers.
- 1.1.9 Analyze the assimilation, retention and impact of the message content on target audience based on the completed questionnaires.

## 1.2 Deliverables

Under the contract TVI committed to deliver to USAID Environment Officer (EO) the following:

- 1.2.1 List of persons, organization, NGOs and PVOs to whom the material is to be sent and Questionnaire for the target audience with in one week from the Purchase Order (PO) effective date.
- 1.2.2 400 videos (200 Urdu, 100 PAL and 100 NTSC), 200 each of 6-different types of movie posters, 200 movie brochures and 200 blank questionnaires, after 4 weeks of effective date of PO. All leftover videos, brochures and posters must be delivered to EO on or before the completion date of the PO.
- 1.2.3 Draft Final Report on the entire Statement of Work (SOW) after 5 weeks of effective date of the PO.
- 1.2.4 100 bound copies of a final report, as specified below, will be delivered after one week of the review by EO or his designee and before the completion date of the P.O.
  - Executive summary of no more than three single spaced page, with an attachment of several graphics/tables or maps illustrating the spatial or geographical characteristics of the distribution network in relation to the population density/distribution as linked through the

provinces.

- Main body of the report shall include the topics covered under Scope of Work (SOW), a discussion of the survey methodology and questions used and will include graphics/tables/maps to support the analysis and conclusions.
- A concluding section will include the summary of the results and recommendations for further actions.
- The appendices shall include any statistical, tabular or other raw data as developed from the field survey, a copy of the survey questionnaire, and a list of all PVO/NGO organizations and individuals contacted during the survey.

## CHAPTER 2 ASSIGNMENT METHODOLOGY

Considering the nature of the assignment, a six step methodology was developed for this assignment. Step wise methodology was required considering the characteristics of different activities of the assignment. Following are the step wise details of the methodology:

### 2.1 STEP 1 - IDENTIFICATION OF EFFECTIVE AND RAPID INFORMATION DIFFUSION CHANNELS:

The most important information diffusion channels are mainly institutions in the formal and informal sector. For this assignment different focal organizations were contacted to collect information about their institutional outreach networks. In this regard USAID, UNDP - Life Programme for NGOs, Trust for Voluntary Organizations, Pakistan Institute of Environment Development Action Research (PIEDAR), World Union for Conservation (IUCN), Ministry of Environment, Federal Environmental Protection Agency, and many other small NGOs were contacted.

On the basis of the information provided by these focal institutions a comprehensive list of institutions was prepared. The final list is comprised of following institutional sectors:

- o Government Institutions                      Federal Government Ministries & Departments, Provincial Government Departments, Local Government.
- o Education Institutions                      Universities, colleges, schools, vocational training institutions, technical training institutions.
- o Research Institutions                      All the relevant research institutions in the country.
- o NGOs    All the major environmental NGOs, and other important NGOs in social sectors, and welfare organizations.
- o Donors    Relevant international donors and their extended

projects.

- o Others Relevant Private and special institutions.

The list of the institutions has already been submitted to the Environmental Officer, USAID. This step covers items 1.1.1 to 1.1.4 mention above in the Scope of Work.

## **2.2 STEP 2 - REPRODUCTION OF THE MOVIE, POSTERS & BROCHURES**

Scope of Work of the assignment specifically mentions the number of duplicate videos by different types of videos, posters and brochures. Exactly the same number of the films were reproduced, posters and brochures were printed.

This Step covered the item 1.1.5 of the Scope of Work.

## **2.3 STEP 3 - PREPARATION OF THE SURVEY QUESTIONNAIRES**

Many institutions had already made requests to USAID for the copy of the video tape. Institutions identified in Step 1 including the institutions which had previously made requests were sent a comprehensive package of video tapes, brochures, posters and English and Urdu questionnaires (explained below) and postage paid envelops.

This Step covers item 1.1.6 of the Scope of Work.

## **2.4 STEP 4 - PREPARATION OF THE SURVEY QUESTIONNAIRES**

In order to gauge the assimilation, retention and impact of the message content of the docu-drama two questionnaires; one in English (for the focal institutions) and other in Urdu (communities) were developed. The questionnaires were also enclosed with the package mentioned above.

