



UNITED STATES OF AMERICA
AGENCY FOR INTERNATIONAL DEVELOPMENT
U.S.A.I.D. MISSION TO KENYA

UNITED STATES POSTAL ADDRESS

US AID MISSION TO KENYA
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27 SEP 1996

Ms. Connie Ngondi
Director
International Commission of Jurists, Kenya Chapter
P. O. Box 59743
Nairobi

Subject: Award No. 698-0541.15-G-00-6035

Dear Ms. Ngondi:

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the U.S. Agency for International Development (hereinafter referred to as "USAID" or "Grantor") hereby grants to the International Commission of Jurists (herein after referred to as ICJ or "Recipient"), the sum of \$23,000.00 in support of the Centre for Governance and Development ("CGD") program entitled "Publication of Bunge", as described in the Schedule of this award and the Attachment 2, entitled "Program Description."

This award is effective and obligation is made as of the date of this letter and shall apply to commitments made by the Recipient in furtherance of program objectives during the period beginning with the effective date and ending September 30, 1997. USAID shall not be liable for reimbursing the Recipient for any costs in excess of the obligated amount.

This award is made to ICJ, on condition that the funds will be administered in accordance with the terms and conditions as set forth in Attachment 1, entitled "Schedule"; Attachment 2, entitled "Program Description"; and Attachment 3 entitled "Standard Provisions."

Please sign the original and each copy of this letter to acknowledge your receipt of this award, and return the original and all but one copy to the Grant Officer.

Sincerely,

Lee Ann Ross
Lee Ann Ross
Acting Mission Director

Attachments:

1. Schedule
2. Program Description
3. Standard Provisions
4. Standards for USAID Funded Communications Projects

ACKNOWLEDGED: International Commission of Jurists, Kenya Chapter

BY: *Connie Ngondi Ngondi*
Title: *Executive Director*
Date: *30/9/96*

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ACCOUNTING AND APPROPRIATION DATA

A. GENERAL

- 1. Total Estimated Amount: \$23,000.00
- 2. Total Program Amount: \$41,570.00
- 3. Total Obligated Amount: \$23,000.00
- 4. Cost-Sharing Percentage
(Non-Federal): 45%
- 5. Project No.: 698-0541.15
- 6. USAID Project Office: OSPP
USAID
P. O. Box 30261
Nairobi
- 7. Tax I.D. Number:
- 8. CEC No.:
- 9. LOC Number:

B. SPECIFIC

- 1. PIO/T Number: N/A
- 2. Appropriation: 726/71021.1
- 3. Allotment:
- 4. BPC: GDV6-96-21615-KG75
- 5. Grant Obl. Amount: \$23,000
- 6. Reservation Ctl. : V260082

196

Funds Available
CONT/KENYA
Initials <u>NOA SDC</u>
Date <u>9/26/96</u>

17 Sept 96

TABLE OF CONTENTS

PAGE

ACCOUNTING AND APPROPRIATION DATA

ATTACHMENT 1	4
SCHEDULE	4
1.1 PURPOSE OF AGREEMENT	4
1.2 PERIOD OF AGREEMENT	4
1.3 AMOUNT OF AWARD AND PAYMENT	4
1.4 AWARD BUDGET	4
1.5 REPORTING	4
1.5.1 Financial Reporting	4
1.5.2 Performance Monitoring and Planning Reports	4
1.6 RESOLUTION OF CONFLICTS	5
1.7 COST SHARING	5
1.8 TITLE TO PROPERTY	5
1.9 AUTHORIZED GEOGRAPHIC CODE	5
1.10 PAYMENT OFFICE	5
ATTACHMENT 2	6
PROGRAM DESCRIPTION	6
ATTACHMENT 3	7
STANDARD PROVISIONS	7
3.1 ALLOWABLE COSTS (JUN 1993)	7
3.2 ACCOUNTING, AUDIT, AND RECORDS (OCT 1992)	8
3.3 REFUNDS (JUN 1993)	9
3.4 REVISION OF GRANT BUDGET (JUN 1993)	9
3.5 TERMINATION AND SUSPENSION (JUN 1993)	10
3.6 DISPUTES (JUN 1993)	11
3.7 INELIGIBLE COUNTRIES (MAY 1986)	12
3.8 DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS (MAR 1989)	12
3.9 U.S. OFFICIALS NOT TO BENEFIT (NOV 1985)	13
3.10 INVESTMENT PROMOTION (JAN 1994)	13
3.11 NONLIABILITY (NOV 1985)	13
3.12 AMENDMENT (NOV 1985)	14
3.13 NOTICES (NOV 1985)	14
3.14 METRIC SYSTEM OF MEASUREMENT (AUG 1992)	14
3.15 PAYMENT - PERIODIC ADVANCE (JUN 1993)	14
3.16 TITLE TO AND USE OF PROPERTY (GRANTEE TITLE) (MAY 1986)	17
3.17 COST SHARING (MATCHING) (JUN 1993)	17
3.18 PUBLIC NOTICES (JUN 1993)	21
ATTACHMENT 4	22
STANDARDS FOR USAID-FUNDED PUBLICATIONS	22

