

FINAL NARRATIVE REPORT

1. Project Title:	Mobilization of Media Consumer Women's Groups
2. Project Reference Number:	1022
3. Full Name of Project Holder:	Asmita Women's Publishing House, Media and Resource Organization (ASMITA)
4. Full Address:	Kharibot, Kathmandu P.O. Box- 4795, Kathmandu, Nepal
5. Name of Country:	Nepal
6. Period the project was implemented:	July 2010 to July 15, 2011
7. Project Grant received:	Amount in local currency: Nrs. 1,140,056.05 Amount in Euros- 12,660.00
8. Date Project Grant was received:	15 June, 2010

9. Activities

The Project- Mobilization of Media Consumer Women's Groups has been successfully completed. The project is the follow-up program of media literacy campaign, executed by ASMITA with the support of WACC in 2008. Poor access to media, one way-communication system and the lack of gender sensitivity in media are major hurdles for gender equality, sustainable development and communication rights for all in Nepal. ASMITA conducted the media literacy campaign for women to break these barriers in 14 districts of the country in past years. WACC and the Embassy of Finland supported for the campaign in 4 and 10 districts respectively. The campaign is resulted into the drastic changes in the media content, especially in local media, and the gender sensitivity in media producers and developed ordinary women as conscious and active media consumers. As a way to safeguard these achievements, Media Consumer Women Groups (MCWG) were formed in 13 districts. These groups had to be effectively mobilized to achieve the long term goal of the campaign (making media more democratic, accountable and gender sensitive) and protect/expand already achieved results. So, this project was developed and executed with the generous support of WACC and Women's World Day of Prayer (WWDP).

The major objective of the project was to mobilize Media Consumer Women Groups (MCWG) in Banke and Sunsari districts of Nepal. Its short-term objectives were to provide trainers training on leadership development; and developing facilitation and advocacy skills on media content; to develop women media activists and media conscious group of grassroots women; to provide the frequent responses from gender perspective to various local media regarding their contents and presentation; to make available the news reporting on women related and other marginalized issues from gender perspective to local media and to continue the process of live interaction between women consumers and media groups. In a long term, the project intended to make media more gender sensitive, democratic and accountable; to make women aware about the potential of the media; to develop a good rapport between women and the media; and to encourage women to establish their own media. WACC and WWDP kindly approved our request proposal and granted to execute it. Accordingly, the project was launched.

Under this project, altogether 10 programs had to be executed including 4 training and 6 interaction programs in 2 districts. As a preparation of the whole project, first of all, ASMITA team, in consultation with local Media Consumer Women's Groups, developed the project calendar to launch the program. Though all the programs did not take place in the scheduled date due to various unexpected circumstances, still it made comfortable for the preparation and successful execution of the activities. (Please find the real project calendar in Appendix II). Then the Project Coordinator sent a formal letter, along with the project calendar, to the local MCWG for collaboration in this project. Thus the project was commenced.

The following activities were concluded under this project :

Activity 1. Trainers' training for the members of Media Consumer Women's Groups

At the end of media literacy campaign, though the MCWG was formed, majority of its members had no adequate knowledge and skill to perform this role. Most of them found the theme media as a means of women empowerment and gender equality and role of media consumer women as new issue. So, this activity was designed. A trainer's training was executed in both districts. The training was dealt with the subjects like leadership development, gender sensitivity, media analysis, skill of facilitation on media content; and advocacy with media producers.

A training program was five-day long. Two trainers facilitated the sessions throughout the program. A trainer was the development and gender expert while another was gender and media expert. In the very first session, the Project Coordinator inaugurated the program and highlighted its goal and objectives with the participants and organizers. The participants developed the rules and regulations for themselves for the success of the training throughout five days. They also chose the time keeper, rapporteur and entertainer among themselves for 5 days. Then, the Coordinator handed over the session to the trainers. Thus the opening session was semi-formal.

The training was very intensive course with theory and practical classes. Curriculum had been already developed by the joint effort of the Project Coordinator and three trainers. In the first two days, issues like definition of leadership, its qualities, skill to be leaders, effective communication skill, sex & gender, gender role, analysis of gender and

socialization, gender issues, facilitation and advocacy skill were discussed. From third to fifth day, the trainer dealt with the issues like definition of media and communication, mass media, its impact on people, journalism, its significance, gender perspective in media, content variety in media, biases of media, role of media consumer women, media advocacy, Beijing conference and media. Delivering lecture, practical exercise, interaction, role play, experience sharing, group discussion and presentation, hand out distribution etc. were the key methods in the training.

Trainees in these programs were the members of MCWG and some other women as well. Most of them were the representatives of various local women related organizations e.g.- land less women, representatives of third gender organization, activists of environmental sector, HIV affected women, single women, conflict affected women. Number of young women was also remarkable. Though many of them were the activist women, they lack the conceptual clarity on gender and skill of effective facilitation and advocacy. They learnt these concept and skills, which are quite necessary to develop oneself as a successful leader, from the program. We can hope that this activity helped the trainees to advocate effectively with media people. Their knowledge and skill of advocacy, provided from this training, helped them to make strong interaction with local media producers.

The closing ceremony was formal and many local journalists and other concerned person were present. A very senior journalist, who is also known as Press Freedom Captain, Mr. Pannalal Gupta and the then President of Federation of Nepali Journalists (FNJ), Banke, Mr. Jhalak Gaire distributed the certificates to the trainees. In the context of Sunsari district, the Project Coordinator, a trainer and the then President of FNJ Mr. Rajesh Bidrohi distributed the certificates to the participants.

