

PAF RESEARCH Report – 5/2018

Role of Communication in Poverty Reduction Efforts:

A Study On What Works And What Does Not

PRAKASH ACHARYA

**Poverty Alleviation Fund
Research Fellowship Program 2018
May 2018
www.pafnepal.org.np**



ACKNOWLEDGEMENTS

I would like to express my sincere thanks to those who have supported for coming up with this report. I would like to offer gratitude to Poverty Alleviation Fund members for their valuable guidance on the dimensions of projects targeted to poor identified groups in Nepal.

I am grateful to PAF for providing me with the fellowship to undertake this study. I wish to acknowledge valuable direction provided by PAF spokesperson Shree Ram Subedi, PAF Portfolio Manager Ramala Bhandari and the help provided by the PAF members.

I would like to thank Mr. Ujjwal Prajapati for his valuable suggestions and all respondents of my survey and representatives of supporting organizations Komal Shrestha and Rajeshwor Adhikari for their cooperation and support during the study.

Prakash Acharya

LIST OF ACRONYMS

ADB	Asian Development Bank
BS	Bikram Sambat
CDS	Community Development Society
CO	Community Organization
CSS	Charghare Sewa Samiti
DADO	District Agriculture Development Office
GDP	Gross Domestic Product
ILO	International Labour Organization
JYC	Jana Bhawana Yuba Club
NGO	Non Governmental Organization
PAF	Poverty Alleviation Fund
PCN	Press Council Nepal
PO	Partner Organization
TV	Television
VDC	Village Development Committee
VM	Village Municipality
WB	World Bank

Research Report – 5/2018

Role of Communication in Poverty Reduction Efforts:

A Study On What Works and What Does Not

Summary

Ranked as the least developed country, Nepal is now gearing up to ascent the category of developing country by 2022. Poverty remains one of the major underpinnings of the country's problems. Efforts from governmental and non-governmental agencies made to reduce the poverty are staggering with slow pace despite a large amount of money spent for this. A huge section of people is still struggling for basic needs of food, shelter, and healthcare that is yoked with their poverty. Economic, social, cultural, educational and linguistic disparities and geographically difficult and unorganized scattered human settlements are some major challenges of poverty reduction efforts.

Despite the chunk of challenges, societies are moving towards transformation in all strata of life. Communication is regarded as the driving force of transforming people's mindset towards development and prosperity. Communicative actions create a social climate that leads people to do or not to do something. Effective communication leads effective implementation of development efforts whereas ineffective communication drags such attempts towards failure.

This paper explores the role of communication in poverty reduction efforts that are being made in diverse and deprived societies like Nepal. Persuasive communication with effective message-

conveying can lead towards productive utilization of poverty reduction efforts and this research examines the impact of messaging – what works and what not -- in such efforts.

With a rationale of how development and self-income generating attempts are affected in a particular communicative environment, this study has assessed what persuades people in utilizing their resources and stepping up economically and socially. It has critically analyzed whether the supporting organizations take care of communication aspect while executing development projects. Status of use of communication platforms such as community meetings, gatherings, discussions, and debates, mass media, social media and consultations in the family and with experts and local opinion leaders are assessed in the study.

The study conducted in remote and discarded areas of Ramechhap district, where Poverty Alleviation Fund has directly funded people to operate income-generating works has drawn some valuable conclusion of what communicative action works and what does not in such developing societies. It has recommended, among others, for developing separate communication and monitoring mechanism for designing and executing communication strategies so as to achieve success in development and poverty reduction initiatives.

This paper is a creation of the Poverty Alleviation Fund Research Fellowship Program 2018. The author may be contacted at acharya.prakashs@gmail.com.

