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SAJHEDARI BIKAAS PROGRAM

Radio PSA Campaign on GoN Mobile Service Camp

Rapid Assessment Report

Produced by Nepal Participatory Action Network (NEPAN)

(Contract No: AID-367-C-13-00003)

Submitted to

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NEPAL MISSION

Maharajgunj, Kathmandu, Nepal

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Sajhedari Bikaas

Partnership for Local Development



Radio PSA Campaign on GoN Mobile Service Camp

Rapid Assessment Report

Produced for the Sajhedari Bikaas Project by Equal Access

June 13, 2013



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1. Background

From May 10 to May 28, 2013 Sajhedari Bikaas, in collaboration with its media partner Equal Access/Nepal, worked with radio stations in six districts across the Mid-West and Far-West regions of Nepal to produce and air a number of Public Service Announcements (PSA) promoting the services offered by the Government of Nepal's (GoN) Integrated Mobile Service Camps. The GoN's two-day mobile camps were organized in a bid to provide citizenship certificates and voter identity cards to the people of Nepal in an easy and accessible way. The camps occurred in each VDC across all the districts of the country from mid- April to mid-June 2013 and came under the direct supervision of the Chief District Officer (CDO) under the Ministry of Home Affairs.

The aim of the PSAs produced by Sajhedari Bikaas and Equal Access was to address the information gap between the organization of the MoHA-sponsored mobile service teams and the target beneficiaries. In particular women, youth and marginalized communities, who have to date been deprived of citizenship and voter registration, were targeted through the campaign. The PSAs were designed in full consultation with the Ministry of Home Affairs (MoHA) and the resulting spots were broadcast in the project target districts of Dang, Surkhet, Banke, Bardiya, Kailali and Kanchanpur through the following channels:

Table #1: PSAs Partner Radio Stations

| Districts | S. No. | FM Stations | Languages |
|--------------------------|--------|---|------------------------|
| Dang | 1 | Radio Highway, Lamahi | Tharu & Nepali |
| | 2 | Swargadwari FM, Ghorahi | Tharu & Nepali |
| | 3 | Radio Tulsipur, Tulsipur | Tharu & Nepali |
| Surkhet | 4 | Radio Bheri, Harre | Doteli, Tharu & Nepali |
| Banke | 5 | Radio Krishnasar, Nepalganj | Awadhi, Tharu & Nepali |
| | 6 | Pratibodh FM, Kohalpur | Awadhi, Tharu & Nepali |
| Bardiya | 7 | Gurbaaba FM, Basgadhi | Tharu & Nepali |
| | 8 | Babai FM, Gularia | Awadhi, Tharu & Nepali |
| Kailali | 9 | Tikapur FM, Tikapur | Doteli, Tharu & Nepali |
| | 10 | Radio Sudoor Sandesh, Dhangadhi | Doteli, Tharu & Nepali |
| Kanchanpur | 11 | Mahakali FM, Mahendra Nagar | Doteli, Tharu & Nepali |
| | 12 | Shuklaphata FM, Mahendra Nagar | Doteli, Tharu & Nepali |
| National Coverage | 13 | State owned Radio Nepal, Kathmandu | Nepali |
| | 14 | Ujyalo 90, Lalitpur | Nepali |
| | 15 | Community Information Network (CIN), Lalitpur | Nepali |
| | 16 | Radio Nepal Network | Nepali |

In total three types of PSAs were developed, one was in a dialogue format while the other two were in drama formats. The PSAs were each approximately 50 seconds long. The primary target message focused on why citizenship is important, the purpose of the camps and the mobility and ease of accessing these camps. The importance of citizenship was emphasized in the following ways:

- É Securing voting rights by enrolling names in the voter registration book;
- É Preparing passports to travel abroad;
- É Buying and selling land properties; and
- É Enabling easily obtained state provided services and facilities.

The PSAs were originally written and produced in Nepali and aired by Radio Nepal, Ujyalo 90 and CIN, ensuring national coverage in the national language. The PSAs were also translated and produced in three local languages, Tharu, Awadhi and Doteli. These local language versions were broadcast via 12 local partner stations in the six project target districts (see table 1 above). The 12 partner local FM stations were required to air a mix of the three types of PSAs 10 times a day over a period of 20 days, resulting in a total of 2400 broadcasts. However, many stations aired the PSAs up to 16 times per day and also continued to air them beyond the end date of May 28th. This resulted in a much higher number of airings than originally promised and at no extra cost to the project. The national radio outlets Ujyalo 90 and CIN radio network aired the PSAs six times per day for two weeks (6 x 14 x 2 = 168 times) and the state owned radio Nepal aired the PSAs 7 times a day for one week (7 x 7 = 49 times). Hence, the three types of PSAs were aired over 4,000 times.

All the partner radio stations roughly aired the PSAs between 5 AM and 9 PM every day at approximately one hour intervals.

