

FINAL PROJECT NARRATIVE REPORT

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	Empowering Women in Community Radio
1.2 Project Reference Number: (as in the Agreement)	2184
1.3 Full Name of Organisation:	Centre for Communication and Development (CCD Bangladesh)
1.4 Country:	Bangladesh
1.5 Full Postal Address:	Tasib Palace, Holding No. 418/1, Ward No. 25 Monafer Morh, Rajshahi- 6204 BANGLADESH
1.6 Physical Address:	DO
1.7 Contact Person:	Mr. G M Mourtoza
1.8 Telephone:	+880 721 751 001, +880 1556 317 450 +880 1715 137 780
1.9 Fax:	+880 721 751 348
1.10 E-mail:	ccd@ccdbd.org, ccd.bangladesh@gmail.com
1.11 Website:	www.ccdbd.org
1.12 Period the project was implemented: (from month/year to month/year)	01 June 2013 - 31 December 2014

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?	
The long-term goal of the project is to ensure active participation and empowering young women in the newly build-up community radio sector in Bangladesh through building their capacities and skills as radio broadcasters so that they can rise their voice through community radio for betterment of women's life and livelihood.	
2.2 What was the project's immediate purpose and to what extent was it achieved?	
The immediate key purpose of the project is to enhance the capacities and skills of 75 potential young women on radio journalism, programs & contents production, editing, broadcasting, CR management and operation so that they be capable to operate and broadcast the community radio stations successfully.	
2.3 To what extent were the expected outcomes and outputs achieved?	
Expected outcomes and indicators	Achieved outcomes (disaggregated by sex)
a. Under the project 75 young women will develop themselves as skilled and competent radio broadcasters who will also play key role to produce broadcast programs through 05 CR stations.	a. Under the project selected 75 young women have developed themselves as skilled and competent radio broadcasters who are now playing important role to produce and broadcast various programs through 03 CR

<ul style="list-style-type: none"> b. By involving into such a creative, intellectual and important organisation like CR stations, the social status and respect of these trainee women grown up much. c. By working with the 03 CR stations all the trainee women will be able to earn pocket money that will helps them to be financially independent. d. By active involvement of the fellow women journalists in the 05 CR stations a positive environment will be created that will help to open the door for involving more women in the community and mainstream media as journalism profession as well in future. e. Through this project the attitude and the outlook of the media owners and management about the women issues will be changed and they will be encouraged to provide wide coverage on the issue in their respective media. f. Finally it can be said that this project will open the door for rising the women voice to establish and ensure their sustainable development, empowerment and human rights as well as media campaign and media advocacy for achieving their fundamental rights. 	<p>stations of Bangladesh.</p> <ul style="list-style-type: none"> b. By working with the CR stations these trained young women have developed working relation with the key stakeholders of their respective areas and their social status is growing vastly. c. The trained young women have been working with 03 CR stations and they been being providing connivances and remuneration that help them to earn some pocket money. d. By the active work of the trained women, the working environment for women have changed in theses 03 CR stations that will encouraged other women to come forward to join as radio broadcasters and activists. e. Due to active involvement of these trained women the women issues based programs and contents production and broadcasting have been increasing gradually through these 03 CR stations and the radio managers and management are also providing their support in this regards. f. The trained women have been playing active role to rise voice of voiceless women as well as highlights women’s challenges and success in different level through their respective CR stations.
<p>Expected outputs and indicators</p> <ul style="list-style-type: none"> a. Under the project a total of 15 training course on radio journalism, programs & contents production, editing and broadcasting will be arranged where 150 potential young women will actively take part. <p>Indicators: <i>The effectiveness of the training course could be evaluated though the training schedules, modules, attendance lists, evaluation forms as well as oral feedback of trainers and participants.</i></p> <ul style="list-style-type: none"> b. Under the project all the trainee women (150) will be provided 03 (three) month long fellowship to the respective district’s community radio stations for producing women issues based radio programs. 	<p>Achieved outputs (disaggregated by sex, if applicable)</p> <ul style="list-style-type: none"> a. Under the project a total of 09 training courses on Basic Radio Journalism, Reporting and News Presentation, Programs Production and Presentation have successfully been arranged <p>Indicators: <i>The effectiveness of the training courses has been evaluated though the training schedules, modules, attendance lists, evaluation forms as well as oral feedback of the trainers and participants.</i></p> <ul style="list-style-type: none"> b. The trainee fellow women have already got opportunity to work with 03 CR stations in their respective districts and able to produce and broadcast weekly radio programs.