There were 23 and 23 participants in Sunsari and Banke district respectively. The local media consumer women's group selected them. The training was conducted 8 hours per day, it means 40 hours altogether for a program. The Project Coordinator fully provided the guide to local MCWG to organize the program at districts. She was also present during the whole period of training. Ms. Indu Tuladhar and Ms. Arati Chataut were the trainers of Sunsari Program. Likewise, Ms. Indu Tuladhar and Ms. Laxmi Acharya performed the role of the trainers in Banke program.

Activity 2. Regular interaction programs with local media producers by MCWG:

Regular interaction with media producers is always necessary to make them gender sensitive and democratic. Though they are quite positive to the issue of gender sensitivity but they need regular and updated feedback from the media consumers to realize their mistakes and missed opportunities to integrate the idea into their work. Therefore, this program was one of the major components of the whole project. It was also expected that gender sensitivity on them could also help to develop the gender guideline or code of conduct within their media house and could lobby for formulating such document at national level.

Three interaction programs were held in each district under this project. The program was one-day activity which followed completely formal proceedings. In every interaction, almost half of the participants were media producers and other half were media consumer women, members of MCWG. Local MCWG was the main organizer of these

programs in their respective districts. They identified the resource person, commentator and other participants. Once, the Project Coordinator observed the program in Banke while the Project Assistant once supervised the program in Sunsari. Both of them found the programs quite interesting, hot-debating and meaningful.

Generally, a resource person made presentation of the discussion paper as a base for interaction. Then the open discussion did take place. Ms. Nilipha Subba and Ms. Achhari Pokharel presented the discussion paper in all 3 programs in Sunsari and Banke respectively. At the last program in both districts, the media producers and journalists signed up the proposed Code of Conduct on Gender Equality and Gender Portrayal in Media. They agreed to follow the points in their works. In Banke, the Ex-President of Federation of Nepalese Journalists Mr. Jhalak Gaire himself presented this Code of Conduct and requested to other fellow journalists to sign up on it. Similarly, Mr. Keshav Ghimire, the President of FNJ Sunsari, presented the proposed Code of Conduct. (Please find the signed up Code of Conduct on Gender Equality and Gender Portrayal in Media in Annex VII). Altogether, 52 media producers and journalists signed up in the document. Likewise, 160 media consumer women and 137 Media producers/journalists participated in all these 6 programs. This number is the sum of all the participants attended in all programs though some of them might have been repeated names. The same person might have attend more than one programs.

In these platforms, media consumer women, who also attended the training of leadership development and basic news writing, strongly put their arguments and demands regarding gender concerns in media content. This program was very effective to influence the media producers directly. They presented the samples of the published/broadcast materials which used the wrong information and derogatory language against women and other marginalized groups; and demanded to stop such usage. They also asked the questions to the media producers about not giving adequate coverage to the issues related to women empowerment. The media producers also frankly shared their problems and drew the attention that they improved the trends of giving due importance to women related issues and their activities/ new roles. In fact, these programs have been successful to create the warm relation and friendly environment between consumer women and media producers.

Activity 3. Trainings on News Writing for women:

Training of basic news writing for women was another component of this project. This component was designed with two intentions. First, it could make women able write the news of their periphery and surroundings which were left out by the mainstream journalists. Second, trainee women could provide news items to the local media, which had severe constraints of human resources for presenting fair and balanced coverage of women related news.

This training was also five-days long program. One program was launched in a district. The training was conducted 8 hours per day, it means 40 hours altogether for a program. There was an informal inauguration ceremony observed among the organizers and the participants. In both places, the Project Coordinator started the program highlighting its goal and objectives. The participants developed their rule and regulation for the success of five-days training. There were two trainers who were the local residents, though they were experienced national level trainers in both places. The key trainer- Mr. Kishor

Kumar Karki, Sunsari and Mr. Shiv Dotel, Banke are the editors of local level daily newspaper as well in their respective district. Likewise, they are the decisive members of FNJ in their districts. Thus FNJ fully supported to the programs.

The local MCWG was the main organizer of the program under the guidance and supervision of the Project Coordinator. She was fully present and actively coordinated during the program period as well. During the preparation time, the Project Coordinator developed a draft of the training curriculum and shared with the trainers. They also remarkably contributed to finalize the course. The same course was applied in the training. After the introduction and some logistic management, the trainers began intensive course of the basic news writing.

The issues like definition of communication, mass communication, definition of news, types of news, sources of news, news collection, news reporting, news writing, skill of interview, gender perspective in news collection- reporting- writing, gender issues, code of conduct regarding news were minutely discussed. Practical exercise, lecture, interaction, role play, experience sharing, group discussion and presentation, hand out distribution etc. were the key methods in the training. The trainers tried to make the participants do more exercise work and give feedback on their attempts of writing news. Writing makes perfect than listening in news writing. So it was tried during both programs. Mr. Kishor Kumar Karki and Ms. Nilipha Subba were the trainers in Sunsari while Mr. Shiv Dotel and Ms. Achhari Pokharel were the trainers in Banke program.

The local MCWG selected the participants for the training. Interest to attend this program was really high, especially from young women. So, number of the participants in Banke was slightly high than our estimation. Altogether there were 21 and 26 participants in Sunsari and Banke program. The closing ceremony of the program was quite formal where the local media owners and journalists were present as guest. Many of them invited the trainees to provide news for their respective media. Their offer inspired the trainees. The Project Coordinator, the trainers and the President of FNJ, district branch distributed certificates to the participants.