2. Methodology

To assess the effectiveness of the PSA promotional campaigns, a rapid assessment was planned and undertaken during the media intervention period. The rapid assessment was carried out by combining a broadcast monitoring tool (**see Appendix - A**), short questionnaire survey (SQS) (**see Appendix - B**) and Key Informant Interviews (KII) (**see Appendix - C**). Sajhedari Bikaas' embedded Community Action Researchers were mobilized and oriented in detail about the assessment and tools and were the primary source of data collection. In addition to the established survey questions and information provided, they were also encouraged to document unexpected or sudden events observed during the process that were related to the PSA campaign.

Broadcast Monitoring

Sajhedari Bikaas utilized the network of Community Action Researchers (CARs) in each district to carry out random broadcast monitoring of the PSAs. Each researcher listened to one PSA per day (on alternate days) on their local FM station for a period of 20 days. This resulted in each researcher listening to 10 randomly selected PSAs over the entire period and a total of 120 PSAs monitored across all 12 stations (12 researchers/FMs x 10 PSAs). The PSAs aired by national radio stations were monitored randomly by the Equal Access Broadcast Management Associate, contracted by Sajhedari Bikaas. The purpose of the random listening was to affirm that broadcasts were being aired at the times arranged and the information collected was also used for agreement compliance monitoring work of the partner radio stations.

Short Questionnaire Surveys

A sample size of 120 (20 x 6 districts) respondents visiting citizenship mobile camps from six targeted districts were interviewed through short questionnaire surveys. The sample selection of respondents was done following these criteria:

- É The six targeted districts were taken from the Sajhedari targeted districts of Dang, Surkhet, Banke, Bardiya, Kailali and Kanchanpur.



- A total of 20 respondents from each district were surveyed. The respondents were selected using a snowball sampling technique, from two camps per district, and from those who have listened to the citizenship radio PSAs earlier. People who had not listened to the radio PSAs were not surveyed.

Key Informant Interviews

In order to make the survey findings more rigorous and triangulate the data, Key Informant Interviews (KII) were conducted. These interviews served as the primary data source for the qualitative information. KIIs were conducted with mobile camp officials and authorities, local political leaders that support people at the camps and other pertinent stakeholders such as journalists visiting the camps. Three KIIs per district were conducted (3 x 6 districts = 18 KIIs).

The Equal Access Community Action Researchers (CARs) were responsible for all broadcast monitoring and SQS research for each of their respective districts from May 10 to 28, 2013. In some districts, more experienced researchers from other districts were mobilized for the KIIs to ensure quality. Supervision and spot checks of the study were done on an ongoing basis by the EA M&E/Outreach Officer. Our Program Coordinator and M&E Coordinator also visited one mobile camp each to monitor the progress and quality of the study as well as to check the mobile camp environment.

3. Findings

3.1 Broadcasting of PSAs

The majority of SQS respondents in the six districts mentioned that they had listened to the PSAs on their local FM stations, where they were available in local languages, rather than on the national Nepali broadcasts. This underlines the importance of providing information and content in local languages. Amongst the different FMs, Bheri FM was the most listened to with 100% of respondents in Surkhet, 65% in Banke and 40% in Bardiya mentioning that they listened to the PSA from Bheri FM. (For a full breakdown of listenership per FM per district see Appendix - F)

The information collected about the broadcast of the PSAs does not indicate any serious flaw in the quality, length or frequency of the PSA broadcasts. To the contrary, in all project districts the local FM stations were found to be very prompt and particular about airing the PSAs. Many local FM stations also aired the PSAs beyond the contractual end date of May 28, 2013. Only one station, Radio Tulsipur in Dang district, was found to have technical problems, which affected the airing of the PSAs on one day. However, they were able to broadcast all the other days.

The following table presents the compiled information of the broadcast monitoring work:

Table #2: Broadcast Monitoring Records

| Radio Stations | PSAs Starting Date | PSAs End Date | Total PSAs Aired | Remarks |
|---------------------------------|--------------------|---------------|------------------|-----------------|
| Radio Highway, Lamahi, Dang | May 9, 2013 | May 31, 2013 | 368 | |
| Sworgadwari FM, Ghorahi, Dang | May 9, 2013 | May 31, 2013 | 368 | |
| Tulsipur FM, Tulsipur, Dang | May 9, 2013 | May 31, 2013 | 368 | |
| Radio Bheri FM, Surkhet | May 9, 2013 | May 31, 2013 | 368 | |
| Krishnasar FM, Nepalganj, Banke | May 9, 2013 | May 31, 2013 | 368 | |
| Pratibodh FM, Kohalpur, Banke | May 9, 2013 | June 7, 2013 | 400+ | Continue to air |
| Gurubaba FM, Basgadhi, | May 9, 2013 | June 2, 2013 | 400+ | " |

| | | | | |
|---------------------------------|--------------|--------------|--------------|---------------------|
| Bardiya | | | | |
| Babai FM, Guleria, Bardiya | May 9, 2013 | June 2, 2013 | 400 | |
| Radio Sudoor Sandesh, Dhangadhi | May 9, 2013 | May 31, 2013 | 368 | |
| Tikapur FM, Tikapur, Kailali | May 9, 2013 | May 30, 2013 | 352 | |
| Mahakali FM, Kanchanpur | May 9, 2013 | May 31, 2013 | 368 | |
| Shuklaphanta FM, Kanchanpur | May 9, 2013 | May 31, 2013 | 368 | |
| Ujyalo 90, Lalitpur | May 18, 2013 | May 31, 2013 | 84 | Nationwide coverage |
| CIN | May 18, 2013 | May 31, 2013 | 84 | " |
| Radio Nepal | May 29, 2013 | June 4, 2013 | 49 | " |
| Total: | May 9 | Jun 7 | 4,713 | |