<p>Indicators: <i>The trainee fellow women will get opportunity to work with 05 CR station in their respective districts and able to produce and broadcast weekly radio programs.</i></p> <p>c. Under the project a total of 80 women issue based radio programs will be produced by the trainee fellow women and all the produced radio programs will be broadcast through 05 CR stations.</p> <p>Indicators: <i>The effectiveness of the produced and broadcasted radio programs could be identified through the feedback of listeners, stakeholders, CR management and the trainers.</i></p> <p>d. The whole project activities will be evaluated by arranging two evaluation meetings.</p> <p>Indicators: <i>The effectiveness and success of the project activities will be recognized through the evaluation meetings.</i></p>	<p>Indicators: <i>The trainee fellow women have been working now with these 03 CR stations as program producers, presenters and reporters and they have been producing and broadcasting various programs specially women issues based contents and programs through their respective CR stations.</i></p> <p>c. Under the project a total of 30 women issues based radio programs have been produced and broadcasted successfully by the trained fellow women through their respective CR stations.</p> <p>Indicators: <i>The produced and broadcasted radio programs have get much more popularity among the listeners and they have provided their feedback and comments through sending mobile SMS and facebook.</i></p> <p>d. Two evaluation meetings have successfully been arranged by the active participation of the trained and fellow women.</p> <p>Indicators: <i>The effectiveness and success of the project activities have been identified by the trained and fellow women through their oral feedback and open discussion and requested to CCD and WACC to continue the project activities.</i></p>
<p>2.5 If you observed any unintended positive outcomes arising from the project, please describe.</p>	
<p>By implementing the project a number of unintended positive outcomes have been successfully achieved. These are as follows;</p> <p>Through this project existing gender disparity in 03 community radio (CR) stations have already reduced as well as women's participation and engagement in CR operation and broadcasting have successfully ensured.</p> <p>Some of the trainees women of the project have already get opportunity to work in national media organisations (television channels, online news portals and newspapers) which is outstanding outcome of the project.</p>	
<p>2.6 If you observed any negative outcomes arising from the project, please describe.</p>	
<p>Before implementation of the project activities CCD has found that most of the CR owners and managers thought that the women are not capable to work with these CR stations as radio broadcasters. Due to the reason they were not enough interested to work with this project. But their mindset and outlook has change during and after implementation the project.</p> <p>Moreover, many guardians of the young women are not interest to provide the opportunity of their daughters to work with CR stations and they think that media work is not suitable for the women. That's why many potential young women are not able to join this project even after selected as final participants.</p>	

2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?

For the first time in Bangladesh, through this project's activities a group of young women radio broadcasters with sufficient capacities and skills in radio journalism, programs production,



presentation, editing and broadcasting have been successfully developed. Beside, through this project their active involvement and participation in the 03 CR stations have been effectively ensured. At the same time they have been playing significant roles to present and highlight the art, culture, traditional glory, knowledge, socio-economic condition, human rights situation,

expectation, problems and potentiality of the women communities of their respective districts by producing various radio contents and programs. Thus the trainee women radio broadcaster will be able to meet the demand of huge skilled and efficient manpower to be created soon while community radio (CR) stations are introduced extensively in the country. Thus, the trained-up young women of this project will get the chance of leading CR sector in the country.