10. Was the project successful?

Certainly, our overall evaluation to the project is very appreciative and satisfactory. On the basis of project expectation, its outcome and output, the project was highly successful. First of all, 46 women got opportunity to develop themselves as the trainer of leadership training in relation to gender and media aspect. They developed the skill of effective advocacy with media producers. Some of them started to work as trainer of gender and media issues. In the same way, 47 young and matured women got opportunity of news writing training. News written by them were published in the local news paper and broadcast in FM radios. It gave them more empowerment and confidence, though the news reporting by the trainees was not as sufficient as expected in number.

At the time of starting media literacy campaign in these districts in 2008, media producers/ journalists used to object saying "who gave the authority to media consumer women to monitor and raise question on the intention of journalists regarding its content". Now, within three years, almost all of them are ready to give due importance to women related issues in their media content. Moreover, they also agreed to sign up the

written commitment on the code of conduct on gender equality and gender portrayal. We think, this is a great success of the project.

Due to some unavoidable circumstances, the whole project needed the extension of 15 days for completion. Otherwise, the whole project was executed in order to pre-planning. In this way, we can say that the project was successful.

11. Project Beneficiaries

People are varied as the target group and beneficiaries of this project. Particularly media consumer women, women rights activists and media agencies were benefitted by this project. The direct target groups of this project were members of MCWG, media producers and other media consumer women. Both women and men were the target group. Men were involved in the capacity of trainer, media producers and journalists. Women from all economic class, educational background, areas, culture, ethnicity and professions were the members in MCWG. The presence of third gender representative and members of HIV/AIDs affected women was remarkable in Sunsari program. Many journalists interviewed with them and published/broadcast their views and photographs as well.

Media producers of both print and electronic media, mostly working in local FM radios-local reporters of national news media and local newspaper journalists, benefited by this project. As the media content regarding gender and women's issues are improved due to this project, thousands of people and whole society must have been advantage of this project.

If we talk about the number, 93 women have direct beneficiaries as the trainees in two types of the training program. Likewise, 160 media consumer women and 137 Media producers/journalists participated in the interaction programs. These programs enhanced the advocacy and lobbying capacity of consumer women, as the media producers received the direct feedback of their consumers. They could also sharpen their understanding about the gender concerns in media.

At last, but not the least, two project staff- the Project Coordinator and the Project Assistant, seven trainers for two trainings in two districts also learnt so many things about the expectation and understanding level of the consumer women and changing attitudes of media producers. The whole project was the knowledge forum for all its major stakeholders who could learn from each other, could correct to each other and could develop the rapport among themselves. At the end of the project, all concerned media producers and journalists were fully positive to the goal and objective of the programs.

12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?

The beneficiaries reacted very positively to the project activities. It was quite natural too because most of the programs, under this project, were the demands of media

consumer women and media producers themselves. They recommended these programs during last year project. At this time, their particular responses and feedbacks were as following:

- Media consumer women appreciated the content and quality of both training programs as an appropriate, contemporary, and substantial activity to make media gender sensitive by providing theme- based knowledge and skill to them.
- Selection of the trainers was highly admired by the participants of the training programs. Their profound knowledge on the content and methodology of conducting training were quite sound and interesting.
- The media producers and journalists wondered about the enhanced advocacy skill of consumer women during interaction with them. They opined that the programs were really effective to develop rapport between media consumer women and media producer; and to ensure the practice of two-way communication system.
- As always, participant women more internalized the importance and need of regular feedback to media producers to make media useful for their lives.
- Participants of leadership training program were quite happy being able to develop conceptual clarity on leadership, advocacy, gender, media content etc. and to enhance practical skills.
- Many young girls were the participants of the news writing training. Some of them have been inclined to adopt journalism as their prospective career.
- Participants of the news writing training have realized their capacity to write simple news around them and related to their organizational theme. They also took the forum as a right place to have introduction with media owners and editors/radio station managers which might be useful to convey their news in local media.
- The trainees and the media producers both highlighted the need of follow-up program of news writing training and support to edit their news at least for one year after the training.
- Most participant women accepted that they could learn skills of analyzing media content and of writing feed back to media.
- Many participants of both training program have got such opportunity for the first time. So they were quite grateful to the program organizer.
- Again both side stakeholders expressed the need of media literacy campaign throughout the country.
- The media producers admitted that due to the media literacy related programs executed by ASMITA, they have started to give due importance to the gender issues and have been conscious not to give offensive content.

Regarding the number, many media consumer women were the direct beneficiaries of this project. So, its impact on them was more influential and high. They have started to consider themselves as the responsible group to make media gender sensitive and democratic, which ultimately plays the great role to transform the society positively. In the same way, some female media producers who attended the program realized to be more conscious from gender perspective in reporting/ writing and broadcasting news and other programs. The impact of the project on men, who were mostly media producers, was also to more internalize their attitude towards the issues of gender equality and women empowerment. Their positive attitude to the issue was expressed with their acceptance of signing up Code of Conduct on Gender Equality and Gender Portrayal in Media.

13. Outcome and Outputs of the project: What has your project achieved and what has changed?

There are several outcome and outputs of this project. Though it is somehow difficult to categorize the outcome and output because sometimes there is a thin line between them. Still, it has been tried to separately explain them below:

Outcome or the achievement of the project :

1. There are 46 media consumer women developed as the trainer of leadership development and media advocacy. They are also the good facilitators for conducting interactions on media content and replicate the spirit and issues of media literacy through their respective organization and forums.
2. The project groomed up 47 grass-root level news reporter women, out of which many are youth women. These trainees represent various strata of the society.
3. Through the interaction program, 160 media consumer women could develop their capacity of analyzing media, advocating with media producers and understand the reality of media. Likewise, 137 media producers got the knowledge of gender and gender perspective and also learnt skill to incorporate the perspective in media content. This is the total number of media producers attended the program. Some of these might have been repeated in more than one program.
4. A good curriculum of short term trainer's training on leadership development, gender sensitivity, media analysis, skill of facilitation on media content has been developed. In the same way, another curriculum of short term course of basic news writing training has also been prepared. These curriculum can be applied in further programs as well.
5. Six gender and media discussion papers have been prepared by two resource person of interaction programs in Sunsari and Banke.
6. A Draft of Code of Conduct on Gender Equality and Gender Portrayal in Media is ready for further discussion and more approval. On its basis, we can lobby at national level.
7. Several news reporting about the project was published in the local newspapers and broadcast in Radio news slots.
8. Some times, the Project Coordinator was interviewed in local FM radios regarding the project and the issues concerned to it.