Note: To date, both Pratibodh FM and Gurubaba FM are airing PSAs 5/6 times a day.

The exact total number of PSAs aired by the local and National stations should have been 2,617 (12 FM x 10 times x 20 days = 2,400 + 217 Ujyalo, CIN and Radio Nepal). However, the broadcast monitoring indicated a total of 4,713 broadcasts of the PSAs to date. Factors contributing to the 'overplaying' of the PSAs beyond the agreement (and at no extra cost to the project) included a feeling of ownership and acceptance over the messages by the FM radio stations, particularly influenced by their engagement while creating and producing these messages in local languages.

3.2 Target Audience Reach of PSAs

The majority of the respondents of the SQS (63%) were youth aged 16-25, followed by the 26-35 age groups (25%). The lowest number was those above 46 (1.67%). As one of the target groups for the PSAs was youth, it is viewed as a positive result that this group ranked highest amongst those who attended the camps and had heard the PSAs, thus making them eligible to answer the SQS. Women were another target group of the PSAs and as indicated in the table below, the gender distribution of the SQS respondents was largely equal, with only Kailali showing a markedly higher percentage of men over women respondents. The District Administrative Office (DOA) also noted a higher proportion of women than men at the mobile camps.

After listening to the PSA I got my citizenship, which I was trying to obtain since last three months. After listening PSA I came to the camp and I got it, today am very happy.

-Deepa Chaudhary (25 years old), a Tharu woman from Dang

Graph #1: Age Distribution of SQS Respondents

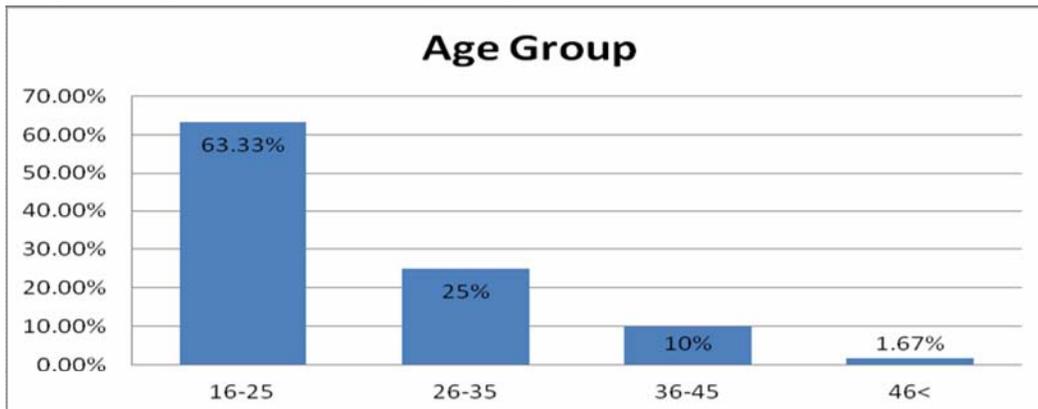


Table #3: Gender Distribution of SQS

| Districts | Female | Male | Third Gender | Total |
|------------------|------------|------------|--------------|-------------|
| Dang | 40% | 60% | 0 | 20 |
| Surkhet | 65% | 35% | 0 | 20 |
| Banke | 40% | 60% | 0 | 20 |
| Bardiya | 40% | 60% | 0 | 20 |
| Kailali | 30% | 70% | 0 | 20 |
| Kanchanpur | 55% | 45% | 0 | 20 |
| Total | 54 | 66 | 0 | 120 |
| Total (%) | 45% | 55% | 0% | 100% |

The profile of the SQS respondents also highlights a diverse mix of ethnicities. The maximum numbers of respondents were from Terai/Madheshi Janajatis (50%) largely made up of Tharus (Rana and Chaudhary). 26% of respondents were from Hill Brahmin/Chhetris (Giri, Khatri, Joshi, Airee, Bhattarai, Gautam, Mahara, Sharma, Khadka, K.C, Paudel, Budathoki, etc.) and 15% were from Hill/Mountain Janajatis (Magar, Gurung and Pun). This more or less reflects the ethnographic picture of the region.