2.8 What methods did you use for assessing outcomes and impact?

All the activities of the project have monitored, observed and evaluated closely to ensure that every aspect is fulfilled and maintained in accordance with the working plan and strategy of the project. Various monitoring and evaluation methods have been applied to determine the success of the goals and objectives of the project. Therefore the activities of the whole project have been evaluated in two ways. One method is through immediate evaluation and another is through long-term evaluation. The immediate evaluation process included to fill in an evaluation form by the beneficiaries on location. It was also included their oral opinion, suggestions and recommendations and arranging a review and evaluation meeting with those concerned.

In another long-term process of evaluation, two evaluation meetings have arranged to assess the successes, failures, learning, achievements, insights, faults and lacks of the project.

Through close observation and evaluation of the success, failure, insight and learning of the project, a long-term work plan has prepared.

2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

The primary target beneficiaries of the project are 75 female students of both graduate and postgraduate level in higher educational institutions and young women of Rajshahi, Chapai Nawabgong, and Naogaon districts of Bangladesh. The age range of them is 20-35 years. In order to select 75 target young women for this project, firstly a advertisement have been published in the regional newspapers. The women who have respond to the advertisement and apply for their participation called to take part in the interview and the best 75 women have been selected as final participant. Especially such 75 women, who want to build up their career in journalism and media, foster attitude to work for the welfare of the women and who have a good commitment for work, have been selected as final beneficiary of the project. It was tried to choose 75 beneficiaries from lower middle class, middle class and backward communities.

The indirect beneficiaries are about one million women and men (listeners) in the three districts who may come in contact with the women trough radio programs, thus having a positive impact

on women's roles in society. The family members and the community people of the trainee women are also indirect beneficiaries of the project.

2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.

Through the proposed project, for the first time in Bangladesh, 75 young women at the local level have acquired skill and capacity on program production and broadcasting and radio journalism as well. Their obtained learning and skill have made the result and success of this project long lasting and sustainable. **Firstly**, the very learning and skill of the trainee young women, obtained through this project, have opened a way of becoming radio journalist and broadcaster for them. As a consequence, they have got opportunity of using these learning and skills in their professional work for whole life. **Secondly**, as a result, they have got opportunity of working in these CR stations they are able to utilize their learning and skills obtained through this project. In near future, the trainee young women will be the main working forces of these CR stations. Using their capacity and experience, obtained through this project, they will be able to operate and broadcast the community radio stations successfully. **Thirdly**, trainee women of this project are able to contribute much more in producing and broadcasting women issue-based radio programs in their respective CR stations. **Fourthly**, trainee women of this project have already proved their capacities to successfully produce and broadcast various kinds of radio contents and programs through respective CR stations. That's why many of them have already get permanent job as various positions in these CR stations. **Fifthly**, through this project the active participation and engagement of women in operating and broadcasting the CR stations have already ensured.

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

Through this project existing gender disparity in the 03 community radio (CR) stations of Bangladesh have reduced as well as women's participation and empowerment have also been ensured in these community radio (CR) stations. The beneficiaries' women have been playing significant role to raise women voice on women and gender related issues through radio programs where women can gain empowerment through increased knowledge, sharing and exploration of issues that are affecting them and their futures, in a space of acceptance and belonging amongst peers. Besides women issues have been investigated out and reflected in the radio through 'women's eyes and women's voices'.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities (<i>state if they were specifically for women, for men, or for all</i>):	Explanation of change
1. Arraigning 15 Capacity Building Trainings on Basic Radio Journalism, Programs Production and Programs Editing and Broadcasting	1. Arranged 09 Capacity Building Trainings on Basic Radio Journalism, Programs Production and Programs Presentation and Broadcasting	1. As per signed agreement with WACC, we have arranged 09 capacity building trainings.
2. Providing Fellowship to the 150 Trainee Women for Producing and Broadcasting Women issues based Programs	2. Provided fellowship to the 75 trainee women for producing and broadcasting women issues based programs	2. As per signed agreement, we have provided fellowship to the 75 trainee women for producing and broadcasting women issues based programs