This Step covers item 1.1.7 of the Scope of Work.

## **2.5 STEP 5 - SAMPLE SURVEY OF THE INSTITUTIONS**

All the institutions were sent postage paid envelop. At the same time it is the part of the assignment to collect first hand information from the institutions by interviewing them. The objective was to record the impressions of the main focal institutions both in the structured format and informal

interviews.

This Step covers item 1.1.8 of the Scope of Work and 1.2.4 of the Deliverables. Appendix 2.

## **2.6 STEP 6 - DATA COLLATION AND ANALYSIS**

Filled questionnaires were fed into the Lotus Spread sheet and analytical tables were prepared. Sections 3 to 5 are based on the analysis of this data base.

## CHAPTER 3 GENERAL RESPONSE

Information on eight major variables was collected through the questionnaire of the institutional survey; these are:

75 questionnaires were collected through field survey and the post at the time of data analysis. About 75 more questionnaires reached TVI at the time of writing this report. TVI continues to receive responses and requests, but as the duration of this activity is limited, we are not able to include these in the data analyses. However, the impressions and remarks made in these questionnaires have been included in the explanation of the findings of the data analysis. Questionnaires are attached as Appendix 1.

The data base of 75 questionnaires at the national level is by no means a statistical representative sample. However, conducting a representative sample survey was never the objective of this small assignment/survey. The objective of the survey was to document the impressions of the institutions in a structured format in a limited time frame. Under these conditions the inferences of this data analysis should be taken as the statement of impressions from small group of institutions.

Sections below explain the impressions of the interviewees by the nine variables explained above.

### 3.1 Effectiveness of the Docu-drama

Table 3.1 shows that most of the respondents supported the idea of docu-dramas versus documentaries. Respondents who supported the idea of docu-dramas were of the view point that docu-dramas provide; a real picture of problems, present the solutions in a simple manner, are more entertaining, more touchy, are easier to understand by the less educated and rural communities of Pakistan, closer to life, maintain the interest of the viewers, follow certain story line, famous actors create additional attraction, diversity of subjects make docu-dramas relevant to all members of the Pakistani community. Most of the respondents put one condition that docu-dramas should be properly scripted and produced,

Respondents who preferred documentaries to docu-dramas were of the view point that docu-dramas try to kill many birds with one stone, and they are lengthy. The respondents supported documentaries by stating that documentaries provide more information, documentaries are subject specific, and cover in detail all the aspects of the problems, and are easily understandable.

**Table 3.1: Effectiveness of the Docu-drama**

ACTIVITIES	FREQUENCY	%
A	6	8
B	65	87
C	4	5
TOTAL	75	100

A = Documentaries are more effective than docu-drama

B = Docu-dramas are more effective than documentaries

C = Docu-drama is an ineffective idea

### 3.2 Identification of Environmental Problems

Table 3.2 shows that most of the respondents replied that the docu drama "Before Its Too Late" has to some extent identified all the environmental problems. Only 21% of the respondents think that the docu-drama has comprehensively identified all the environmental problems.

The general comment of the respondents are that the environment is a wide subject, therefore, it is out of the scope of one docu-drama. It is interesting to find that most of the respondents like the idea of docu-dramas (ref.. Table 3.1), however, they think that "Before Its Too Late" has been moderately successful in identifying the environmental problems of Pakistan.

**Table 3.2: Identification of Environmental Problems**

ACTIVITIES	FREQUENCY	%
YES	16	21
TO SOME EXTENT	55	73
NO	4	5
TOTAL	75	100

### 3.3 Explanation of Reasons Behind Environmental Problems

The docu drama, on the explanation of reasons behind the environmental problems of the country, got higher respondents

satisfaction scores. The respondents were of the point of view that what ever had been identified in the docu-drama, had been clearly explained. This shows that as a mass awareness communication tool, the performance of the docu-drama has been more than satisfactory.

**Table 3.3: Explanation of Reasons Behind the Environmental Problems**

ACTIVITIES	FREQUENCY	%
YES	30	40
TO SOME EXTENT	41	55
NO	4	5
TOTAL	75	100

### 3.4 Environmental Solutions Explained by the Docu-drama

Regarding environmental solutions explained by the docu-drama, most of the replies were for the category of "to some extent", where as 33 replied that the docu-drama fully explained all the environmental problems of the country. Only nine per cent of the respondents thought that the docu-drama could not successfully cover the environmental problems of this country.