Table #4: Ethnicity of SQS Respondents

| Ethnic Groups | Dang | Surkhet | Banke | Bardiya | Kailali | Kanchanpur | Total (%) |
|--|-----------|-----------|-----------|-----------|-----------|------------|-------------|
| Hill Brahmins/Chhetri (1) | 35% | 25% | 30% | 30% | 0% | 35% | 26% |
| Hill/Mountain Janajatis (2) | 20% | 70% | 0% | 0% | 0% | 0% | 15% |
| Hill Dalits (4) | 10% | 0% | 0% | 0% | 0% | 0% | 1% |
| Terai/Madheshi Janajatis/ Adivasis (6) | 30% | 0% | 55% | 70.00% | 90% | 55% | 50% |
| Terai/Madheshi Dalits (8) | 5% | 5% | 0% | 0% | 0% | 0% | 2% |
| Religious Minorities (9) | 0% | 0% | 15% | 0% | 10% | 10% | 6% |
| Total (Participants) | 20 | 20 | 20 | 20 | 20 | 20 | 100% |

Whilst a number of factors could have accounted for the good representation of youth, women and ethnic minorities at the mobile camps, from an analysis of the respondent profiles (all of whom were chosen because they had listened to the PSAs) it can be extrapolated that the PSAs were able to reach their target audience. However, one potential area of concern was amongst non literate groups, with only a 10% representation amongst the respondents. Given the literacy rate of the country (65.9%, CBS 2011), it can be assumed that the turn-up rate of illiterate groups in the camps is still low. As radio is particularly suited to overcoming literacy barriers, this group should continue to be a target for future radio broadcasts.

3.3 Influence of the PSAs

When asked who influenced you most to visit the camps, in total 38% specifically cited the ‘recent radio PSAs’. The influence of the radio PSA as a driver for people to attend the camps was higher than other more traditional motivating factors including family and friends (25%), political parties (14%), and civil society (11%). This highlights both the trust and influencing power of the radio.

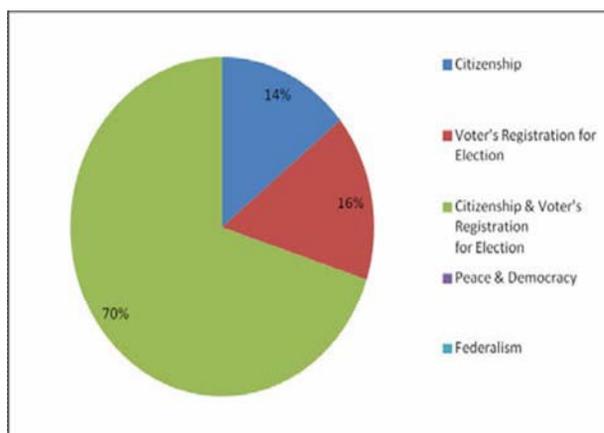
Table #3: Influencing/Motivating Factors to Visit Mobile Camps

| Particulars | Dang | Surkhet | Banke | Bardiya | Kailali | Kanchanpur | Total (%) |
|--------------------------------|------|---------|-------|---------|---------|------------|-----------|
| Political Party | 20% | 10% | 20% | 19% | 8% | 6% | 14% |
| Civil Society | 12% | 5% | 6% | 20% | 14% | 12% | 11% |
| Newspaper | 12% | 3% | 2% | 5% | 2% | 2% | 4% |
| TV | 2% | 2% | 0% | 0% | 0% | 0% | 1% |
| Radio programs in general | 0% | 2% | 0% | 10% | 2% | 24% | 6% |
| Recent radio PSA in particular | 40% | 40% | 40% | 26% | 50% | 30% | 38% |
| Family and Friends | 14% | 38% | 32% | 20% | 20% | 24% | 25% |
| Others | | | | | 4% | 2% | 1% |
| Total (Participants) | 20 | 20 | 20 | 20 | 20 | 20 | 100% |

3.4 Understanding of the PSAs

In response to questions around the primary focus of the PSAs, 70% of all respondents understood the PSAs were about citizenship and voter’s registration for election, 16% understood it as voter’s registration only and 14% understood as citizenship only.

Graph #2: Primary Focus of the PSA:



None of the respondents indicated any misunderstanding of the intended message of the PSAs. This proves that the PSA design was successful in disseminating the right messages to communities. In addition, it further indicates that quality of the local language versions, produced by the partner FMs. Almost all the respondents of the six districts reported that they had shared the information of the PSAs to others (friends and family members), thereby highlighting that the radio PSAs created a ripple effect in the society encouraging people to visit the camps. All the KII interviewees strongly

voiced that the PSAs were a great initiation that helped people to come to the camps.