Table of Contents

Acknowledgements

List of Acronyms

Summary

Table of Figures	1
List of Tables	2
Background	1
1.1 Introduction	1
1.2 Research Objectives	2
Section II: Methods	4
2.1 Research Design	4
2.2 Desk review:	4
2.3 Survey of COs and POs	4
2.4 Key Informant Interview	5
2.4 Limitations	5
Section III: Survey of COs and POs	6
3.1 Survey Result of COs	6
Study Background	6
Information Source	7
Effectiveness of trainings	8
Knowledge before and after joining PAF programmes	10
Application of knowledge	10
Financial Progress	11
Knowledge generation and impact	12
Media usage pattern	12

Interest in learning.....	14
Medium preference for communication	14
3.2 Result of Key Informant Interview with POs and Opinion Leaders	16
Knowledge about PAF Objectives	16
PO’s Role and Communication with Community Members	16
Communication Need of COs.....	17
Role of Mass media.....	18
Change in quality of life	19
3.3 Local Authorities & Opinion Leaders’ Take on Issues	20
Other problems shadowing needs of communication	20
Transformation in life	21
Role of government office - DADO	22
Hesitation or fear of loss discouraging for going to commercial production	23
Local Journalists on Developmental Contents.....	23
Section IV: Conclusion & Recommendations.....	25
3.1 Conclusion.....	25
3.2 Recommendations	29
References	33
Appendices.....	35
1: Basic Information About PO Respondents.....	35
2: Basic Information About Interviewed Local Opinion Leaders	36
3: Questionnaire [in Nepali language] for CO members.....	37
4: Questionnaire [in Nepali language] for PO representatives.....	41

Table of Figures

Figure 1: Status of application of knowledge in practice.....	9
Figure 2: State of community members' choice for consultations before initiating new work.....	9
Figure 3: Preferred mediums for effective communications.....	15

List of Tables

Table 1: Demographic distribution of CO members	5
Table 2: Status of change of knowledge and application	11
Table 3: Radio and TV use pattern.....	13

Background

1.1 Introduction

Poverty reduction for overall human development has been a key agenda to Nepal along with the changes in the political system in the later three decades. During this period, Nepal has come a long way following the footsteps of global change in overall progress. Infrastructure building, transportation, communication, education, nutrition, health facilities are some fields where Nepal has made significant progress. Latest WB Poverty and Equity Brief (World Bank, 2018) mentions, “the three most recent Nepal Living Standard Surveys (1995-96, 2003-04, and 2010-11) showed impressive poverty reduction in Nepal...the poverty rate in 2010 was estimated at about 25 percent”. ADB’s Country Partnership Strategy 2013-2017 (Asian Development Bank Nepal) observes, “Despite the remarkable decline in overall poverty level, poverty in rural Nepal is still higher than urban Nepal, even though rural poverty is declining at a faster pace than urban poverty”. Still, a large section of people is struggling for basic needs of food, shelter, and healthcare and the poverty has remained as the root cause of those problems and their byproducts.

Poverty reduction efforts made by PAF, various government agencies, I/NGOs and private sector are criticized for yielding in a slow-pace owing to various problems and complications being faced by Nepal despite a big amount of money being spent on it. The PAF has been providing resources directly to the deprived groups with the aim of bringing them to the front line of development endeavours. With the help of 32,000 community organizations, the PAF, according to its annual report (Poverty Alleviation Fund Nepal, 2016), is stretching out to 825,765 excluded families of 58 districts under the poverty reduction campaign.

Communication is driving factor to bring about any kind of change in a society. “Effective communication requires the ability and skill to transmit information in an intelligible manner, treating of the message keeping in view the type of audience and channels... (Kishore, 2010)”. Taking the role of the effectiveness of communication between and among the target poor, community organization and partner organizations into account, this research looked up if there were any communication gap and barrier. Further, the study looked at what specific communicative activities are desired in the course of implementing self-employment generating development projects. The study was conducted in the areas of Ramechhap district where the PAF supported programmes are being executed.