These are the measurable achievement of the project. Due to these visible and other invisible achievements, some remarkable output or changes have occurred in the project area. These are given below:

1. The project has been highly successful to establish a two-way communication system between media producers and media consumers in the project area.
2. A different perspective regarding the media and media producers have been developed among media consumer women. They have started to realize their capacity to change the media content which is ultimately a catalyst for social transformation.
3. Media consumer women have initiated to apply learnt knowledge and skill of facilitation and advocacy to improve media content through the interaction with media producers and in their respective organization.

4. Local media content have been far gender sensitive and balanced due to regular interaction of media producers and media consumer women/ rights activists.
5. News related to women empowerment and gender equality are getting the first news space in the newspaper and prime time in FM radios, in Banke and Sunsari both area.
6. At local level media, the media policy makers and decisive owners have singed up the Code of Conduct and are seriously taking it to give in-house recognition.
7. Far better improvement has been realized in the usage of derogatory language in the newspaper and radio both.
8. Women have been able to report and write the news around them which are mostly forgotten by the mainstream journalists.
9. The media consumer women are sending news, poems, opinion article and letters to media houses.
10. News and features in relation to women and other marginalized groups are increasing in the newspaper and radio news slots. On one hand, the participants send such news to media. On the other, the reporters have also come to realize such news as important one.
11. The participant women of interaction programs have been capable to analyze women related news and other matters published/broadcast in various media.
12. The program has raised awareness among reporters, editors, other media producers and media consumer women on the issue.
13. Journalists and program producers have started to quote and invite women as a resource person for their write-ups and programs.

These are some remarkable progress and impacts which are realized during the project period. There are several other minute changes occurred due to the project. Mainly the changes in the content of print media are higher comparing to radio and television. Impact of interaction program is very good among the participants. The project team is satisfied with the results of the activities so far. Changes in media content and impact on participant women and media producers both are really exciting.

14. Evaluation

In our evaluation, the project is highly thriving in relation of its effectiveness and achievement. It has been proved as a replicable program in the context of Nepal. The project has been successful to bring positive changes in media coverage and presentation of women related news/matters in Nepali media. Media producers have been quite sensitive to the issue and applying gender sensitivity in their work. The project has also made media producers aware and sensitive not only in women's issues but in the issues of other marginalized people also. Likewise, media consumer women have tried to develop their leadership quality and express regularly their gender concern in media through media advocacy. In short, we can say that almost all short-term objectives of the project have been met at the end of the project period and it has also remarkably initiated to achieve long-term objectives.

15. Other comments, if any.

In spite of overall success, there are few problems and learning as well during the execution of the project. First of all, some problems at personal level disturbed to execute

the project according to the set calendar. The Project Coordinator should take leave around one month for the tumour operation of her old mother in October, 2010. The focal person of Sunsari district Ms. Nilipha Subba got the bike accident in her own scooty. Another key person from Banke Ms. Achhari Pokharel was suffered by typhoid fever. Therefore, the last interaction program in both the districts was conducted only in the extended time. These three incidents played the role to delay slightly the accomplishment of the project. Secondly, the lack of further supervision in writing and editing news pieces by the trainees didn't much encourage them writing news continuously. Thus it was felt the need of at least one refreshment training and support of supervision to their writing for one year.

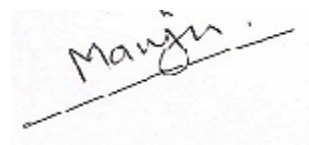
Except these problems, the project was nicely completed. Now the local Media Consumer Women's Groups have been strong and substantial to raise their concern in media. Still it would be better if we could support the group to organize the interaction program with media producers time to time. We think, it should be the regular process of media consumer women's groups.

Now, in these two districts, we have been able to bring the media literacy campaign in a certain point where media producers from the project area, who were quite offensive at the beginning, are agreed to formulate and accept the code of conduct on gender equality and gender portrayals in media. Our media literacy campaign is directed to make both media and its women consumer responsible and accountable to each other. Both sides have seriously highlighted the need of replication of the project in other areas and other districts as well. It was really a result oriented and replicable program.

Unfortunately, we could not secure the funding for the mobilization of media consumer women's groups in other 10 districts where the media literacy campaign was conducted with the support of Finland Embassy in Nepal. Due to some internal conflict in the interest of the program coordinators within the Embassy, our proposal for the follow-up program was not funded. At the moment, we have a challenge to execute at least some programs in those districts to secure the pre-achievements of media literacy campaign. If we could conduct at least interaction programs with the media producers of these districts in order to formulate gender guideline for media, it would be the great contribution for ensuring gender sensitive journalism. ASMITA is interested to hold such and conduct other follow up programs with the support of your prestigious organization.

At last, ASMITA would like to express its gratitude to WACC and Women's World Day of Prayer- German Committee for granting us this project. We appreciate your kind cooperation and trust to us.