4

698-0541.15-G-00-6035

TABLE OF CONTENTS	PAGE
STANDARDS FOR USAID-FUNDED VIDEO PRODUCTIONS	24

5

ATTACHMENT 1

SCHEDULE

1.1 PURPOSE OF AGREEMENT

The purpose of this Agreement is to provide support for the program described in Attachment 2 of this Agreement entitled "Program Description."

1.2 PERIOD OF AGREEMENT

The effective date of this Agreement is the date of the Cover Letter and the estimated completion date is September 30, 1997.

1.3 AMOUNT OF AWARD AND PAYMENT

- (a) USAID hereby obligates the amount of \$23,000.00 for the purposes of this Award.
- (b) Payment shall be made to the Recipient in accordance with procedures set forth in the Standard Provision of this Award entitled Payment - Periodic Advance as shown in Attachment 3.

1.4 AWARD BUDGET

The following is the Award Budget, including local cost financing items, if authorized. Revisions to this budget shall be made in accordance with the Standard Provision of the Award entitled "Revision of Grant Budget".

ESTIMATED GRANT BUDGET

Cost Element	USAID US\$	Counterpart US\$	Total US\$
1. Staff Salaries	-	10,000	10,000
2. Newsletter Production	23,000	-	23,000
3. Office Rent & Equipments	-	8,570	8,570
	<u>23,000</u>	<u>18,570</u>	<u>41,570</u>

Exchange Rate: KShs.55.000 to US\$1.00

1.5 REPORTING

1.5.1 Financial Reporting

- (a) Financial reporting requirements shall be in accordance with the Standard Provision of this award entitled Payment - Periodic Advance as shown in Attachment 3.

1.5.2 Performance Monitoring and Planning Reports

- (a) Reports. The Recipient shall submit an original and one copy of brief semi-annual program performance reports, which coincide with the financial reporting periods, to the USAID

6

1.5.2 (Continued)

Project Office specified in the Cover Letter of this Award. In addition, one copy shall be submitted to USAID/CDIE/D, Washington, DC 20523-1802. These reports shall be submitted within 30 days following the end of the reporting period.

(b) Paying Office. The paying office for this award is:

Regional Financial Management Center
REDSO/ESA
P.O. Box 30261
Nairobi

(c) Final Report. Within 90 days following the estimated completion date of this Award, the Recipient shall submit the original and one (1) copy of a final report to the USAID Project Office specified in the Cover Letter of this Award. In addition, one copy shall be submitted to USAID/CDIE/D, Washington, DC 20523-1802. It will cover the entire period of the Award.

1.6 RESOLUTION OF CONFLICTS

Conflicts between any of the Attachments of this Award shall be resolved by applying the following descending order of precedence:

Attachment 1 - Schedule
Attachment 3 - Standard Provisions
Attachment 2 - Program Description

1.7 COST SHARING

The Recipient agrees to expend an amount not less than 45% of the total Federal contribution. Cost sharing contributions will meet the criteria as set out in the Standard Provision entitled "Cost Sharing (Matching)" as shown in Attachment 3.

1.8 TITLE TO PROPERTY

Title to all property financed under this award shall vest in the Recipient in accordance with the Standard Provisions of this Award set forth in Attachment 3.

1.9 AUTHORIZED GEOGRAPHIC CODE

The authorized geographic code for procurement of goods and services under this award is 935.

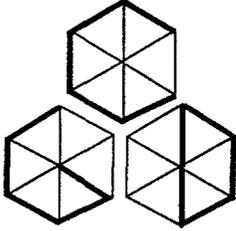
1.10 PAYMENT OFFICE

Regional Financial Management Center
REDSO/ESA
P.O. Box 30261
Nairobi

ATTACHMENT 2

PROGRAM DESCRIPTION

The Recipient's proposal entitled "Publication of Bunge" and dated September 20, 1996 is attached hereto as the Program Description (Attachment 2) and is made a part of this Award.