WB, in its report 2015, mentions, “Decision making is the product of an interaction between mind and context... People are malleable (flexible/soft) and emotional actors whose decision making is influenced by contextual cues (signals), local social networks and social norms, and shared mental models (World Bank, 2015).” Since communication is a key for effective message-conveying and persuasion leading towards productive utilization of poverty reduction efforts, this research assessed the impact of messaging – what works and what not -- in such efforts.

1.2 Research Objectives

The main aim of this study was assessing communicative actions among stakeholders of PAF supported areas at the local level. Understanding communication phenomena in implementing poverty reduction projects can make the execution of such projects smoother and effective in the future. Keeping this in mind, this research was conducted with following specific objectives:

1. To assess impact of communicative actions among stakeholders in relation to poverty reduction efforts
2. To evaluate communication gaps between facilitators (POs) and beneficiaries (members of COs)
3. To determine what communication actions are working, what not and why

Section II: Methods

2.1 Research Design

The qualitative survey with the semi-structured interview was main data collection approach intending to for multi-dimensional description and explanatory analysis. Further, desk review; survey of COs and Pos and key informant interview with knowledgeable local opinion leaders were other methods adopted in the research.

2.2 Desk review:

The first phase of the research work was focused on reviewing previous reports and concerned literatures to understand the communication phenomena of poverty reduction projects. Reports of WB, PAF, ADB and similar literature helped to comprehend how poverty reduction projects are being executed with what consequences. It helped to be familiar with the research area and development other research tools.

2.3 Survey of COs and POs

The survey of 14 COs was conducted from 29 March to 2 April 2018. Multi-stage stratified sampling approach was adopted for selecting samples of community organizations under convenience sampling technique. Three members of 13 sample COs were selected whereas only two members of one CO became available for survey. One individual from each household (altogether 39 individuals) was selected by balancing gender and age group. A set of questionnaire was made filled up seeking information about their engagement on poverty reduction related communication or messaging and state of persuasion.

Sample Size: 39			
Gender:	Male: 20 CM		Female: 19 CM
Age Group:	15 – 25 Y : 2 CM	36 – 45 Y : 8 CM	56 – 65 Y : 8 CM
	26 – 35 Y : 5 CM	46 – 55 Y : 10 CM	66 – 80 Y : 2 CM
Work/Engagement:	cattle farming; vegetable farming; poultry farming; fish farming general crops; fruit farming; operating shop/store		

Table 1: Demographic distribution of CO members (Note: Y = Year; CM = Community Members)

2.4 Key Informant Interview

Interviews were conducted with four members of POs and eight opinion leaders at programme implementing area. The interviews were mostly focused on seeking their observation and understanding for analyzing and assessing problems and solutions relating to communicative actions. The sample interviewees were selected under convenience sampling approach.

2.4 Limitations

The acquired data cover only one district – Ramechhap -- out of almost all districts of the country, where PAF- supported poverty reduction programmes are being executed. Ramechhap is one of the six districts, where the PAF launched its programmes in the first stage. Survey and interview methods have become complementary to make the study resourceful. Geographic convenience, resources available and the scope of the research have limited the study to certain area and population.

Section III: Survey of COs and POs

3.1 Survey Result of COs

Study Background

Ramechhap is among the six sample districts where the PAF had started its poverty reduction programmes on the first stage in 2004. According to District Report of Ramechhap (PAF, 2018), the poverty reduction programmes are executed in all 55 VDCs which were later transformed to be six VMs and two municipalities. NGOs, which remain as Pos, are playing the role of facilitator to implement the programmes. The PAF is directly funding to the beneficiaries i.e. farmers and local entrepreneurs by sending the loan to their bank accounts. The locals form COs comprising certain members, conduct meetings normally on monthly basis and mobilize the money received from the PAF by providing the loan to CO members for doing profit-making work. As a supporting organization, the POs help the COs in identifying target group; selecting members of the COs who themselves are the real beneficiaries of the PAF's support; formation of COs; registration in the PAF; facilitation in identifying the need of the locals; facilitating for preparing the COs sub-projects (physical infrastructure and income generation); capacity development of CO members and institutional development of the COs.