Respondents who have responded "No" to the question were mostly of the view point that social problems were totally ignored by the docu-drama. They raised the argument that lack of social response and responsibility are also very important to most of the environmental problems. Some of the solutions were not clearly explained in the docu-drama. In few cases the point of view was that the solutions are too idealistic to be practical for the communities of Pakistan.

Most of the remarks of the respondents on this question were mainly in the line of improvements proposed in the docu-drama, these are fully covered in Section 3.7.

**Table 3.4: Environmental Solutions Explained by the Docu-drama**

ACTIVITIES	FREQUENCY	%
YES	25	33
TO SOME EXTENT	41	55
NO	9	12
TOTAL	75	100

### 3.5 Environmental Problems Not Covered by the Docu-drama

The respondents have identified four major environmental problems which are not totally covered or not fully covered by this docu drama. Most of the respondents were of the opinion that lack of environmental awareness among the individuals and communities, and sanitation problems in the urban and rural communities of Pakistan were totally missed by the docu-drama.

Regarding air pollution and noise pollution, the respondents were of the view that though these problems are identified by the docu-drama, however, the criticality of these environmental problems were not fully covered by the docu-drama.

**Table 3.5: Environmental Problems Not Covered by the Docu-drama**

ENVIRONMENTAL PROBLEMS NOT COVERED	NUMBERS
1. Lack of environmental awareness among the individuals and communities of Pakistan	44
2. Sanitation problems	35
3. Air Pollution	32
4. Noise Pollution	12
Total	123

Note: Total is more than 75 due to the reason that respondents have identified more than one problem.

### 3.6 Relevance of the Docu-drama to the Communities of Pakistan

Most of the respondents answered that the contents of the docu-drama were directly relevant to the communities of Pakistan. About 16 % of the respondents were with the view that the contents of the docu-drama were not relevant to the communities of Pakistan (Table 3.6). When the comments of these 16 % respondents were reviewed, it was found that the respondents had not clearly stated their reasoning behind

their view point. The respondents have vaguely expressed two points; (a) most of the problems discussed in the docu-drama are the problems of the poor and these problems were generated by poor, but nothing has been said about the rich who are the main source of pollution due to their high consumption, and (b) in Pakistan there is a wide variety of communities and they have their specific environmental problems which one docu-drama can not comprehensively cover.

**Table 3.6: Relevance of the Docu-drama to the Communities**

ACTIVITIES	FREQUENCY	%
YES	36	48
TO SOME EXTENT	23	31
NO	16	21
TOTAL	75	100

### 3.7 Improvements Required in the Docu-drama

Most of the respondents were of the view point that "Before Its Too Late" attempted to cover too many environmental problems in one attempt. According to their remarks, a series of docu-dramas should be made on each environmental issue which could comprehensively cover the specific issue, propose and explain the relevant environmental solution in detail.

Reasonable number of respondents were of the view that though the docu-drama as a communication tool is effective, but its media coverage and campaign were not properly done. They suggested that the frequency of telecasting "Before Its Too late" should be increased on all the television channels. At the same time, the role of governments' responsibilities to solve the environmental problems should also be included in the docu-drama.

Some respondents suggested that environmental problems of arid zones of Pakistan were not properly covered. This discrepancy should be corrected in future docu-dramas. Small number of respondents identified that environmental issues of Ozone layer depletion and wild life extinction should have been properly covered in this docu-drama. Two respondents proposed that the Islamic references regarding cleanliness and better environment should have also been included in the docu-drama. Table 3.7.

**Table 3.7: Improvements Required in the Docu-drama**

IMPROVEMENT REQUIRED IN THE DOCU-DRAMA	NUMBERS
1. Explain separately each problem and solution	38
2. Media campaign	13
3. Government Involvement	10
4. Arid Areas	7
5. Depletion of Ozone Layer	5
6. Wild Life	3
7. Islamic References	2
Total	78

Note: Total is more than 75 due to the reason that respondents have identified more than one problem.