3. Broadcasting 80 Radio Programs through 05 CR Stations	3. Produced and broadcasted 30 Radio programs through 03 CR stations	3. As per signed agreement, trained fellow produced and broadcasted 30 radio programs through 03 CR stations
4. Arraigning 02 Project Evaluation Meetings for Identifying the Effectiveness and Success	4. Arranged 02 project Evaluation Meetings for Identifying the Effectiveness and Success	

3.2 How did the beneficiaries react to the programme activities?

- ✓ Firstly, all the trainees and participants thanked CCD and WACC for implementing this effective and timely venture.
- ✓ They commented unanimously that this project has met its desired success.
- ✓ Organizing methods and all other organizing matters were effective and fruitful.
- ✓ All the trainers were very much enthusiastic and helpful for participation in the project activities.
- ✓ CCD officials were much more enthusiastic and cooperative.
- ✓ The each activity of the project was impressed and effective for the project participants.
- ✓ All the training module and schedule were very much realistic, logical and fruitful.
- ✓ Sufficient and necessary course materials, handouts and fact sheets were provided.
- ✓ Course materials, handouts and fact sheets where easily understandable.
- ✓ Multimedia presentations were very much effective and fruitful.
- ✓ This project has encouraged all the participants for working to raise voiceless women voice through community radio stations.
- ✓ This project has motivated all the participants for working on behalf of women community.
- ✓ This project has made all trainees confident and active community radio broadcasters.
- ✓ This project encouraged the key participants to be active journalists and broadcasters.
- ✓ Almost all the trainees informed that they have learned less about investigative reporting and audio editing due to short schedule of the training courses. They requested to arrange such training courses for them in future.
- ✓ Most of the media owners, journalists, representatives of the GOs and NGOs, officials and leaders of civil society requested to CCD and WACC for arrange follow-up activities.
- ✓ Most of the media owners, journalists, representatives of the of the GOs and NGOs, officials and leaders of civil society requested to CCD and WACC to arrange such kinds of activities for other CR stations.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

Not Applicable

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

Summary of Activity:

To achieve the set goals and objectives of the project, following activities have been arranged successfully and effectively. The details descriptions of these activities are mentioned below;

Selecting Trainees:

Under the project the Community Radio Stations named Radio Padma 99.2FM of Rajshahi



District, Radio Mahanada 98.8FM of Chapai Nawabgong District and Borandra Radio 99.2FM of Naogaon District have been selected for successfully implementation of the project. At the beginning of the project advertisements were published in local newspapers as well as notices were disseminated in the educational institutions of these districts for selecting direct beneficiaries of the project. As a response to the

advertisement and notices, a total of 303 women of these 03 districts applied for taking part in different activities under this project. Later on a total of five (03) interaction meetings and one (01) orientation session were arranged for the applicants for informing them the goal, objectives and activities of the project. Out of the applicants, 75 potential and committed women (25 for each CR Station) were selected through interview as direct beneficiaries of the project. As per approved project proposal 75 women could allow to take part in the training courses.

Capacity Building Training Programs:

According to the approved project proposal, a total of three (03) training courses (Training on Radio Journalism and Reporting, Training on Radio Programs Production, Training on Radio Programs Presentation and Broadcasting) have already been successfully and effectively arranged.

Developing Training Materials:



To arrange these training course very effectively, a number of training modules, supporting materials, handouts and multimedia presentation have been prepared that have used in the training courses.

In order to arrange the above training courses effectively CCD has already systematically prepared a Radio Journalism and Radio Production Training Manual. Mr. Shatil Siraj, Associate Professor of the Mass Communication and Journalism

Department of Rajshahi University and Mr. G. M Mourtoza, Director of CCD Bangladesh have played key role to systematically prepare the training manual.