The above graph’s information is disaggregated by districts on the following table:

Table #4: Primary Focus of PSAs

| Particulars | Dang | Surkhet | Banke | Bardiya | Kailali | Kanchanpur | Total (%) |
|---|-----------|-----------|-----------|-----------|-----------|------------|-------------|
| Citizenship | 0% | 0% | 0% | 35% | 15% | 40% | 14% |
| Voter's Registration for Election | 20% | 15% | 10% | 5% | 30% | 15% | 16% |
| Citizenship and Voter's Registration for Election | 80% | 85% | 90% | 65% | 55% | 45% | 70% |
| Peace and Democracy | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Federalism | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Total (Participants) | 20 | 20 | 20 | 20 | 20 | 20 | 100% |

4. Overall Effectiveness of the Camps

In all the VDCs of the districts at least two-day camps were organized by the government. Where there was more demand for citizenship, the days of the camps were increased. On an average, 150 people per day used the mobile camp service with more or less equal proportion between citizenship certificate and voter's registration card services.

The table below presents citizenship certificates and voter's identity cards distribution records of the districts as of June 5, 2013:

Table #5: Preliminary Citizenship & Voter Registration Distributed Records

| Districts | Citizenship | | Voter Reg. | |
|---------------------|---------------|---------------|--------------|--------------|
| | Male | Female | Male | Female |
| Dang | 539 | 362 | N/A | N/A |
| Surkhet | 3,605 | 5,630 | N/A | N/A |
| Banke | 8,126 | 12,496 | N/A | N/A |
| Bardiya | N/A | N/A | 1,971 | 2,817 |
| Kailali | N/A | N/A | N/A | N/A |
| Kanchanpur | 1,958 | 3,430 | N/A | N/A |
| Total: | 14,228 | 21,918 | 1,971 | 2,817 |
| Grand Total: | 36,146 | | 4,788 | |
| % of Gender: | 39.4% | 60.6 | 41.2% | 58.8% |

Source: District Administration Offices (DAOs)

Note: N/A – not available as of June 14, 2013

The above secondary information can be updated once the camps are concluded on June 15, 2013 and all the information has been compiled by the DAOs.

The above table strongly indicates that the mobility of female members of family in all of these districts were severely restricted prior to the arrival of the camps. Once the camps were organized close to their doors they opened up to avail the services.

The Nepalganj Daily (Dainik Nepalganj) on May 28, 2013 published an article in its cover page that in Banke district alone the mobile camp has distributed 14,404 citizenship certificates to date (see Appendix – D). On June 9, 2013 the daily again published news indicating that the mobile camps have achieved figures in excess of 22,000 figures (see Appendix – E).

5. Challenges

- É Whilst the PSA campaign was effective, external factors including political disturbances and adverse weather conditions did cause disruptions in the camps across all six target districts. These disruptions would have impacted the voters' ability to access the camps, thus undermining the impact of the PSAs.
- É The short time provided for impact analysis also necessitated a rapid assessment plan. With more lead time, the impact of the PSAs could have been assessed in further depth.

6. Suggestions & Recommendations

The following were the suggestions and recommendations put forth by the SQS and KII respondents (including officials and authorities, journalists, general public and Equal Access Action Researchers) to improve future interventions in future:

- É The PSAs should have been aired beginning April or one month in advance.
- É The PSAs were really useful and had very informative messages so they should be broadcast through all FM stations of the country.
- É The PSAs should be produced and aired in other local languages as well.
- É The PSAs should continue to include and even expand on engaging drama formats.
- É The PSAs included really informative messages which can also be useful at other times.
- É Continuity of such PSAs is very important.
- É Local languages were very useful.
- É More information was required on location and date of the camps and better coordination among GoN local officials, FM station & Sajhedari Bikaas would have allowed for even more up to date information to be broadcast.
- É For mobile camps, the support of political and community leaders are of paramount importance to ensure success.
- É Many KII interviewees said that such messages also should have been covered by other media houses.



Appendix – A

**Integrated Mobile Service Mobile Camp
Citizenship PSAs Broadcasting **Monitoring Form****

(Randomly select one PSA per FM station in an alternative day of alternate time schedule aired spot for one month and ensure that incomplete PSAs are not aired)

Radio Station:

District:

| S. No. | Broadcast Date | Broadcast Time | Full PSA Aired (Yes/No) | Remarks |
|--------|----------------|----------------|-------------------------|---------|
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |
| 7. | | | | |
| 8. | | | | |
| 9. | | | | |
| 10. | | | | |
| 11. | | | | |
| 12. | | | | |
| 13. | | | | |
| 14. | | | | |
| 15. | | | | |

Conclusion and Overall Observation Notes:



Appendix – C

Integrated Mobile Service Mobile Camp Citizenship PSAs Broadcasting

KII Questionnaire

*(Administer the questionnaire only to the government delegated citizenship campaign team members
– 3 per district)*

1. Did you listen to the recently aired citizenship PSA on the radio?
2. How would you rate the quality of the PSAs? Do you find them effective?
3. How do you think the radio PSAs motivated people to come to the camp or the center?
4. In your opinion, do radio PSAs help with such a campaign?
5. Did you come across people talking or mentioning these radio PSAs during your work? If yes, what did they mention about them?
6. What would be your recommendations and suggestions to improve such PSAs to reach wider populations in future?
7. What could be the other effective methods besides PSAs to reach wider populations with such messages?