16. Name of the person submitting the report: Ms. Manju Thapa
Position: Project Coordinator
Date: 30 September, 2011
Signature:

A handwritten signature in dark ink, appearing to read 'Manju', is written over a horizontal line.

FINANCIAL REPORT

Project Number: 1022

Title: Mobilization of Media Consumer Women's Groups

Reporting Period: June 2010 to July 15, 2011

1. Income (Euro amounts of payments from WACC as indicated in the AGREEMENT)

	Euros	Date received	Amount in local currency
Payment from WACC (Single payment)	12,660.00	15 June 2010	1,140,056.05
TOTALS	12,660.00		[A] Nrs. 1,140,056.05

2. Expenditure (approved budget items as indicated in the AGREEMENT)

Budget items	Budgeted Expenditure (in local currency)	Actual Expenditure (in local currency)
1. Trainers training for members of AMCWG	351,000.00	353,815.00
2. Regular interaction with media producer	249,000.00	254,000.00
3. Training on news writing for women	297,000.00	297,000.00
4. Salary for the Coordinator	180,000.00	180,000.00
5. Salary for the Assistant	120,000.00	120,000.00
6. Communication	24,000.00	18,394.00
7. Stationary	12,000.00	9,786.00
8. Tax deduction in the bank interest	00	899.71
TOTAL	1,203,000.00	[B] Nrs. 1,233,894.71

3. Balance of Funds (An excess of expenditure over income means that WACC will make a final payment up to the total amount of the contribution indicated in the AGREEMENT. An excess of income over expenditure means that you will have to return money to WACC.)

Total Income in local currency [A]	Nrs. 1,140,056.05
Total Expenditure in local currency [B]	Nrs. 1,233,894.71
Balance in local currency [A] minus [B]	Nrs. _ 93,838.66

4. Other Income for the project

	Date received	Amount in local currency
1. Contribution of ASMITA	21 April, 2011	Nrs. 18,000.00
	2 June, 2011	Nrs. 18,000.00
	1 July, 2011	Nrs. 7,000.00
	4 July, 2011	Nrs. 18,000.00
	8 July, 2011	Nrs. 18,000.00
Amount from the Bank interest	16 July, 2010	Nrs. 3,046.91
	17 Oct., 2010	Nrs. 6,796.20
	14 Jan., 2011	Nrs. 3,907.12
	13 April, 2011	Nrs. 3,101.27
	16 July, 2011	Nrs. 1,141.86
3. Total Income		Nrs. 96,993.26
4. Balance in the bank		Nrs. 3155.05

4. Signatures

Please make sure that this report is audited locally, or included and clearly identified in an annual organisation audit, or that it is endorsed with (a) the signature of the person submitting the report, and (b) the signature of the person named in the Note of Understanding concerning Verification of the Financial Report provided to WACC by your organisation.

4.1 I am submitting this Financial Report:

Signature:-

Name: - Ms. Anju Chhetri

Position: - Director

Date: - 30 September, 2011



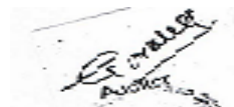
4.2 I am endorsing this Financial Report:

Signature:-

Name: - Mr. Gorakh Nath K.C.

Position: - Auditor

Date: - 30 September, 2011



Details about the auditor

Full Name of endorser:	Mr. Gorakha Nath K. C.
Name of organization or institution:	G. K. & Associates
Position:	Auditor
Full organizational address:	Koteshwar, Kathmandu, Nepal
Telephone:	977-1-6638580
Mobile :	9841603815
Fax:	



Appendix I

List of the Project Personnel and Trainers

1. Ms. Manju Thapa	Project Coordinator
2. Ms. Shanta Bhandari	Project Assistant
3. Ms. Indu Tuladhar	Trainer (Banke & Sunsari)
4. Ms. Arati Chataut	Trainer (Sunsari)
5. Mr. Kishor Kumar Karki	Trainer- (Sunsari)
6. Ms. Nilipha Subba	Trainer/Resource Person (Sunsari)
7. Ms. Laxmi Acharya	Trainer (Banke)
8. Ms. Achhari Pokharel	Trainer/Resource Person (Banke)

Appendix II

Project calendar when the programs were executed

Date	Program	
2010 July	Preparation for the project execution	
2010, August 14-18	Trainer's Training on Leadership- Sunsari	
2010, September. 4- 8	Trainer's Training on Leadership- Banke	
2010, November 13- 17	Basic News Writing Training- Sunsari	
2010, December 7-11	Basic News Writing Training- Banke	
2011, January 31	Interaction Program between Media Producers & consumer women- Banke	
2011, February 28	Interaction Program between Media Producers & consumer women- Sunsari	
2011, April 10	Interaction Program between Media Producers & consumer women- Sunsari	
2011, April 27	Interaction Program between Media Producers & consumer women- Banke	
2011, July 4	Interaction Program between Media Producers & consumer women- Banke	
2011, July 11	Interaction Program between Media Producers & consumer women- Sunsari	
2011 end of July	Program pack-up	