Besides, CCD has also successfully developed Radio Programs Editing and Broadcasting Helpbook. This manual and helpbook have been playing a pioneering role in flourishing and initiating the new trend of radio journalism and production in Bangladesh and this will be ever the first effort in Bangladesh to develop such a resource book for radio journalists.

Training on Basic Radio Journalism and Reporting:



Under the project, at the first phase a total of 03 training courses titled Training on Basic Radio Journalism and Reporting have successfully been arranged in Rajshahi, Chapai Nawabgong and Naogaon districts. Selected 75 potential young women where actively took part in these training courses. Mr. Mashihur Rahman, Chairperson of Mass Communication and Journalism Department of Rajshahi University and Dr. Prodip Kumer Pandey and Mr. Satil Siraj, all are Associate Professor from the same department as well as Mr. G. M

Mourtoza, Director of CCD have successfully conducted several sessions of these training courses. All the concern section appreciated for arranging such important training course for the women at the local level of Bangladesh.

According to the training schedule and training manual they effectively arranged all the session of the training. During the training participants took part in flied visit and produced 06 dummy radio reports and news. Though the training course the trainee women obtain vast knowledge and skills on radio journalism and radio reporting.

Training on Radio Programs Production:



Under the project, at the second phase a total of 03 training courses entitled Training on Radio Programs Production have successfully been arranged in Rajshahi, Chapai Nawabgong and Naogaon districts of Bangladesh. According to the approved project proposal the same selected 75 potential women where actively took part in the training courses.

Mr. Mashihur Rahman, Chairperson of Mass Communication and Journalism Department of Rajshahi University and Mr. Satil Siraj,

Associate Professor from the same department, Mr. Shaifudding Sabuj, Bangladesh Representative of Radio Veritas Asia as well as Mr. G. M Mourtoza Director of CCD Bangaldesh have successfully conducted several sessions of the training course according to the training schedule and training manual.

Through the training course the trainee women have acquired enough knowledge and skills on design and format of radio programs, writing of radio program's scripts as well as facilitate and present of several kinds of radio programs. As a hands on training, the participants of each

training have divided in five groups and successfully produced 06 dummy radio programs.

Training on Radio Programs Presentation and Broadcasting:

Under the project, at the third phase a total of 03 training courses entitled Training on Radio Programs Presentation and Broadcasting have been arranged successfully in Rajshahi, Chapai Nawabgong and Naogaon districts of Bangladesh. According to the approved project proposal the same selected 75 potential women where actively took part in the training courses.



Mr. Mahabub Alam Borno, Senior Reporter of ABC Radio 89.2FM and Ms. Joye, Popular RJ of ABC Radio 89.2FM of Bangladesh as well as Mr. Rafiqul Alam Pavel, Broadcast Manager of CCD Bangladesh have successfully conducted several sessions of the training course. Though the training courses the trainee women have obtained vast knowledge and skills on presenting the several kinds of

radio contents and programs. Moreover, through the training course trainee women have got much more knowledge and skills on radio programs and contents recording and editing as well as broadcasting by using editing software.

All the concerned sections have been appreciated for arranging such significant training course for women and hoped that the trainee women could be able to lead the community radio sector of Bangladesh.

Fellowship Program: Providing Fellowship to the Trainee Women for Producing and Broadcasting Women issues based Programs.

It is not possible to ensure the direct and sustainable involvement of the young women in journalism or media only by enhancing their knowledge and skill through the scheduled training program. Besides enhancing their skill and knowledge, the scope of their direct involvement in the journalism profession has to be confirmed. As journalism is a continuous



practice based profession, it is not possible to be an efficient journalist of radio broadcasters without continuous practice. Considering this point, the fellowship program for the trainees was included in the project. The objective of this fellowship program is to produce women issues based radio programs and to create an enabling environment for the women to be involved in the community radio stations through applying their learned knowledge, skill and insights in reality.