Appendix - D

**Integrated Mobile Service Mobile Camp
Citizenship PSAs Broadcasting
Media Clippings**

Clip #1: Nepalganj Daily, over 14,000 obtained citizenship at the Service Camps





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Clipping #2: Nepalganj Daily, over 22,049 obtained citizenship at Service Camps

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१८ हजार ६ सय ५२ जना पुरुषलाई नागरिकता प्रमाण पत्र वितरण गरिएको हो। जिल्लाका ४६ वटा गा.बि.स. र नेपालगन्ज नगरपालिकामा गरी सो नागरिकता वितरण गरिएको बताइएको छ।

गत बैशाख २६ गतेबाट नागरिकता वितरण थालेको टोलीले हिजो शुक्रवार जिल्ला फिर्ता भएको छ। नागरिकता वितरण सफलता पूर्वक सम्पन्न भएको जानकारी दिँदै सहायक प्रमुख जिल्ला अधिकारी चक्रपाणी पाण्डेले बाँकेमा शुक्रवार ६ सय ९१ जनालाई नागरिकता वितरण गरिएको जानकारी दिए। टोलीबाट बाँकेका विभिन्न ८ गाविसका ४ सय ३९ महिला र २ सय ५२ पुरुषलाई नागरिकता वितरण गरिएको हो।

टोली मार्फत इन्द्रपुरबाट ९८, कचनापुरबाट १ सय ५७, चिसापानीबाट २४, गंगापुरबाट १ सय ५९ जनाले नागरिकता पाएको बाँकेका सहायक प्रमुख जिल्ला अधिकारी चक्रपाणी पाण्डेले जानकारी दिए। सहायक प्रजिअ पाण्डेका अनुसार शुक्रवार नै खजुराखुर्दबाट ८६, पुरैनीबाट ३७, खासकारकाँदोबाट ५२ र नेपालगन्ज नगरपालिकाबाट "c::e Jlfic बितरण गरिएको tJl

Appendix - E

**Integrated Mobile Service Mobile Camp
Citizenship PSAs Broadcasting
Glimpse of the Camps**

Photo#1: Short questionnaire survey (SQS) with a woman visiting the Camp



Photo #2: Citizenship and Voter's Registration Points at a Citizenship Mobile Camp





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Photo #3: KII Interview with Assistant CDO, Banke



Photo #4: SQS with a Woman



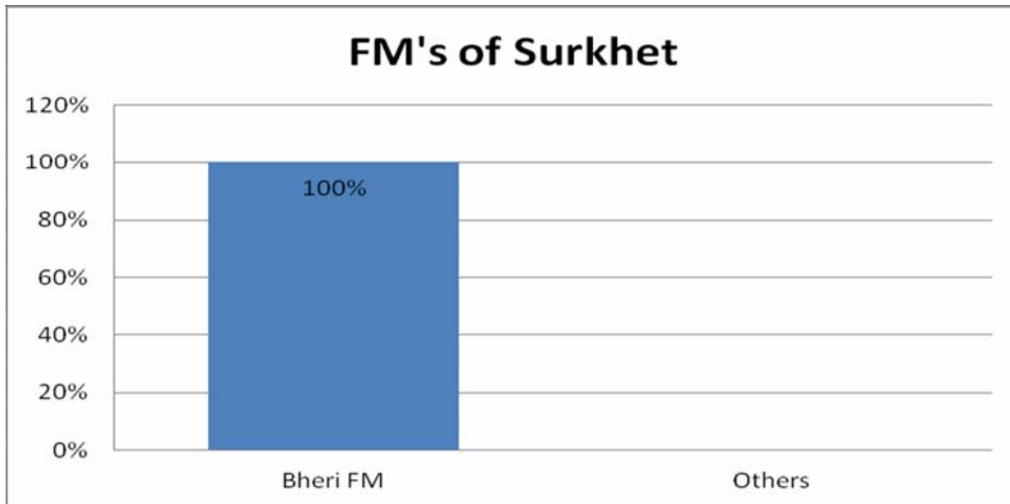
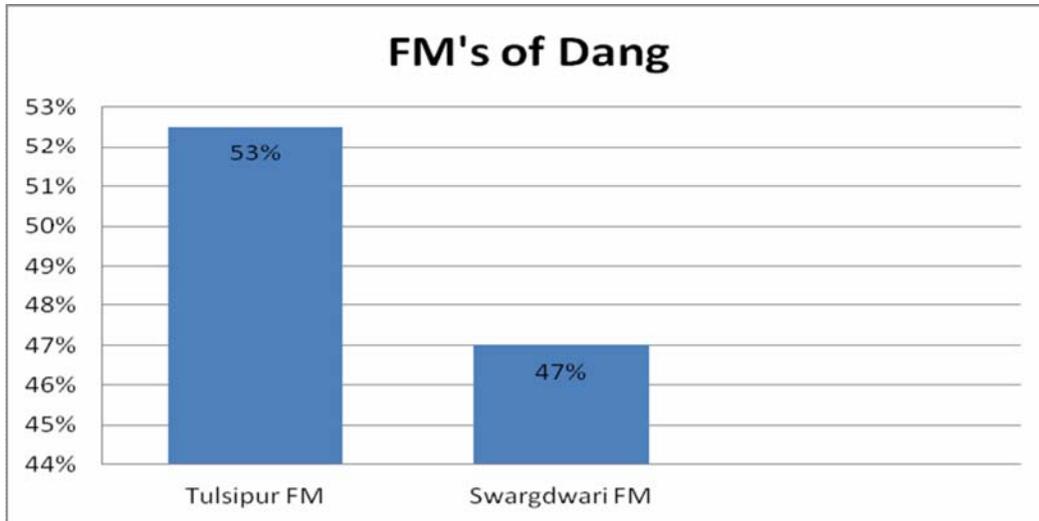