Altogether 1444 COs are getting benefit from the PAF support, according to the same report. Out of 34774 members, 22405 are women and 12369 are men while 3650 are from *Dalit*, 2180 are from indigenous and 9717 are from other communities including *Brahmin* and *Chhetri*. The COs have operated revolving fund of Rs 457,411,524 for 1327 COs. The fund, so far, has invested Rs. 235,982,564 to sub-projects for infrastructure development and income generation of poor identified people.

Running programmes in the district include the operation of cooperatives; developing pocket areas for producing, collecting and processing fish and *junar* orange; animal insurance and buying and selling of agro products. COs are engaged in producing vegetables, fruits, coffee, herbs; operating grinding machines; chicken, pig and goat farms and so on.

The members say there has been significant progress in their lifestyle and quality of life as their purchasing power has increased. Now, they can consume varieties of vegetables and fruits and they have started regular saving in local cooperatives. People used to hesitate to speak with seniors, those in power at the local level and strangers. Their engagements in regular meetings of COs have made them capable of expressing their opinions and views on social and common issues. They have learnt many skills relating to the areas of their involvement, their morale has been enhanced and the level of their awareness is boosted.

Information Source

Initially, the most community members got information from the POs about the loan support to them from PAF for doing any income-generating work. The information about the support was disseminated in the course of forming COs in the facilitation of POs. Some of the CO members had known about the income-generating programmes from their neighbours who knew the information earlier. None of the COs knew the information from any mass or social media. It shows that local gatherings and local networks are the platforms to inform the people about any programme targeted to them.

The largest section of the respondents, 56.41%, was found benefitted in all three areas – income generation, skill development, enhancement of quality of life. Likewise, those getting the advantage in first two areas and the first and the third areas respectively were 15.38%. Likewise, 7.69% respondents were found benefitted in some other ways. Further, 79.48% have so far participated in any kind of training after they were linked in the CO and remaining 20.51% have not got such chance so far. Almost all training was operated by POs on issues such as how to operate COs, revolving fund and how to deal with the problems related to their work initiated on the loan support. They said they learned many skills relating to cattle, poultry, fish and vegetable farming, dealing with diseases, using veterinary services, accounting, and production of agricultural products.

Nearly half of the respondents stated that they were bringing the knowledge of training to practice up to 50 to 75% whereas around 24% respondents were found using only the knowledge more than 75% the knowledge in real practice. Approximately 18% respondents said that they were using the knowledge up to the extent of 25 to 50% while around 10% mentioned they were being able to use the knowledge below 25%.

Effectiveness of trainings

The data shows that trainings are not being much effective as more than half of the respondents were found utilizing the knowledge to the extent of below 50%. However, they have mentioned lack of follow ups, lack of resources, shortage of water and lack of knowledge on modern devices and techniques as the causes behind not being able to utilize the knowledge garnered from trainings to the fullest extent.



Figure 1: Status of application of knowledge in practice

Consultations for decision making:

On whom the respondents consult with first if they wanted to initiate new work or programme, the survey found out that most (56%) consult with COs first and around 42% hold consultation within the family, with neighbors and COs. Very fewer people, only less than 3% hold consultation with experts. The data illustrates that COs have been emerged as useful platforms to make consultations before deciding on what to do for generating income. The tendency of holding consultations with experts and DADO is very low, only less than 3%.