### 3.8 Preference for Docu-dramas

For the direct question about the respondents opinion whether more docu-dramas should be made or not, 92 % of the respondents responded YES for the idea of docu-dramas. Only 8% refuted the idea of docu-dramas.

**Table 3.8: Preference for the Docu-drama**

RESPONSE	FREQUENCY	%
YES	69	92
NO	6	8
TOTAL	75	100

### 3.9 New Sectors & Issues for Docu-dramas

When the respondents were asked about the identification of more sectors and issues on which docu-dramas should be made, the respondents provided a long list of sectors and issues. The following is the list of sectors and issues identified by the respondents:

- o Education
- o Health
- o Family planning
- o Child abuse
- o Sardari Nizam
- o Encroachments
- o Adulteration
- o Narcotics
- o Parking places
- o Marriages & Dowry
- o Political corruption
- o Farmer skills development
- o Community works on self help basis
- o Agricultural development
- o Traffic and traffic control
- o Unemployment
- o Use of polythene bags & plastics
- o Crime and violence
- o Human rights (women)
- o Smoking
- o Economics inequalities
- o Patriotism
- o Implementation of law

## CHAPTER 4 INSTITUTIONAL RESPONSE

As it is explained in the methodology, six types of institutions were covered in the distribution and survey of the docu-drama. Table 4.1 shows number and percentage distribution of the institutions covered in the field survey. More than 50 % institutions interviewed in the field survey were NGOs. Sections below explain different variables of the survey with reference to the type of institutions.

Table 4.1: Institutional Coverage

INSTITUTIONS	NUMBERS	%
GOVT. INSTITUTIONS	10	13
EDUCATION INSTITUTIONS	6	8
RESEARCH INSTITUTIONS	4	5
NGOS	38	51
DONORS	7	9
OTHERS	10	13
TOTAL	75	100

### 4.1 Effectiveness of the Docu-drama

Table 4.2 shows that 50 % of research institutions responded that this docu-drama is an effective tool of communication for environmental awareness. All other institutions responded in the range of 70-90 per cent that the docu-drama has its effectiveness to some extent. Interestingly, 15% of the donors stated that the docu-drama is not at all an effective environmental tool.

**Table 4.2: Effectiveness of the Docu-drama:  
Institutional Response**

INSTITUTIONS	EFFECTIVENESS (%)			
	A	B	C	TOTAL
GOVT. INSTITUTIONS	20	80	0	100
EDUCATION INSTITUTIONS	0	100	0	100
RESEARCH INSTITUTIONS	50	50	0	100
NGOS	3	92	5	100
DONORS	14	71	15	100
OTHERS	10	90	0	100

A = Documentaries are more effective than docu-drama  
 B = Docu-dramas are more effective than documentaries  
 C = Docu-dramas are an ineffective idea

#### 4.2 Identification of Environmental Problems

With respect to the identification of environmental problems, the docu drama secures reasonable percentages against the categories of "YES" and "TO SOME EXTENT". All the institutions have clearly stated that identification of environmental problems in the docu-drama is satisfactory. Table 4.3.

#### 4.3 Explanation of Reasons Behind the Environmental Problems

Table 4.4 shows that institutions may not be satisfied with the identification of the environmental problems by the docu-drama, however, they are more than satisfied with the way the reasons behind the problems have been explained and presented. In this regard the docu-drama seems a successful communication tool.

**Table 4.3: Identification of Environmental Problems:  
Institutional Response**

INSTITUTIONS	IDENTIFICATION OF ENVIRONMENTAL PROBLEMS (%)			
	YES	TO SOME EXTENT	NO	TOTAL
GOVT. INSTITUTIONS	20	80	0	100
EDUCATION INSTITUTIONS	0	100	0	100
RESEARCH INSTITUTIONS	50	50	0	100
NGOS	24	71	5	100
DONORS	14	57	29	100
OTHERS	20	80	0	100

**Table 4.4: Explanation of Reasons Behind the Environmental Problems: Institutional Response**

INSTITUTIONS	IDENTIFICATION OF ENVIRONMENTAL PROBLEMS (%)			
	YES	TO SOME EXTENT	NO	TOTAL
GOVT. INSTITUTIONS	30	60	10	100
EDUCATION INSTITUTIONS	33	67	0	100
RESEARCH INSTITUTIONS	50	25	25	100
NGOS	42	58	0	100
DONORS	43	43	14	100
OTHERS	40	50	10	100

#### 4.4 Explanation of the Environmental Solutions

Table 4.5 shows that even though, on the average, institutions are fairly satisfied with the docu-drama on this variable, but interestingly the government institutions and donors still maintain that the docu-drama even on explaining the environmental solutions is only to some extent successful.