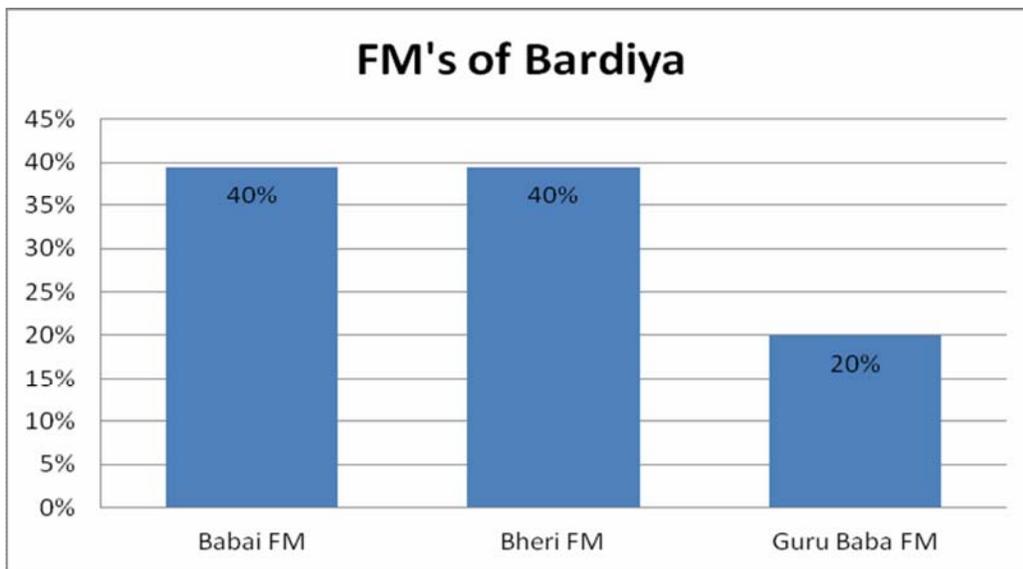
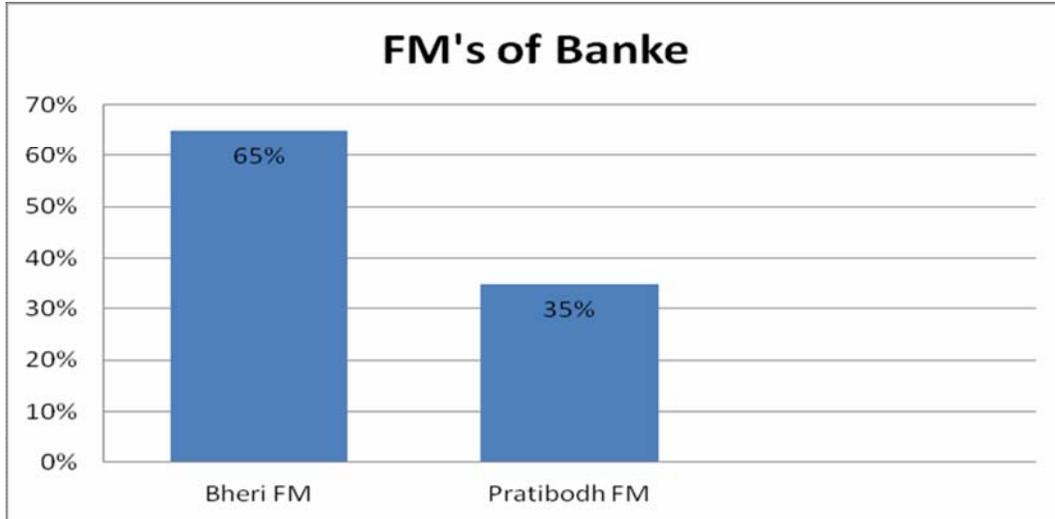
Photo #5: SQS with a Woman