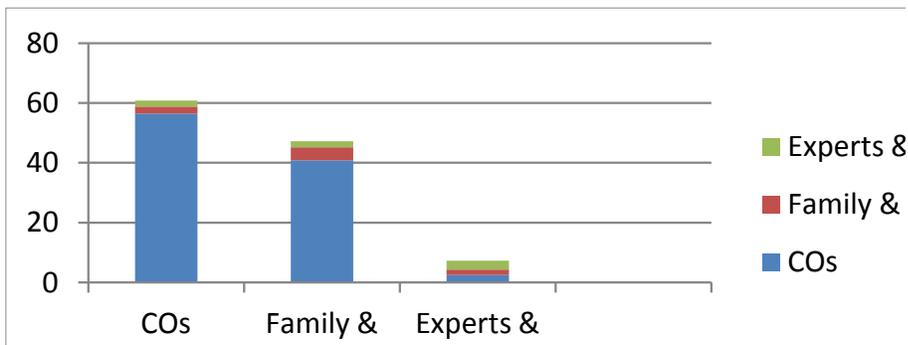


Figure 2: State of community members' choice for consultations before initiating new work

Knowledge before and after joining PAF programmes

Before joining the PAF supported programmes, people were not able to produce sufficient vegetables, grains and other eating materials due to lack of knowledge. Out of sampled respondents, 79.48% had to buy most of their grocery items from market and it was difficult for their subsistence as well as they were limited on traditional ways of crops. Although very small section of the people had little idea about earning from their existing resources, lack of extensive knowledge and seed money for investment was stumbling block for their progress. The situation has changed after they got involved in PAF supported programmes. Now, they have acquired somehow skill, knowledge and awareness on income generation, livestock management, dealing with diseases in their crops and livestock, making saving and managing loan. Previously, they used to be shy and hesitant to speak in group and thus were not able to express their view points in public forums. Presently, they have learnt to speak in group and have started inquiring their concerns and rights. However, only around 8% were found making their production from commercial. Remaining 92% have also made progress, but to the extent of managing most of their grocery items such as vegetable and other food items from their own production.

Application of knowledge

The trend of applying the knowledge and skill learnt in the course of getting participated in the PAF programmes is somehow satisfactory. Around 74 percent respondents stated that they were applying the knowledge in between 50 to 75 percent. Those applying the knowledge above 75% are only around 13% whereas and the data of those applying the knowledge from 25 to 50

percent also remains the same. None of the participants were found applying the knowledge up to the level of below 25%. It shows that the community members are applying the knowledge little or more.

Before PAF Participation	After PAF Participation	Application Trend
Unable for subsistence: 79.48% R	Subsistence oriented: 92.30% R	50-75% A : 29 R
		75 above A : 5 R
Subsistence oriented: 20.51% R	Commercial production: 7.69% R	25-50% A : 5 R

Table 2: Status of change of knowledge and application (Note: A=Application; R=Respondents)

Financial Progress

The large section (69%) of CO members did not have any assumption or target of earning a certain amount from PAF programmes before joining the programmes. Around 18% assumed they will have 1-2 lakhs rupees of annual income. Whereas, around 10% projected up to Rs. 50,000 and around 5% had projected their annual income to be between Rs. 50,000 to 1 lakh rupees. Presently, as the largest section of the respondents was found subsistence oriented than working commercially, the section has been able to manage the expenditure of their food items for their household use from their own production. The monetary value of such production ranges up to more than 7 lakhs rupees annually. Still, 10.25% respondents stated that they were unable to assume their annual income from the PAF supported programmes. Those earning up to Rs. 50,000 and Rs. 50,000 to 1 lakh are 25.64% each. Around 18 percent are earning 1-2 lakhs rupees; 10% are earning 2-3 lakhs; 5% are earning 2-3 lakhs and another 5% are earning 5-7 lakhs annually.

Knowledge generation and impact

Every CO has its rule of meeting at least once in a month in the presence of one representative of its line PO. They discuss how to mobilize revolving fund provided by PAF, how to flow loan to the community members and how to return it. Further, they discuss income generation related activities, their work, problems, solutions, saving and the issues of mutual welfare. Of the 13 COs, 89.74% were found holding meetings on a regular basis while 10.25% are unable to hold meeting regularly. CO, family, and neighbours have become important platforms to discuss the issues. They discuss the issues such as effective use of revolving fund, income generation, how to increase income, minimizing unnecessary expenses and utilizing loan and investment.