**Table 4.5: Explanation of the Environmental Solutions:  
Institutional Response**

INSTITUTIONS	EXPLANATION OF ENVIRONMENTAL SOLUTIONS (%)			
	YES	TO SOME EXTENT	NO	TOTAL
GOVT. INSTITUTIONS	20	80	0	100
EDUCATION INSTITUTIONS	33	67	0	100
RESEARCH INSTITUTIONS	50	20	20	100
NGOS	37	47	16	100
DONORS	0	71	29	100
OTHERS	50	50	0	100

#### 4.5 Relevance of the Docu-drama to the Communities

This variable relatively scores the highest percentage of "YES" as compared to other variables. Most interestingly 40 per cent of the government institutions replied that the contents of the docu-drama are not relevant to the communities of Pakistan. Against this 50% of the research institutions, 50% NGOs and more than 40 % donors responded that the contents of the docu-drama are fully relevant to communities of Pakistan. 67 % of the education institutions had the view that the contents are to some extent relevant to the communities of Pakistan. Table 4.6

**Table 4.6 Relevance of the Docu-drama to the Communities:  
Institutional Response**

INSTITUTIONS	RELEVANCE TO THE COMMUNITY (%)			
	YES	TO SOME EXTENT	NO	TOTAL
GOVT. INSTITUTIONS	20	40	40	100
EDUCATION INSTITUTIONS	33	67	0	100
RESEARCH INSTITUTIONS	50	20	20	100
NGOS	50	37	13	100
DONORS	43	43	14	100
OTHERS	80	20	0	100

## CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

### 5.1 CONCLUSIONS

- 5.1.1 Generally it seems that the docu-drama's effectiveness in the Pakistani situation is much better than the conventional documentaries. At the same time, respondents commented that the quality of the docu-drama can be further improved by conducting more research on the script and production. It was also the general inference that "Before Its Too Late" had attempted to cover too many subjects, which was not a plus point and resulted in less emphasis on many important environmental issues and problems.
- 5.1.2 The respondents were more than satisfied with the contents of the movie, but they also commented that wide subjects like the environment can not be fully covered by one docu-drama.
- 5.1.3 Docu-drama as an explanation medium and tool for explaining reasons behind the environmental problems had been highly appreciated by the respondents. However, in the case of explaining solutions, respondents felt it was satisfactory.
- 5.1.4 Specifically, the respondents identified that the movie missed or not properly covered; the prevailing lack of environmental awareness among the individuals and communities of Pakistan, sanitation problems both in the rural and urban settings, air pollution, and noise pollution.
- 5.1.5 Respondents stated that the contents of the docu-drama were directly relevant to the communities of Pakistan. This aspect of the docu-drama was highly appreciated by most of the respondents.
- 5.1.6 As a whole, NGOs, education institutions, and research institutions were more appreciative with the idea of docu-dramas, whereas, government institutions and donors were just satisfied with the idea of docu-drama.