Appendix III
List of the participants- Leadership Training Program

Sunsari

<u>Name</u>	<u>Organization</u>
1. Sangita Subba	Ne. Aa. Ja. Ja.
2. Chunnu Thapa Magar	Nepal Mahila Sangh
3. Shobha Thapa Magar	Nepal Mahila Sangh
4. Sharada Thapa Magar	Nepal Mahila Sangh
5. Urmila Dahal	Ekal Mahila Samuha
6. Ganga Baral	Bijayapur Sapthahik
7. Muna Palikhe	Batawaran
8. Indu Shrestha	Ekal Mahila Samuha
9. Sita Magar	Mahila Ekata Samaj
10. Phul Maya Acchami	Mahila Ekata Samaj
11. Sunita Rai K.C.	Bijayapur F.M.
12. Sabnam Singh	Biswas Mahila Samuha
13. Ranjana Shrestha	Biswas Mahila Samuha
14. Manu Karki	Akhil Mahila Ne. Sa.
15. Sabnam Subba	Ma. Pa. Yo. Sa. Su. Gha.
16. Chandra Maya Limbu	Sa. Yu. Ma. Manch
17. Manju Shrestha	Shiddakali Sa.
18. Rita Shrestha	Shiddakali Sa. Sa.
19. Jamuna Gautam	Na. Sta. Ba. Su. Sa.
20. Manita Chamling	Dibya Roshani Saptahik
21. Hima Roila	Dabab Samuha
22. Tara Shakya	Yatayat Mahila Majdur Samuha
23. Shila Bajracharya	Ne. Ra. Ma. Da. Samuha

Banke

Name

1. Narita Kumari Gupta
2. Sumitar Chaudhary
3. Sumitra Shrestha
4. Dhana Bhandari
5. Shanta Sharma
6. Raimati Budha Magar
7. Tika Sharma
8. Hasina Shah
9. Luna Siddiki
10. Rimjhim Kewat
11. Shanti Kewat
12. Bimala Chand
13. Hari Kala Rokka
14. Lila Adhikari
15. Narayani Rupakheti
16. Amrita Thapa Magar
17. Gita Rana
18. Richa Dibedi
19. Jaya Chand
20. Radhika Singh
21. Shobha Shahi
22. Sabina Malla
23. Nisha Shah

Organization

Press Chautari
Radio Krishnasar
Udhyog Baniya Sangh
Student
Home Manager
Student
Saathi Sanstha
Fatima Foundation
Fatima Foundation
Student
Student
Student
Housewife
Radio Bheri Aawaj
Women's Health Volunteer
Women's Health Volunteer
Women's Health Volunteer
Social Activist
Social Activist
Home Manager
Student
Dwanda Pidit Tatha Ekal Mahila Samaj
Asmita Mahila Sanchar Samuha

Appendix IV
List of the participants in the News Writing Program

Sunsari

<u>Name</u>	<u>Organization</u>
1. Bandana Shakya	Mahila Dabab Samuha
2. Niru Gurung	Adibasi Janajati
3. Khushi Rai	Manab Kalyan Samaj
4. Urmila Dahal	Ekal Mahila Samaj
5. Jamuna Gautam	Jagaran Aama Samuha
6. Elisha Shrestha	Biswas Mahila Samuha
7. Sharmila Rai	Biswas Mahila Samuha
8. Suhani Rajdhani	Manab Kalyan Samaj
9. Parbata Kafle	Dabab Malila Samuha
10. Nimu Sherpa	Dabab Malila Samuha
11. Rachana Shrestha	Biswas Mahila Samuha
12. Muna Rana Magar	Nepal Magar Sangh
13. Keshwati B.K.	Nepal Mahila Dabab Samuha
14. Saraswati Adhikari	Nagar Batawaran Samuha
15. Sarita Ale Magar	Nepal Magar Sangh
16. Debkala Gautam	Nepal Rastriya Dabab Samuha
17. Tulasa Karki	Nepal Mahila Ekata Samuha
18. Bharati Gautam	Nagar Batawaran Samuha
19. Phulmaya Acchami	Nepal Mahila Ekata Samuha
20. Sabnam Subba	Mahila Patanjali Yog
21. Kalpana Karmacharya	Anam Natya Samuha, Dharan

Banke

Name

Organization

1. Tula Gurung	Mahendra Multiple Campus
2. Chandra Kala Upreti	Nyayako Lagi Dwandya Pidit Samaj
3. Binda Kharel	Dwandwa tatha Ekal Mahila Sanjal
4. Ganga Kumari Pariyar	Citi Collage Management
5. Manju Pokhrel	Babai Bahumukhi Campus
6. Pushpa Shah	Adarsha Upper Secondary School
7. Tara Giri	Adarsha Upper Secondary School
8. Rabina Shrestha	Adarsha Upper Secondary School
9. Sumitra K.C.	Adarsha Upper Secondary School
10. Gita Chaudhary	Adarsha Upper Secondary School
11. Sabina Shrestha	Saraswati Upper Secondary School
12. Saraswati Shrestha	Banke Education Campus
13. Sarshila Shrestha	Bhrikutinagar
14. Sita Budhathoki	Bankegaun
15. Sapana Chaudhary	Bankegaun
16. Kalpana Khatri	Nepalgunj
17. Bishnu Kumari Rokaya	Puraini
18. Shusma Chaudhary	Puraini
19. Sunita Gediya	Puraini
20. Tika Khatri	Nepalgunj
21. Tulasa Gorathoki	Nepalgunj
22. Bharati K.C.	Education Upper Secondary School
23. Laxmi Sapkota	Education Upper Secondary School
24. Anu Shahi	Education Upper Secondary School
25. Pramila Bhandari	Education Upper Secondary School
26. Pramita Giri	Education Campus

Appendix V

List of the journalists who expressed their
commitment on the Code of Conduct on Gender
Equality and Gender Portrayal in Media

Sunsari

1. Amar Khadka
2. Prem Bastola
3. Kishor Thulung
4. Sweta Pradhan
5. Sunita K.C.
6. Keshar Ghimire
7. Rajendra
8. Devendra Karki
9. Binaya Pradhan
10. Manita Chamling
11. Govinda Basnet
12. Laxman Thapa
13. Sukrant Rai
14. Kabindra K.C.
15. Gopal Kamat
16. Sohan Shreshtha
17. Ganga Baral
18. Mahesh Shreshtha
19. Dhruv Bhattra
20. Ramesh Pokharel
21. Krishna Bhattra
22. Bhola Shreshtha
23. Keshav Sapkota
24. Bhairab Angla
25. Lilaraj Bhattra
26. Shekhar Dhakal
27. Ekraj Dahal
28. Himal Dahal
29. Sukdev Chaudhari
30. Upendra Chamling

