



**FINAL REPORT FORM
for
WACC-SUPPORTED PROJECT**

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. Please answer the questions as fully as possible.

THE NARRATIVE REPORT

1. Project Title: (as appeared in the Agreement)	Developing Poverty Reporting Standards for the Asian Media
2. Project Reference Number: (as appeared in the Agreement)	X510-63 (516)
3. Full Name of Project Holder:	WACC – Asia Region
4. Full Address:	Rev. Dr. Samuel Meshack Chairperson –WACC- Asia Gurukul Lutheran Theological College & Research Institute 94, Purasawalkam High Road Kellys, Chennai -600 010.
5. Name of Country:	India
6. Period the project was implemented: (from month/year to month/year)	January 2009-January 2010
7. Project Grant received:	Amount in local currency: Rs. 790758.03 Amount in Euros or US\$ (circle as appropriate): USD 16500
8. Date(s) Project Grant(s) were received: (as in your bank statement) 1 st remittance 2 nd remittance	13.01.2009 – USD 8000 20.05.2009 – USD 8500

9. Activities

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

As per the schedule, the project was delayed as the leadership of the organisation changed, but the focus of the project remained the same.

Three media research and analysis of poverty reporting were carried out by different organisations as given below:

1. Setting Poverty Reporting Standards for Indian Media, conducted by the researchers Ms. M. Jisha and Mr. K. Kandavelan of the Anna University under the supervision of Dr. I Arul Aram. (South India)
2. Challenges to Media on Poverty Reporting and Monitoring: A Survey (Meghalaya) conducted by Ms. Dariker Kharkongor & Mr. Jason Marbaniang under the supervision of Dr. Edwin Kharkongor of the Martin Luther Christian University, Meghalaya. (North-East India)
3. Poverty Reporting in the Media: A survey was conducted by the Xavier Institute of Communication, Jabalpur. (North India)

Three Workshops were conducted in the following places and the dates:

1. Developing Poverty Reporting Standards for the Media on 30 – 31 January, 2009 at Gurukul Lutheran Theological College, Chennai, South India.
2. Workshop on Challenges to Media on Poverty Reporting Standards on 25 April 2009 at Panthanivas, Bhubaneswar, Orissa
3. Workshop on Developing Poverty Reporting Standards for the Media held on 29th May 2009, at Shillong, Meghalaya.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

Please see the Appendices 1a, 1b, 1c – Programme Schedules of the above mentioned workshops

9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.

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

10. Was the project successful? (If possible, please give measurable indicators.)

The project was successful. It has brought awareness to the participants of the workshops such as media persons, the young journalists, social workers, church members on the lacuna in reporting the immanent issues of poverty in the mainstream news media. It also challenged the mainstream media not to look for news to sensationalising people,

but to be sensitive to the problem that affect the day to day living of the poor and the marginalised of the society.

11. Project Beneficiaries

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

The direct beneficiaries were the Media and social work students both men and women from the Universities in the location of the area of the workshop, Civil society members, members of the mainstream and regional media.

Indirect beneficiaries were those people who carried the message to their local people.

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 were greatly benefited from the programme as it was mentioned earlier, it brought an awareness of the news values that as media people should look for. They were also challenged to avoid sensationalising the newspaper or commercialising the news rather to be more responsible citizens in promoting the cause of the poor. The participants representing the regional newspaper and the civil society workers have challenged the mainstream media participants about the importance given to commercialisation of the media.

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

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

Photographs were sent

14. Evaluation

14.1 What were the results of evaluating the project?

Kindly see the recommendations given in the reports of the three workshops. Some of the significant recommendations were:

- i. Listening to the people who are living in poverty about their stories of poverty – a workshop to be conducted in the rural village, where poverty is rampant and making the rural villagers to be the speakers and the journalists and the academicians (researchers) as participants to hear the stories of poverty and how they handle their poverty;
- ii. As the mainstream media and the educated journalists are concerned for their survival and are interested in getting the sensationalised news, it is difficult to get the news on poverty covered by them. Hence, just like the Non-aligned News pool started to make the third world become aware whose news they are getting, it is time for the

civil societies (social activist) and the academicians concerned for the poor, should train fare-foot journalists or (encourage people's journalism) who could contribute to the news of the region.

iii. A few of the participants and resource persons came forward to help in building a curriculum drawn from social work and journalistic perspectives to offer the training for the fare-foot journalism programme.

Each region brought forth some significant recommendation that are challenging and bringing new insights to the workshops.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

There was enthusiasm from the academic and the civil society organisations for a greater co-operation as they are concerned about the poor and bringing out the issues. However, it was not an issue for the mainstream media. Although they see it as a problem, they are worried about their circulation and their audience; hence they wanted to cater to the needs of the rich and middle class audience. It was felt that only the regional and local newspapers, who are serving the poor people, need to be strengthened.

15. Other comments, if any.

16. Name of the person submitting the report: Dr. Samuel Meshack

Position: Project co-ordinator/ Chairperson of WACC-Asia

Date: 2 February 2010

Signature: sd/- Samuel Meshack