

NEPAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF JOURNALISTS FOR THE PROMOTION OF PLURALISM IN NEPAL.
2.	NUMBER	IPDC/58 NEP/02
4.	IPDC PRIORITY AREA	Promotion of Freedom of Expression and Press Freedom, Pluralism (Particularly Community Media, Youth and Gender Dimension)
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity Building, Training Manual Development Advocacy, and Media Fellowship
7.	TOTAL COST OF PROJECT	US\$ 26,886
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19,920
9.	BENEFICIARY BODY	Jagaran Media Center(JMC) Human Rights Journalists' Association(HURJA) Journalists of Doti, Dailekh, Kapilvastu, Rolpa, Bara districts
10.	IMPLEMENTING OFFICE	UNESCO Kathmandu Office, Nepal
11.	PROJECT LOCATION	Doti, Dailekh, Kapilvastu, Rolpa, Bara
12.	PROJECT PREPARED BY	Jagaran Media Center (JMC) Human Rights Journalists' Association(HURJA)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The advancement and ease of access to information technology has accelerated the already pervasive influence of media to the extent that the media has become a major factor in shaping people's ideas, values, concepts and behavior. In a country like Nepal, which is so diverse in terms of gender, caste, religion, ethnicity and language, Media can be a powerful tool to enable Women, Dalits, and other marginalized and excluded communities to be heard by mainstream society.

In a plural society, every section of society should have the right to express their opinion and it is the responsibility of the media to give voice to these diverse opinions. Media should be the reflection of society by promoting gender equality both within working environment and the representation of women in Media. Media should be able to facilitate debate highlighting the issues to better inform society and contribute to overcome any bias, prejudice and stereotypes existing in the society.

A vibrant and sustainable democracy and lasting peace are possible only if the media internalize the norms and principles of pluralism into their published/broadcasted content. However, in recent times, there have been many instances when media has failed to comply with norms of pluralism and gender equality by giving bias information which has resulted in mistrust and conflict between media and excluded communities. Nepal's marginalised communities including women often feel Nepali media does not disseminate their issues fairly and impartially. In this context, capacity of Nepali media sector and media professionals need to be strengthened to promote pluralism which is key to inclusive, participatory democracy as well as resolution of conflict.

Despite the significant achievement of Nepali media in recent times, it has still failed to fully reflect country's diversity. The majority of Nepali society feels that Nepali media is still not sensitive and inclusive as it mostly reinforce patriarchal values and norms isolating gender issues as well as serves a dominant class at the expense of the marginalized social and ethnic groups.

Jagaran Media Center has identified three key problems relating to exclusion of women and marginalized communities in Nepali media; First, the both private as well as government owned media houses haven't developed any management and editorial policies in favor of Women, other marginalized and underprivileged groups. Second, the representation of women journalists in Nepali media is very low. Due to lack of physical presence in Media houses, the issues and concerns of women are not adequately covered by the media. Third, the program or the content that media houses disseminate do not adequately address issues related with women and other marginalized communities.

In the given context, this project aims to promote gender equality and pluralism in Nepali media by promoting pluralism and gender building capacity of journalists with special focus on gender perspective and sensitizing media persons and policy maker to be more gender sensitive.

Against this backdrop, Jagaran Media Center in partnership with Human Rights Journalists' Association (HURJA) propose a project entitled "***Building Capacity of the Journalists for the Promotion of Pluralism and Gender Equality in Nepali Media***" to create increased and balanced coverage on issues regarding marginalized and excluded communities including women, Dalits, Madhesi, indigenous people, and various ethnic communities. This project will contribute to a more objective, free, pluralistic and progressive media that will subsequently help to establish a more vibrant, inclusive and democracy in Nepal.

This proposed action relates closely to UNESCO's commitment to gender equality and women's empowerment, diversity and pluralism in Media as expressed in Media Development Indicators (MDI) and Gender Sensitive Indicators for Media (GSIM). The project directly address the issues emphasized by UNESCO i.e., equality between women and men working in the media, and equality in news reporting on women and men, are of equal importance and are being stridently pursued. This project aims contribute to support and encourage more effective representation of the women in media, so that their issues are adequately represented as well as they are able to engage meaningfully in decision-making processes;

2. DESCRIPTION OF THE TARGET GROUP:

The primary target groups of this project is the journalists, editors, and specialy women and marginalised communities as identified by UNDAF.