To achieve this objective, each of the trainees was provided fellowship to the respective 03 CR stations for three (03) months after completion of the training programs. During the fellowship period they have been getting the great scope to apply their learned lessons,

knowledge and insights that they acquired in these training courses. Though fellowship programs, excellent working relation between the fellow women and the CR stations' staff and management have developed that helped them to work with the CR stations after completion of the fellowship program. Besides through the fellowship programs, each fellow gathered practical experiences as broadcast journalist as well as they acquired vast knowledge and skills on preparing various types of radio programs. Moreover, through their active involvement and producing radio programs it has been possible to bring out a positive change in preparing and broadcasting news items and stories related to the women issues.

As a part of fellowship program the trainees have produced 30 women issues based radio programs. According to the approved project proposal 30 produced radio programs have broadcast through respective 03 CR stations.

After successfully concluding the fellowship programs most of the trainee have been working with these respective 03 CR stations now for producing more radio programs.

Producing and Broadcasting Weekly Radio Programs:

According to the approved project proposal a total of 30 weekly radio programs have already successfully broadcasted through Radio Padma 99.2FM of Rajshahi District, Radio Mahanada 98.8FM of Chapai Nawabgong District and Borandra Radio 99.2FM of Naogaon District weekly programs so that large number of audiences can able to listen these programs.



At now the above weekly programs have been continuously broadcasting from the each CR stations by their own effort. The programs have got much more popularity among the mass people.

The trainee's were fully responsible to developing, producing and broadcasting these radio programs. They generated the idea of the programs, collected necessary news and reports, prepared success stories, taken

interviews, arranged talk shows and hard talks, prepared jingles as well as presented, performed and coordinated these programs.

Through these weekly radio programs, news, views, features, interview, theatre, spot and songs were broadcasted highlighting the following issues;

The content of these radio magazine programs are as follows;

- Women news
- Women success stories
- Open discussion
- Experience sharing
- Interviewing of vulnerable women
- Role plays
- Talk shows on particular women related issues
- Hard Talks on particular women related issues

The issues of these radio magazine programs are as follows;

- Women identity
- Gender roles

- Sexual identity and choices
- Family and social expectations
- Cross-gender and family relationships
- Women's rights
- Women in education
- Women in workforce
- Women's leadership in the community
- Domestic violence
- Gender based violence, sexual harassment and rape
- Dowry and Acid violence
- Women's Health: Physical and mental well-being
- Sexually transmitted infections and HIV/AIDS
- Achieving and maintaining independence
- Financial independence
- Laws of violence against women
- Social impact of violence against women
- Women empowerment status at local level
- Reproductive health and women
- Role of women in family planning
- Etc.....

Through these radio programs, the women and general both kinds of people were able to come to know all the above women related issues, which were very helpful for promoting their development and human rights of women in Bangladesh. Through these radio programs trainees' women journalists have also gathered a lot of experience in producing and broadcasting radio programs.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

- The participant women of the project have resolved to dedicate themselves to the community radio broadcasters in future, which is a big success of the project. They also gained mental courage and preparation for such job from the project activities.
- By active involvement of the trainee women with the 03 CR stations a positive environment has been created that will help to open the door for involving more women in the community and mainstream journalism profession in future.
- Through this project the attitude and outlook of the owners and managers of these 03 CR stations about the women issues have changed and they are now encouraged to provide wide coverage on the issue in their respective CR stations.
- Through this project, a positive change in preparing, producing and broadcasting the news items, stories and contents related to the interest of the women in these CR stations have grown up. Besides the coverage on the torture, harassment, exploitation and sufferings of the women have increased massively in these CR stations.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