Centre for Governance and Development

Directors
 Hon. Kiraitu Murungi (Chair.)
 Prof. Maria Nzomo
 Rose Waruhiu
 Davinder Lamba
 Murtaza Jaffer
 Rev. Dr. Timothy Njoya
 Grace Githu
 Maina Kiai
 Connie Kiplagat

Executive Director
 Christopher Mulei

Our Ref: 210/96

20 September, 1996

Ms Nancy Gitau,
 USAID Mission to Kenya,
 The Crescent,
 Parklands,
NAIROBI.



Dear Ms Gitau

RE: PROJECT PROPOSAL - PUBLICATION OF BUNGE

Thank you for your yesterday's fax relating to the above captioned subject.

Please find enclosed herewith the revised proposal which has taken into account the issues you raised in the said letter.

Yours sincerely,

CHRISTOPHER MULEI
EXECUTIVE DIRECTOR



P.O. Box 18379
Nairobi, Kenya

Phone: 254-2 553860/
 558862/543176/543177
 Fax: 254-2 553860
 254-2 340596

9

20 September, 1996

CENTRE FOR GOVERNANCE AND DEVELOPMENT

PROJECT PROPOSAL TO PRODUCE SIX ISSUES OF BUNGE

I. JUSTIFICATION

Since power stems from the people, it is important that they be consulted in their governance in which they should also participate. This is the democratic approach.

This approach entails the following rights and opportunities, namely:

- (1) To take part in the conduct of public affairs, directly or through representatives;
- (2) To vote and to be elected in genuine periodic elections, which shall be by universal and equal suffrage and by secret ballot that guarantee the free expression of the will of the voters; and
- (3) To have access, under the general conditions of equality, to the public services of his or her country.

The imparting of such knowledge is part and parcel of our civic education programme. In our original draft conceptual paper in this area, it was stated:

“Civic education has as its primary aim the taking root of democratic needs and ideals in the hearts and minds of every citizen in the process of ‘depaternalizing’ and ‘unmuzzling’ at all levels of the social political life, from funeral committees to the presidency. It is then that we will be enabled to cultivate new personalities, democratic values of governance and other non-monolithic systems. This will not succeed until such time as civic education will take place without the need of a permit from the District Commissioner or the Chief.”

The upshot of this is that knowledge liberates; from knowledge flows confidence, self-governance and claim for rights. The problems faced by the rural and urban poor are central to the issues of development and human rights. No meaningful development is possible in the absence of respect for an active implementation of human and people’s rights. The right to development itself is embodied in the African Charter on Human and People’s Rights. After all, development in human society is a many-sided process. At the level of the individual, it implies increased skill and capacity, greater freedom, creativity, self-discipline, responsibility and material well-being.

Enabling the ordinary people to know their rights and their role in the area of governance is a very basic thing, and indeed, a duty on the part of the state and all civic actors. Yet, not much seems to be getting off the ground, that is in the context of Kenya.

Among the ways of enlightening people of their rights, and of necessity, their civic duty, is through publications. One of the publications is *Bunge* whose first issue has already come out, titled **YOU AND YOUR MP** (with a Kiswahili version, **WEWE NA MBUNGE WAKO**).

II. THE PUBLICATION

(a) The purpose

Bunge is a publication that seeks to impart civic education at the grassroots level by discussing issues pertinent to human rights and democracy candidly and in everyday language. It demystifies the concepts of governance, democracy and development so as to make them identifiable with and applicable to everyday life and concerns of the ordinary citizen. Produced in a reader - friendly format - with appropriate cartoons, **Bunge** is aimed at serving as a tool for civic education and is used for teaching at the local level.

(b) History to date

The decision to produce *Bunge* was made at the beginning of 1995. The first issue was published the same year with a print order of 1000 copies. In April, 1996, it was translated into Kiswahili and another 1000 copies printed and distributed.

(c) Reach / distribution

Bunge is distributed countrywide, especially at the grassroots level through a network of groups with a local reach as follows:

- (1) Community - based grassroots organizations
- (2) Religious organizations
- (3) Institutions of education
- (4) Leaders - national and local
- (5) Civil society groups
- (6) Women's groups
- (7) Youth groups
- (8) Co-operatives
- (9) Local authorities
- (10) Trader unions

Since *Bunge*'s format is small, that is of A5 size, and also a small volume - the first one was only 22 pages plus the cover - it has been easy to achieve a reach much wider than the printed 2000 copies. Leaders of grassroots groups and civic education teachers report of photocopying copies for distribution when they run out.