## 5.2 RECOMMENDATIONS

- 5.2.1 A series of docu-dramas should be made to cover many environmental, social, economic and political issues of the Pakistani society.
- 5.2.2 Docu-dramas should be subject specific and not attempt to cover too many subjects in one docu-drama.
- 5.2.3 Media campaigns and distribution of the docu-dramas should be properly designed.
- 5.2.4 Government role in each case should be properly explained, so that communities can be aware of the government responsibilities for solving different problems.
- 5.2.5 Pakistan's substantial lands are in the arid agro-ecological zone, therefore a separate docu-drama on the problems and development options for arid zones should be made.
- 5.2.6 A long list of issues has been identified by the respondents. The communication institutions and donors should consider this list for future attempts in making such docu-dramas.
- 5.2.7 A number of responses are still continuing to come to TVI. Out of a total mail out to 800 different organizations, more than 30 % institutions have responded within the short time frame of this distribution activity. A number of responses and requests are still continuing to come to TVI. As a first time distribution effort of this type, the response has been encouraging. TVI expects that at least 400 more institutions will reply back in the next few months. It is desirable that data analysis on the basis of about 500 institutional responses and 1000 community responses will be the true representatives at the country level. Such analysis will certainly lead to better line of action for general communication, mediums of communication, communication tools, message retention values and community preferences. It is recommended that in future the distribution and evaluation activity be of a longer duration (5 to 7 months).
- 5.2.8 It is recommended that remaining copies of the docu drama be mailed out for general viewer ship across the country to all incoming requests from various organizations and individuals.

**APPENDIX -1:       QUESTIONNAIRES**

**TVI**  
*"Before it's too late"*  
**QUESTIONNAIRE**

FOR  
NGOs, PVOs, GOVERNMENT DEPARTMENTS, DONOR AGENCIES,  
LOCAL GOVERNMENT INSTITUTIONS & OTHERS

1. What are your impressions about the effectiveness of this Docu-Drama in comparison to conventional documentaries as an environmental awareness tool?
- a. Documentaries are more effective than Docu-Dramas \_\_\_\_\_  
\_\_\_\_\_
- b. Docu-Dramas are more effective than documentaries \_\_\_\_\_  
\_\_\_\_\_
- c. Docu-Dramas are an ineffective idea \_\_\_\_\_

Remarks: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Has this docu-drama comprehensively identified all the environmental problems of Pakistan?

Yes \_\_\_\_\_ To Some Extent \_\_\_\_\_ No. \_\_\_\_\_

Remarks : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Has this docu-drama clearly explained the reasons behind many environmental problems of Pakistan?

Yes \_\_\_\_\_ To Some Extent \_\_\_\_\_ No. \_\_\_\_\_

Remarks : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Has this docu-drama effectively explained solutions for some environmental problems of Pakistan?

Yes \_\_\_\_\_ To Some Extent \_\_\_\_\_ No. \_\_\_\_\_

Remarks : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. What are some important environmental problems not covered by this docu-drama?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_

6. Are the contents of this docu-drama relevant to all communities in Pakistan?

Yes \_\_\_\_\_ To Some Extent \_\_\_\_\_ No. \_\_\_\_\_

Remarks : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. What improvements are needed in this docu-drama from the point of view of using it as an environmental awareness tool?

- a. \_\_\_\_\_
- b. \_\_\_\_\_

- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_

8. Would you like to see more docu-dramas of this type?

Yes \_\_\_\_\_ No \_\_\_\_\_

Remarks : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. What other social sector topics can docu-dramas address?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_
- g. \_\_\_\_\_
- h. \_\_\_\_\_

*Note :* Please return this questionnaire to TVI P.O. Box 2267, Islamabad-44000  
Postage paid return envelope has been provided.

# ٹی وی آئی

## ”دیر نہ ہو جائے“

### سوالنامہ

#### (دستاویزی ڈرامے کے ناظرین کے لئے)

- ۱- کیا آپ ان ماحولیاتی مسائل سے واقف تھے جو اس دستاویزی ڈرامے میں دکھائے گئے ہیں؟
- ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_
- تأثرات: \_\_\_\_\_
- ۲- کیا آپ ماحولیاتی مسائل کے حل سے متفق ہیں جو اس دستاویزی ڈرامے میں بتائے گئے ہیں؟
- ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_
- تأثرات: \_\_\_\_\_
- ۳- لوگوں کو مل جل کر کام کیوں کرنا چاہئے؟
- ا- \_\_\_\_\_
- ب- \_\_\_\_\_
- ج- \_\_\_\_\_
- د- \_\_\_\_\_
- ر- \_\_\_\_\_
- ۴- وہ کون سے ماحولیاتی مسائل ہیں جن کے حل کے لئے خواتین مددگار ثابت ہو سکتی ہیں؟
- ا- \_\_\_\_\_
- ب- \_\_\_\_\_
- ج- \_\_\_\_\_
- د- \_\_\_\_\_
- ر- \_\_\_\_\_
- ۵- باہرمت نے مچھلی کی پیداوار میں کمی کی کون کون سی وجوہات بتائی ہیں؟
- ا- \_\_\_\_\_
- ب- \_\_\_\_\_
- ج- \_\_\_\_\_
- د- \_\_\_\_\_
- ر- \_\_\_\_\_
- ۶- **لیرو اور اسیرہ** کراچی کیوں چلے جاتے ہیں؟
- ا- \_\_\_\_\_