Political:	<ul style="list-style-type: none"> • The trainee women have gotten chance to mix and make
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	<p>interpersonal communication with the leading representatives, officials and leaders of civil society, government organizations, development and media organisations of the respective districts of Bangladesh closely and set up cordial relationship with them. This will help them immensely for starting carrier as media professional in future.</p> <ul style="list-style-type: none"> • Through the project activities, close interpersonal relations have developed between the trainee women and the public representatives, administrative officials, academicians and media activists that will help them to continue their carrier as media professional successfully.
Social:	<ul style="list-style-type: none"> ▪ This project encouraged and inspired more young women at the local level to take part in such training program in future and many women have already submitted their applications to CCD and they requested to arrange such training program for them. ▪ By involving into such a creative, intellectual and important profession like journalism, the social status and respect of these trainee women has grown up much.
Natural environment:	<ul style="list-style-type: none"> ▪ By active involvement and engagement of the trainee women in producing and broadcasting of these 03 CR stations the working environment have changed as well as a favourable and suitable environment have created among these stations where women are able to work easily. ▪ It can be said that this project have opened the door for rising the women voice for establishing and ensuring their sustainable development, empowerment and human rights as well as media campaign and media advocacy for achieving their fundamental rights.

5.2 To what extent is the project still relevant in the present-day context? Please explain.

Through the project most of the trainees women have get opportunity to work with 03 CR stations and they have been working with these CR stations as various position which is great achievement of the project. Now the trainee women are working with these CR stations as reporters, programs producers and presenters as well as continually producing women issues based radio programs, news, features and documentaries.

6. YOUR ORGANISATION’S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.

By successfully implementation of the project CCD has acquired vast experiences to effectively and efficiently implement such type of projects in future. All the concerned section of the country appreciated the CCD’s initiative for engaging women in operation and broadcasting CR stations. Now CCD is able to take the lead to empowering women in community media sector.

6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?

All the concerned section as well as each CR station of the country have already requested CCD and WACC to implement this type of project in near future. Because, CCD has implemented this project for only 03 CR stations but more 13 CR stations have been facing same problems and the active participation of women in these CR stations are still poor. The impacts and success of this project have also been encouraged CCD to implement this type of project for rest 13 CR stations so that the active participation and engagement of women should also be ensured in these large number of CR stations. In this regard, CCD has planned to submit another project application to the WACC for seeking financial support. If WACC will come forward to provide necessary financial support to CCD then the UNESCO Dhaka Office will also provide some financial support to successfully implement the next project relating to empowering women in community media.

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?

The evaluation of the project revealed that most community radio station's managers and broadcasters have favourable attitude and an interest in producing and broadcasting women issues related programs and contents. But this positive outlook is not reflected in their actual day-to-day function. Other reasons, beyond lack of sensitization, include the following:

- Lack of enough knowledge on women related issues
- Lack of experiences in producing and broadcasting women issues based contents
- Lack of up-to-date information on women related issues at local level
- Lack of specialized background among community radio manager and broadcasters
- Low priority given to women issues by CR stations generally
- Community radio broadcasters experience difficulty in obtaining information and data from government agencies, NGOs and INGOs

If community radio broadcasters easy access to information related this issue and if they are oriented and trained up they can play the most effective roles in raising mass awareness and mobilize the people on women related issues and also play significant role in promoting rights of women at the local level.

7.2 What challenges and difficulties were encountered, and how did you address them?

Before and during the implementation period of the project the political crisis and unstable situation raised very badly. CCD rescheduled and shifted the trainings dates several times due to continuous strike and political crisis in the country. Due to the reason we were unable to arrange the training courses in stipulate time. For this reason, as a part of the project, the participants of these training courses were also unable to produce and broadcast the radio programs through their respective community radio stations on time. Under this circumstance, CCD has requested to WACC to extend the project period up to 31 December 2014 and the authority has approved our application and allowed us to implement the all project activities within 31 December 2014.

During continue strike and political crisis in around the country, CCD has successfully arranged all the 09 training courses in Rajshahi, Chapai Nawabgong and Naogaon districts in cooperation of respective 03 CR stations. Beside, the trainee women have successfully produced 30 weekly women issue based radio programs during the unstable political situation and have broadcasted these programs in their respective CR stations. Therefore, finally we can say that we are able to successfully implement the project activities during the political crisis period.