Media

Nagarik Daily
 Naya Patrika Daily
 Bijaypur FM
 Bijayapur FM
 Bijaypur FM
 President, FNJ, Sunsari
 Ganatantra FM
 Blast Daily
 Avenues Television
 Divya Roshani Weekly
 Jana Bidroha FM
 Morning Times Weekly
 Bishwadip Weekly

 Ganatantra FM
 Auja Weekly
 Bijayapur Weekly
 Newa Patrakar Dabu
 Image Channel/ Image FM
 Star FM
 Nepal Television
 Makalu Television
 Action Times
 Saptakoshi FM
 Saptakoshi FM
 Radio Nepal
 Pratidin Dainik
 Himalaya Television
 Rastriya Samachar Samiti
 Blast Daily

Banke

1. Purnal Lal Chuke
2. Tula Adhikari
3. Niraj Gautam
4. Pannala Gupta
5. Rudra Subedi
6. Narendra Thapa
7. Khitija G.M.
8. Durga Rokay
9. Hemlata G.C.
10. Pradip Wagle
11. Uma Thapa Magar
12. Jhalak Gaire
13. Shukra Mani Chaulagain
14. Acchari Pokhrel
15. Deepa Ale
16. Dhruba B.C.
17. Rupa Gahatra
18. Kamal Dangi
19. Tilak Gaule
20. Shiva Dotel
21. Pushpa Raj Khatiwada

Media

Janamat Ardha Saptahik
Radio Krishnasar F.M.
Rastriya Samachar Samiti
Saptahik Kiran
Madhya Paschim Dainik
Image Channel
Bageswari F.M
Avenues T.V.
ABC T.V
Radio Janaawaaj F.M.
Kriyashil Patrakar Mahila
Radio Bheri Awaaj
Nepalgunj Paribes Dainik
Mahila Sanchar Saptahik
Mahila Sanchar Saptahik
Radio Bageswari
Gorkhapatra Dainik
Hamro Samachar
Radio Bheri Awaaj
Nepali Express Dainik
Nepalgunj Paribes Dainik

Appendix VI
Some samples of published News about the program

Mahila Sanchar Weekly

April 26, 2010

Leadership Development Training for Women

Ma.Sa./ Correspondent

A Trainer's training on leadership development, facilitation and media advocacy, jointly organized by Asmita Women's Publishing House, Media and Resource Organization- Kathmandu and Asmita Media Consumer Women's Group- Banke, has been started in Nepalgunj on Saturday.

The chief guest Ms. Manju Thapa, the Project Coordinator of ASMITA- Kathmandu explained that women are required to have knowledge and information about media as well to be developed as leaders. A trainer of the program Ms. Indu Tuladhar gave details of the leadership qualities to develop women leadership. Ms. Uma Thapa, a member of Asmita Media Consumer Women's Group, delivered the welcome speech. Ms. Deepa Ale, the Secretary of the Group, facilitated the program.

There were 23 women participants in the program, run from September 4 to 8. What is leadership development ? what are the qualities of leadership ? what is media advocacy ? how to conduct it ? etc. were the major theme of the training.

There were more than two dozen women in the opening ceremony of the program, chaired by Ms. Achhari Pokharel.

The organizers said that Ms. Indu Tuladhar, Ms. Laxmi Acharya and Ms. Manju Thapa were the trainers in the program.

(unofficial and non-authentic simple translation)

Aujar National Daily

18 November, 2010, Thursday

News Writing Training Held

Aujar Correspondent

Dharan, Sunsari / A five-day long basic news writing training program, targeted to women, was concluded on Wednesday.

There were 23 participants in the program, jointly organized by Asmita Women's Publishing House, Kathmandu and Media Consumer Women's Group, Sunsari. It was began on last Saturday. Third gender, single women were also the participants. The trainer Mr. Kishor Kumar Karki, in his address to the participants, said that he experienced the different response in this program and would be happy if the trainees could use the learnt knowledge and skill for mission journalism.

In the closing ceremony, Mr. Rajesh Bidrohi- the President of FNJ Sunsari highlighted the need of novelty in the news and primary focus on the issues. Likewise, Mr. Bhim Rai Jwala- Chief Editor of Aujar Daily said that the local newspapers should give coverage to the local issues and not to the national issues. He also told, news should draw the attention of the readers because it can transform the society. He also described the fragile situation of security and poor financial condition of local newspapers.

Mr. Basudev Baral- Editor of Morning Times Daily required to the reporters to provide originality in the news according to the demand of the society. Mr. Keshav Ghimire- Editor of the Fast Times said that participants should apply the knowledge into practice because journalism is the voice of voiceless. Similarly, other speakers including Mr. Pradeep Meyangmo- News Chief of Bijaypur FM, Ms. Geeta Acharya- News Chief of Dantakali FM, Ms. Praticha Bantawa- Ganatantra FM, Mr. Gopal Dahal of Star FM and Mr. Mahesh Shreshtha of Twenty Four Television also spoke on the program.

In the program, financially supported by World Association for Christian Communication (WACC), Ms. Manju Thapa, the Project Coordinator of ASMITA, described the goal and objective of the training. A representative of third gender organization, Suhani Raj Dhami mentioned her participation in the training for social transformation in such a time when the government was exploiting and marginalizing third gender people. The participants were also provided the certificates in the closing ceremony of the program.