۷۔ - ~~شہر اور اسپرڈ کو کراچی میں کس قسم کے ماحولیاتی مسائل کا سامنا کرنا پڑتا ہے؟~~

- ا

- ب

- ج

- د

- ر

۸۔ - نگو کیوں بیمار ہوا؟

- ا

- ب

- ج

- د

- ر

۹۔ - سیلابوں کے تیز رفتاری سے آنے کی کیا وجوہات ہوتی ہیں؟

- ا

- ب

- ج

- د

- ر

۱۰۔ - صنعتوں کے زراعت پر کس طرح منفی اثرات پڑتے ہیں؟

- ا

- ب

- ج

- د

- ر

۱۱۔ - زرعی شعبے میں کون سے بڑے ماحولیاتی مسائل ہیں؟

- ا

- ب

- ج

۱۲ - پہاڑوں سے درخت کاٹنے کے نقصانات کون کون سے ہیں؟

ا -

ب -

ج -

د -

ر -

۱۳ - کیا یہ دستاویزی ڈرامہ معلوماتی ہے؟

ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_

تأثرات: \_\_\_\_\_

۱۴ - کیا یہ ڈرامہ تفریحی ہے؟

ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_

تأثرات: \_\_\_\_\_

۱۵ - کیا آپ اس دستاویزی ڈرامے کو دوبارہ دیکھنا پسند کریں گے؟

ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_

تأثرات: \_\_\_\_\_

۱۶ - کیا آپ یہ ڈرامہ اپنے دوستوں/خاندان کو دکھانے کے لئے موزوں سمجھتے ہیں؟

ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_

تأثرات: \_\_\_\_\_

۱۷ - کیا آپ اس طرح کے مزید ڈرامے دیکھنا چاہتے ہیں؟

ہاں \_\_\_\_\_ کچھ حد تک \_\_\_\_\_ نہیں \_\_\_\_\_

تأثرات: \_\_\_\_\_

۱۸ - دستاویزی ڈراموں میں اور کون کون سے ماحولیاتی مسائل کو زیر بحث لایا جاسکتا ہے؟

ا -

ب -

ج -

د -

ر -

س -

ش -

نوٹ: برائے مہربانی یہ سوا'نامہ پر کر کے منسلک لفافے میں ٹی وی آئی پوسٹ بکس نمبر ۱۲۲۶ اسلام آباد کو ارسال کریں۔

**APPENDIX - 2: LIST OF INSTITUTIONS INTERVIEWED**

## LIST OF INSTITUTIONS INTERVIEWED

### BALUCHISTAN

#### Quetta

1. Engineering Consortium  
90 Regal Plaza, Circular Road  
Queatta.  
Telephone: 62110  
835284
2. Anjuman Tarraqi-a-Khwateen  
C-35/A, Railway Housing Society  
Queeta.  
Telephone: 444835
3. Anjuman-Faleh-e-Behbood Niswan  
House # 2, Gulberg Colony  
Lytton Road, Quetta  
Telephone: 79488  
826651

### NWFP

#### Peshawar

4. Aurat Foundation  
45, Stadium Road  
Peshawar.  
Telephone: 273930
5. Pakistan Forest Institute  
Pakistan Forest Institute  
University of Peshawar  
Peshawar.
6. In Service Training Unit  
C/O Islamia College School  
University of Peshawar  
Peshawar.  
Telephone: 41007  
40126
7. Pak Community Development Programme  
2 Babar Lane  
P.O.Box # 114  
Peshawar  
Telephone: 277258