7.3 Did the project have any impact on gender equality issues?

There prevails extreme gender disparity everywhere in Bangladesh. Everywhere from the family to the top of the state level women are becoming exploited and deprived from their equal rights and there prevails gender discrimination. The condition, position and participation of women is much vulnerable in mass media in Bangladesh. Recently, 16 Community Radio starts their operation and broadcasting in different districts in the country. The participation and position of women is still much poor in newly developed CR Stations. Due to poor participation, they could not properly use the power and potential of these CR stations to establish their rights and raise their voice about their own issues.

Through implementation the project, women participation and engagement have successfully ensured in 03 CR stations as well as most of the trainee women have been working now with these CR stations in various position. Moreover, through this project the trainee women are able to utilize the power of mass media for the well-being and development of the local women community and to create awareness on gender issue as well raise women's voice to stop all kinds of violation against women community by producing and broadcasting various type of programs and contents.

Besides, under this project it was highly attempted to create gender sensitivity and an enabling environment for the proper enforcement of the gender issue related laws and for ensuring proper civic facilities through building up public opinion for stopping oppression and for the welfare, empowerment and taking part of the local women community in the decision making process.

7.4 What further work needs to be carried out or follow up steps taken, if any?

Based on the needs identified in the training courses, a number of operational strategies to promote coverage and media campaign and media advocacy of women empowerment and gender issue in the participants are recommended. Generally speaking, the community radio broadcasters have an urgent need for training, for receiving accurate knowledge, clearer conception about the issue and for more ideas as to how to produce various types of radio programs and contents on this issue.

Besides, some important and remarkable recommendations also have received from these training courses to create mass awareness on the issue. Even the participants are also given various kinds of suggestion related to the role of community radio broadcasters in educating and sensitizing grassroots people on women empowerment and gender issues. These call for the appropriate undertaking of the following:

- ✓ Follow-up activities should be arranged to evaluate the impact of these training courses. This will examine successes and impact of this project. This is too much truth for media and communication related project.
- ✓ Duration of these kind training courses should be at least one weeklong. Because, five days is not sufficient for properly orient the new trainee women about the issues and tips and techniques regarding producing of various kinds of radio programs and contents on women and gender issues.
- ✓ More such projects are needed to expand an effective and functional mechanism to educate and sensitize grassroots people on women empowerment and gender issues.
- ✓ Training on radio program and contents production on women empowerment and gender issues should be arranged through CCD for each CR station due to CCD has such capacity and ability.
- ✓ To enhance skills on community radio broadcasters on producing effective contents and programs on women empowerment and gender issues, fellowship should be given to the community radio broadcasters.
- ✓ Through CCD should create opportunity for the community radio broadcasters to exchange dialogue and views with the community radio broadcasters and gender experts from other

areas of the country and from abroad in order to enhance their knowledge and skills.

- ✓ Radio program and contents production competition on women empowerment and gender issue should be arranged regularly to encourage CR station initiators and community radio broadcasters to play active and advocacy role to promote women rights at grassroots level.
- ✓ Promote of awards for Community Media, which stimulates community radio initiators, gatekeepers and broadcasters to broadly cover women empowerment and gender related issue.
- ✓ A handbook or guidebook related to radio program and contents production on women empowerment and gender issues should develop and publish by CCD with the assistance of WACC.

7.5 Other comments, if any.

The participation and engagement of women is still very poor in newly developed CR Stations of Bangladesh. Therefore, all most all the concerned people have pointed out that this kind of important project activities should be arranged for each CR station level of the country in order to ensure active participation of women for raising their voice as well as sensitize mass people on women and gender issues.

7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.

CCD has already enclosed herewith a number of pictures relating to the project. Besides, CCD will send all the training schedules, training manual and helpbook and produced radio program's CD to the WACC by postage.

Name and position of person submitting the report.

G. M. Mourtoza
Director
CCD Bangladesh

Signature:



Date: 15 June 2015

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