It is estimated that each copy is read, or read out to, by approximately 50 people, which would put the reach for the first issue at 100,000 people. The reach of the photocopied copies is estimated at another 10 people per copy which gives another 20,000. Altogether, then, the first issue of *Bunge* in both English and Kiswahili, is estimated to have reached approximately 120,000 people. For the projected 6 issues, the total print-out will be 360,000, that is at an increased figure of 60,000 readers per one issue.

(d) **Gender reach**

Due to the fact that women are slightly more than 50% of Kenya's population, and given the fact that women are the larger component of civic education beneficiaries, It is safe to say that between 60% and 70% of *Bunge*'s readers, that is between 72,000 and 84,000, for the first issue are women.

As a strategy to increase the number of women reading *Bunge*, or to whom it is read and interpreted, we intend to do the following:

- 1) Increase the number of copies distributed to women - only and women-majority groups.
- 2) Encourage the civic education groups to reserve at least 50% of the copies they receive for women.

These figures, however, only apply to the first issue because it was translated into Kiswahili and an additional 1000 copies printed.

(e) **Impact**

The impact of *Bunge*'s first issue has been very encouraging. Within weeks of the production of the first issue, requests for additional copies began pouring into the Centre. Soon all the copies were distributed. The Kiswahili translation met with a similar reception and a certain religious organisation was prepared to finance the printing of 1000 copies for distribution to its grassroots groups. To date requests for more copies are still being received. Unfortunately, we are unable to print more copies due to financial constraints in relation to the particular item of expenditure. However, those requesting are encouraged to photocopy and distribute while waiting for other issues that are scheduled or planned for.

This is an indication that *Bunge* is effective in its delivery of human rights and democracy education.

III IMPLEMENTATION

a) Projection

While the reach of the first issue of *Bunge* is estimated at 120,000 people, it must be borne in mind that this was due to the fact that the issue was in two versions - English and Kiswahili. This scheduled issues will be in English alone. Thus an estimated readership of 60,000 per issue would have a total reach of 360,000 readers for the six projected issues . Of these, 60% - 70% of the readers would be women, a figure of between 216,000 and 252,000 approximately. It is hoped that in due course we shall be able to produce a Kiswahili version of every issue. That, of course, will be a separate project proposal.

The six issues lined up are:-

- (1) *You and Elections*
- (2) *You and the Constitution*
- (3) *You and Your Local Leaders*
- (4) *You and Development*
- (5) *You, Gender and Governance*
- (6) *You and Democracy*

(b) Publication frequency

The six projected issues of *Bunge* will be published every two months thus:

October, 1996

December, 1996

February, 1997

April, 1997

June, 1997

August, 1997

(c) Production Capacity

We have a full-time Information and Communications Officer at the Centre who is in charge of all the publications. At this time - that is before we get additional staff to assist her - we have to rely on temporary outside professional services with regard to research, collation of information and sub-editing; for these we have to pay at the market rates. However, the overall direction and supervision as regards both content

and overall quality will be the responsibility of the Communications and Information Officer.

(d) **Impact / assessment**

To date, the impact assessment of *Bunge* has been done via the requests from groups and individuals who make requests for copies. Their responses have indicated that *Bunge* is a valuable tool for civic education at the grassroots level.

An impact assessment will be done halfway through the publication year - that is in March, 1997 - and at the end of the publication year - in August 1997. Reports of both reviews will be used to assess the effectiveness of the publication and for planning for future issues of *Bunge*. Copies of the two reports will be given to USAID.

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20 September, 1996

A handwritten signature in cursive script, appearing to read "R. L. Linder".

IV BUDGET FOR PUBLICATION OF SIX ISSUES OF "BUNGE"

Cost per issue

	KShs.	US \$
	_____	_____
Research and write up	26,000	473
Editorial services	26,000	473
Typesetting	24,000	436
Photographs / cartoons	10,000	182
Artworks	7,000	143
Printing 1000 copies	83,000	1,509
Packaging and postage	34,000	618
Total	KShs. <u>210,870</u> <u>210,000</u>	US \$ <u>3,834</u>

Cost of producing 6 issues of *Bunge* = KShs. 1,265,220 (equivalent to 23,004 US \$ at the exchange rate of KShs. 55 = 1 US \$)

20 September, 1996

CENTRE FOR GOVERNANCE AND DEVELOPMENT
ILLUSTRATIVE BUDGET

	Kshs.	\$
RESEARCH	156,000	2,836
EDITORIAL SERVICES	156,000	2,836
TYPESETTING	144,000	2,618
PHOTOGRAHS/CARTOONS	60,000	1,091
ARTWORK	42,000	764
PRINTING (6000)	503,015	9,146
PACKAGING / POSTAGE	204,000	3,709
TOTAL	1,265,015	23,000