3. DEVELOPMENT OBJECTIVE:

The long-term objective of the project is to promote gender equality and pluralism in media in Nepal increasing and balanced and fairer coverage on the issues of gender and excluded communities in Nepal.

4. IMMEDIATE OBJECTIVE:

- To build the capacity of journalists raising issues of marginalised communities through increased, equal and balance coverage thus promoting pluralism and gender equality and social discourse

5. PROJECT OUTPUTS:

- 100 journalists, including at least 30 women journalists, will acquire the skills to report news more fairly and objectively giving voice to women and excluded communities of the society.
- A training manual
- 50 journalists will be sensitized on issues of women, girls, gender equality, gender sensitivity and social justice;
- 10 journalists including 5 female journaists receive fellowships to write issues related to gender and marginalised communities

6. ACTIVITIES:

Activity 1: Development of Training Manual by a team of experince media trainers for uniformity and create a standard for gender equality and pluralism. This training manuel will build upon already developed UNESCO syllabi on 'Gender and Journalism', 'Safety and Journalism' and booklet on ' Civic education for media professionals' contextualising Nepal.

Activity 2: Two-day Training for 20 journalists in each in Doti, Dailekh, Kapilbastu, Rolpa and Bara districts of the five development region. All those districts are identified as most vlunerable in UNDAF 2013-2017.

Activity 3: Local level one-day seminar with Editors/Senior Journalists in project implementation districts for awareness raising and sensitization on issues of gender equality and pluralism in the media and encourae them to be more gender sensitive, fairer and balanced in their coverage on issues related to gender and marginalised communities.

Activity 4: Fellowship to upto 10 journalists including 5 females to report on issues of women and marginalised communities

Activity 5: National 1-day seminar for editors and senior journalists for awareness raising and sensitization on gender and pluralism in the media and encourage them to be fairer and balanced in their coverage on issues related to geder and marginalised communities.

6. PROJECT INPUTS:

- 1 Consultant
- 4-Training Facilitators
- Meeting halls to be rented

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of Training Manual and Training Curriculum	■	■										
Training for Working Journalists to Promote Gender equality and Pluralism in Nepali Media			■	■	■	■	■					
Local Level Seminar with with Editors and Senior Journalists at District Level			■	■	■	■						
Media Fellowship					■	■	■	■	■	■		
National Level Semiar with Editors and Senior Journalists								■				
Manual Finalization, publication and dissemination									■			
Project Accomplishment and Final Report Submission											■	■

9. INSTITUTIONAL FRAMEWORK:

A.) **The Jagaran Media Center (JMC)**, established in 2000, is a national NGO working to eliminate caste based discrimination through media and building capacity of Dalit journalists to ensure greater representation of Dalit journalits and issues of Dalit in Media through training, publications. JMC's ongoing activities include: radio programs to combat caste and gender discrimination, media mobilisation and media advocacy, the Dalit Human Rights Monitoring Program; and journalism trainings for Dalit and non-Dalit journalists.

B.) **Human Rights Journalists’ Association (HURJA)** is a non-profit forum of journalists dedicated to protect human rights, rule of law and democracy. The organization was formed with the objective of launching a media campaign for the protection and promotion of human rights and social justice.

10. SUSTAINABILITY:

A training manual for journalists will be made available for continued use to all stakeholders involved in the project. Trained journalists will share their learning with their fellow colleagues, which will contribute for the sustainability of the project. Following the conclusion of UNESCO/IPDC funding, JMC and HURJA will continue to build the capacity of through their training workshop using the training manual developed during the project.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The JMC and HURJA will use following different tools for the evaluation of the project:

- **Quarterly report:** JMC will produce 2 quarterly reports for UNESCO, using indicators to record outputs and outcomes (below).
- **Evaluation mission:** JMC will undertake an external evaluation and the result will be shared with UNESCO and other supporters.
- **Feedback interviews :** 50 % participants will be interviewed for the final report.