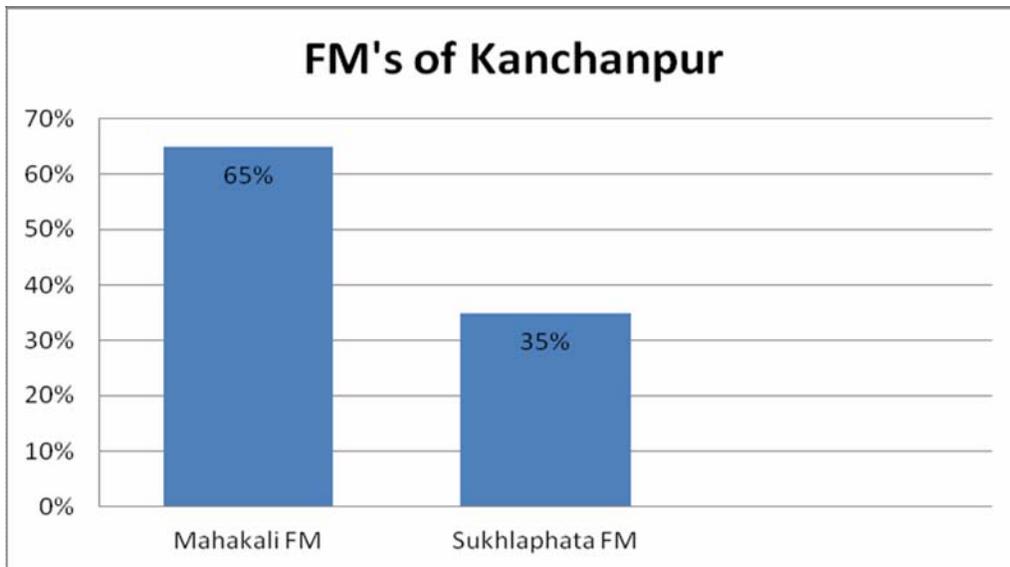
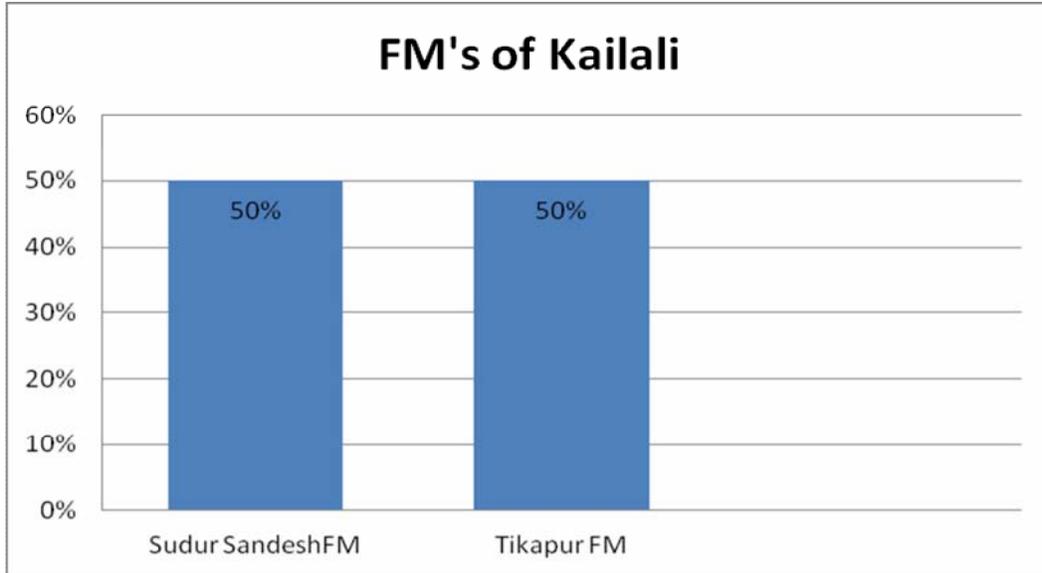




Appendix - F
PSA listenership per station









Sajhedari Bikaas

Partnership for Local Development

Sajhedari Bikas Project is a five-year USAID-funded project primarily aimed at empowering communities to direct their own development. Sajhedari Bikaas is specifically designed to offer sustainable, locally-appropriate development solutions while maintaining the programmatic flexibility necessary to quickly respond to a constantly shifting operating environment. The program approach will bring together an effective combination and mix of strategic interventions. These include; 1) improving the enabling environment through reducing the causes of conflict and providing more effective short term resolution mechanisms, 2) strengthening inclusion and participation of communities and marginalized groups in local planning processes, 3) supporting the economic empowerment of marginalized groups, and 4) strengthening more accountable and transparent local government.

Sajhedari Bikaas works in six Mid-West and Far West districts of Nepal; Dang, Banke, Bardiya, Surkhet, Kailali and Kanchanpur, where we will outreach to 50 percent of the Village Development Committees (VDCs). The Project shall provide grants, technical assistance, organizational capacity-building, training, materials(s), and other resources on behalf of USAID to a broad range of community-based organizations (CBO's), the nine district level NGOs, and support to the targeted Village Development Committees (VDCs), and other local stakeholders consistent with the objectives above.

For more details, please contact:

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