8. Women Public Administration Programme  
G.P.O Box # 504  
Peshawar
9. Shareekwal Foundation  
House # 92 A, Street # 11  
Defence Colony  
Peshawar  
Telephone: 273273
10. Pak-German Promotion of PHED  
1-Police Road  
PHED Secretariat, Pesahwar Cantt.  
Peshawar.  
Telephone: 270006
11. Small Project Organization  
House # 92, Street # 11  
Defence Officer Colony  
Peshawar.  
Telephone: 273273
12. Pakistan Environmental Protection Foundation  
19, Alsayed Plaza, Abdra Chowk,  
Jamrud Road, Peshawar.  
Telephone: 40695
13. Social Welfare & Rural Development  
Jehangirabad, Jamrud Road,  
Peshawar.
14. UNICEF  
Defence Colony  
P.O.Box # 476  
Peshawar  
Telephone: 278284
15. Khwendo Kor  
5-C Gulmohar Road  
P.O.Box # 952  
University Town  
Peshawar.  
Telephone: 842757

## PUNJAB

### Faisalabad

16. Rotary Club - Faisalabad Janubi  
23 - Chartered Bank  
Faisalabad.  
Telephone: 28334  
30460
17. Ayub Agriculture Research Institute  
Faisalabad  
Telephone: 651379  
655291

### Lahore

18. WWF-Pakistan  
P.O.Box # 5180  
Ferozepur Road  
Lahore.  
Telephone: 852810  
856177  
857535
19. Bazm-eAhabab  
78-Mollana Ahmed Ali Road  
Ravi Park - Lahore
20. Pakistan Institute of Computer Sciences  
61, Main Gulberg  
Lahore.
21. The Salvation Army  
35, Shahrah-e-Fatima Jinnah  
Lahore.
22. Consultant on Communication  
3-A, Temple Road  
Lahore.  
Telephone: 212899
23. Maternity & Child Welfare  
30-F, Gulberg-II  
Lahore.  
Telephone: 5710839
24. Critas Pakistan Lahore  
Bishop House # 1, Lawrence Road  
Lahore.
25. Family Planning

3-A, Temple Road  
Lahore.

26. Applied Socio-Economic Research  
Flat # 586, 3rd Floor, Shiraz Plaza  
Main Market, Gulberg  
Lahore.  
Telephone: 877496  
5712201
27. Pakistan Child Survival Project  
24 - Cooper Road  
Lahore.  
Telephone: 6364758
28. TEPA  
4-C. Lyton Road  
Lahore
29. Civil Services Academy  
DMG Campus, Upper Mall  
Lahore.  
Telephone: 874921
30. Health Education & Adult Literacy  
6-Empress Road  
Lahore.  
Telephone: 6279055
31. Maternity & Child Welfare Association  
30-F, Gulberg-II  
Lahore.  
Telephone: 874621
32. Alif Laila Book Bus  
B-Block, Main Market Gulberg  
Lahore.  
Telephone: 877242
33. Environment Protection Society  
2nd Floor, Egerton Road  
Lahore.

### Multan

34. Bahauddin Zakria University  
Department of Urdu  
Multan
35. Rotary Club Multan - Midtown  
9-B Gulggusht Colony  
Multan

Telephone: 520313

## Sindh

### Karachi

36. Seeta Nagar Welfare Association  
B-20 Seeta Nagar near PCSIR Labs.  
Univeristy Road - Karachi  
Telephone: 4975152
37. WWF- Karachi  
C/o Crescent Group  
9th Floor, SIDCO Avenue Centre  
264-R.A. Lines  
Karachi  
Telephone: 5685231-5
38. Horticulture Society if Pakistan  
No. 1, NBP Building, Clifton  
Karachi.  
Telephone: 535232
39. Rasta Development Consultants  
3-C Commercial Lane 2  
Zamzama Building, Clifton  
Karachi.  
Telephone: 5870735
40. World Union for Conservation (IUCN)  
1 Bath Island Road  
Clifton - Karachi  
Telephone: 573079  
573082
41. Makhdoomia Secondary School  
B;lock D, Orangi Town, Sector II  
Karachi.  
Telephone: 6668610
42. Catholic Social Services  
P.O.Box # 7457, Sardar