12. EVALUATIONS CARRIED OUT:

Jagaran Media Center (JMC) conducted a survey in 2010 and in 2012 on the status of journalists and the issues of marginalized communities including women and Dalit found that the physical representation of these communities in mainstream Nepali Media is quite nominal. In addition, the coverage of the issues they face was underrepresented in mainstream media. JMC provided different levels of journalism training targeting the Women, Dalit and excluded communities.

Following the training, JMC will carry out the content analysis study for the evaluation of the news and reports prepared by trained journalists and fellows of this project. Study will also make comparative study of the coverage on media pre and post training. A report will be shared to multiple stakeholders for advocacy.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

JMC will conduct regular monitoring of inputs and outputs in collaboration with HURJA and the project management committee. JMC as a lead organization will prepare progress reports and submit it to UNESCO on quarterly basis and a final report will be submitted within one month of project completion.

C. ADDITIONAL INFORMATION

The project will be jointly implemented by Jagaran Media Center and Human Rights Journalist's Association (HURJA). For the implementation of the project, JMC will lead the project where as HURJA work as partner organization. Project management team will be formed comprising chairperson of both HURJA and JMC, directors of JMC and Hurja and Program Coordinators.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. Training Manual Development, Publication & Distribution (1 manual-500 pieces):	
a. Consultant Cost/Draft (1 person × US\$ 527.70 per person)	527.70
b. Editing/Proof Reading	527.70
c. Designing/Printing	1,266.49
d. Distribution	580.47
Sub Total 1.	2,902.36
2. Training for working journalist to promote gender equality and pluralism in Nepali media: 5 Region-2 days-20 journalists	
a. Trainer Cost (2 trainers ×5 times×2 days × US\$ 126.65 per day)	2,533.00
b. Transportation for Trainers (2 trainers × 5 times × US\$ 26.39 per training)	263.90
c. Local Transportation for participants (20 journalists+3 JMC/HURJA× 5 times × US\$ 21.11 per training)	2,427.65
d. Lodging/Food (20 journalists+2 trainers+3 JMC/HURJA×5 times× 2 days× US\$ 21.11 per day)	5,277.50

e. Stationery/Banner (5 training × US\$ 73.88 per training)	369.40
f. Communication Cost (5 times × US\$ 31.66 per training)	158.30
Sub Total 2.	11,029.75
3. Local Level Seminars with editors and senior journalists in 5 districts– 5 region	
a. Tea/Snacks/Lunch (5 times × 25 persons × US\$ 2.64 per persons)	330.00
b. Local Travel (5 times × 22 persons × US\$ 5.28 per persons)	580.80
Sub Total 3.	910.80
4. Media Fellowship – 10 Journalists-6 months:	
a. Fellowship (10 journalists × US\$ 263.85 for 6 months)	2,638.50
Sub Total 4.	2,638.50
5. National Level Seminar with editors and senior journalists	
a. Local Transportation Cost (1 times × 35 persons × US\$ 5.28 per persons)	184.80
b. Tea/Snacks/Food (1 times × 35 persons× US\$ 10.55 per persons)	369.25
c. Stationery/Banner (1 times × US\$ 59.10 per times)	59.10
d. Communication Cost (1 times × US\$ 31.66 per times)	31.66
Sub Total 5.	644.81
6. Report Publication – 500 pieces:	
a. Editing/Proof Reading	527.70
b. Designing/Printing	1,266.
Sub Total 6.	1,794.19
TOTAL	US\$ 19,920

BREAKDOWN OF THE BENEFICIARY AGENCY’S CONTRIBUTION (in US dollars)	
1. Salaries:	
a. Program Officer (50%) -JMC-1/HURJA-1 (12 months ×2 program officers × US\$ 316.62×50% per month)	US\$ 3,799
b. Admin/Finance Officer (50%) -JMC-1/HURJA-1 (12 months × 2 admin/finance officers ×US\$ 263.85×50% per month)	US\$ 3,166
TOTAL	US\$ 6,965