(unofficial and non-authentic simple translation)

Nepalgunj Parivesh National Daily

Tuesday, July 5, 2011

Interaction between media producers and consumers Commitment to Gender Equality

Parivesh Correspondent, Nepalgunj, July 4- News reporters of Nepalgunj, Banke have expressed the commitment to implement gender equality in media.

The commitment has been expressed in an interaction program between media consumer women and media producers, organized by Asmita Women's Publishing House and Asmita Media Consumer Women Group, Banke in Nepalgunj.

The commitment is declared on the basis of working paper- Code of Conduct on Gender Equality and Gender Portrayal in Media, presented by journalist Jhalak Gaire. Media producers and media consumer were present at the program.

Media producers and media practitioners emphasized the need of sensitivity on gender portrayal and usage of photographs; and need of collaboration and interaction between media consumers and media producers as well.

The media producers have stated that they would attempt to apply the code of conduct in the news, advertisement and all programs of print and electronic media in Nepalgunj.

The chief guest and the President of Federation of Nepalese Journalists, Banke Mr. Shukrarishi Chaulagai said that media producers should be sensitive to raise the gender issues in media. He also highlighted the need of collaboration among media consumers, media producers and media.

Press Freedom Captain Mr. Pannalal Gupta shared his conviction that there would be gender equality in media if media consumer women were active and conscious.

Many speakers including Mr. Niraj Gautam- Ex-President of FNJ Banke, senior journalist Mr. Purnalal Chuke, Mr. Narendra Thapa- President of Press Union Banke, Mr. Rudra Subedi- President of Press Chautari Banke, Mr. Pradeep Wagle- Secretary of Revolutionary Journalist Association, Mr. Tula Adhikari- Station Manager of Radio Krishnasar FM, Ms. Uma Thapa- President of Working Women Journalist Banke, Ms. Sarita Devi Sharma- Vice President of Saathi organization, Ms. Hemlata GC- Secretary of Sancharika Samuha in the program, chaired by Ms. Achhari Pokharel, the President of the Organizing group.

A serious interaction took place in the program, facilitated by Ms. Deepa Ale.

(unofficial and non-authentic simple translation)

Appendix VII

Code of Conduct on Gender Equality and Gender Portrayals in Media, 2011

We, representing and working in different media, media producers and media practitioners are agreed to formulate a Code of Conduct on Gender Equality and Gender Portrayals in Media and imply this in our workplace. The Code of Conduct will be implied in news, advertisement and all programs of print and electronic media. The Code of Conduct will be effective to policy makers, person involved in the content production, producers of advertisement and all others.

Gender Portrayal and usage of language and photographs

1. Media practitioners should ensure that portrayal, reporting and representation of men and women have respected them.
2. Women and men should be depicted in the wider roles, both in traditional and non-traditional way, of income generating work, family, society and leisure activities.
3. Stereotyping roles of subordinating and humiliating women should not be projected.
4. Media practitioners should not present women as sex objects.
5. Women's opinion and perspective should be recognized as source of information and experts in interview, profile, news etc.
6. Media producers should not sensationally present the issues like rape, trafficking, domestic violence, commercial sex, sexual abuse.
7. Media practitioners should recognize the traditional roles of women as equal to roles of men and both roles should be given equal importance. Portrayals of all roles by both should be promoted.
8. Issues like family planning, family care, health of mother and infants, education, child care should be presented by targeting to men and women.
9. Media practitioners should ensure the portrayals of men and women from various age group, ability, ethnicity, profession and family background.
10. Media producers should promote the non-traditional gender roles of men and women and gender equality in the family.
11. Media practitioners should eliminate the negative gender portrayal. Particular role, behaviour and qualities should not be projected as the common gender feature.
12. Media practitioners should not provide the generalized negative comments on women, men and children.

13. No program or content should promote the patriarchal power structure that recognize the male supremacy and confine female within the household roles and as exploited one.
14. Both women and men should be portrayed in domestic and public spheres.
15. No program or content should laugh at, humiliate or marginalize anybody on the basis of gender or sexual orientation.
16. Media content should project women's academic capacity and men's caring nature as much as possible.
17. Maximum content to recognize gender equality should be presented.
18. Words, proverbs, saying, photographs and cartoons as to beat, discriminate, degrade and humiliate women and men should not be published/broadcast.
19. Media practitioners should sincerely follow all the provisions of Journalist Code of Conduct, 2003 which says to support for the welfare and development of the marginalized group including women; not to publish/broadcast information discriminating anyone; not to disseminate information imposing extra violence to VAW survivors; not to disclose the identity of survivors etc.

Human Resource in Media Organization

1. Participation and inclusion of people from all gender should be enhanced as policy maker and media producers of media organization. Their equal access and roles should be ensured in all sectors.
2. Media organization should adopt the special policy to recruit gender balanced human resource.
3. Those organizations should apply the policy and formats of equality for the employment of all gender at particular sectors, policy making and management level.

We, media producer and media practitioner signatories are committed to imply this code of conduct.

Name

Media

- 1.
- 2.
- 3.
- 4.

(unofficial and non-authentic simple translation)

Appendix VIII
Some samples of published News written by the
trainees

PHOTOGRAPHS OF BANKE & SUNSARI PROGRAM



PHOTOGRAPHS OF BANKE & SUNSARI PROGRAM



PHOTOGRAPHS OF BANKE & SUNSARI PROGRAM



PHOTOGRAPHS OF BANKE & SUNSARI PROGRAM



PHOTOGRAPHS OF BANKE & SUNSARI PROGRAM