Lack of sufficient knowledge has hindered the work of COs from many aspects. Disease in crops and livestock, the problem in mobilizing revolving fund, low production than expectation, and lack of knowledge about the use of veterinary service are the consequences being faced by the community members. It shows that insufficient knowledge has become one of the vital issues that need to be addressed to make such development initiatives effective.

Media usage pattern

State of use of mass media like radio and TV for income generation activities is not encouraging. Around 44% respondents stated that they didn't have radio and TV set. And although some of them could access radio from their mobile phones they used it only for listening to musical programmes and they don't know and don't care about the income generation oriented programme. Around 56% respondents said they had TV sets. They added they can access radio

from mobile phones. However, around 64% of them don't care about income generation related programmes although they use TV and radio for listening to music and general news items. Remaining 36% stated that they are interested in agricultural and income generation related programmes and they watch or listen to electronic media most of the time. Some of them watch Nepal Television's Agricultural Programme and Agriculture TV channel. The data shows that mass media are still out of access or they are unable to draw people's attention due to lack of purchasing capacity and lack of awareness and lack of media literacy. Rather people rely on traditional knowledge, knowledgeable persons, or trainings by POs and other NGOs.

Those who have followed TV and radio contents stated that they have learned many things about vegetable, fruits and livestock farming, curing the disease and using related medicines, preventing or handling diseases, ways of increasing investment and income and are motivated by others' success stories. They said they were motivated to work hard, properly utilize loan, and make the regular saving. Some of them said they could do something concrete and could fulfil their needs by utilizing their local resources. Some youths were motivated for doing some work in their village rather than going abroad for earning money.

<p>Don't have Radio or TV set : 43.8%</p> <ul style="list-style-type: none"> • Listen radio via mobile phone but don't care income-generating programmes: 22%
<p>Have TV set or listen to Radio : 56.41%</p> <ul style="list-style-type: none"> • Don't care about income-generating programmes : 63.63% • Watch or listen income-generating programmes : 36.36%

Table 3: Radio and TV usage pattern

Interest in learning

As poor knowledge and poor awareness level and low motivating factors are some problems being surfaced in backward people, making them aware of income generation oriented works is imperative. Respondents want to learn how to earn from even little investment. They are interested to learn skills relating to vegetable and livestock farming, use of new technology, commercial idea, sewing, and knitting. They also want more about the use of the veterinary facility and handling basic problems oneself properly.

Medium preference for communication

Given the habit of people and demographic condition, the respondents suggested for different mediums for communicating them effectively and enhance productivity and earning. Around 36% respondents suggested for using effective discussion in the community; making discussion or arranging training by POs and experts observing the community members works and making suggestions as appropriate mediums. Around 37% suggested for effective discussion in the community and arranging training by POs. Approximately 18% preferred making discussion or arranging training by POs. About 10% suggested opting for radio, TV, online media and making discussion or arranging training by POs. Only around 5% suggested for using newspaper; effective discussion in the community and making discussion or arranging training by POs as effective mediums.

Social media like Facebook and twitter are supposed to be effective mediums to disseminate news, information, knowledge and awareness building contents. However, they still remain very

less functional in communicating developmental contents. The largest section of the surveyed samples, around 41%, said that they never used social media including Facebook and they didn't have accounts of such networking. Around 36% said they had the Facebook account but never use this platform for discussing or communicating messages related to their work or profession. Only 5% said they upload pictures and status relating to their PAF supported work occasionally. There need some motivational efforts to inspire the people for engaging in work-related debates in such social network from POs or any such supporting organization. Likewise, such supporting organizations can generate concrete developmental contents supportive to raise awareness and disseminate them systematically with concrete strategy. Singh (2011) mentions, "In planning communication strategy for development, the most important element is the identification of communication needs and resources unless one is careful about this, or if one overlooks, this, will go in vain."

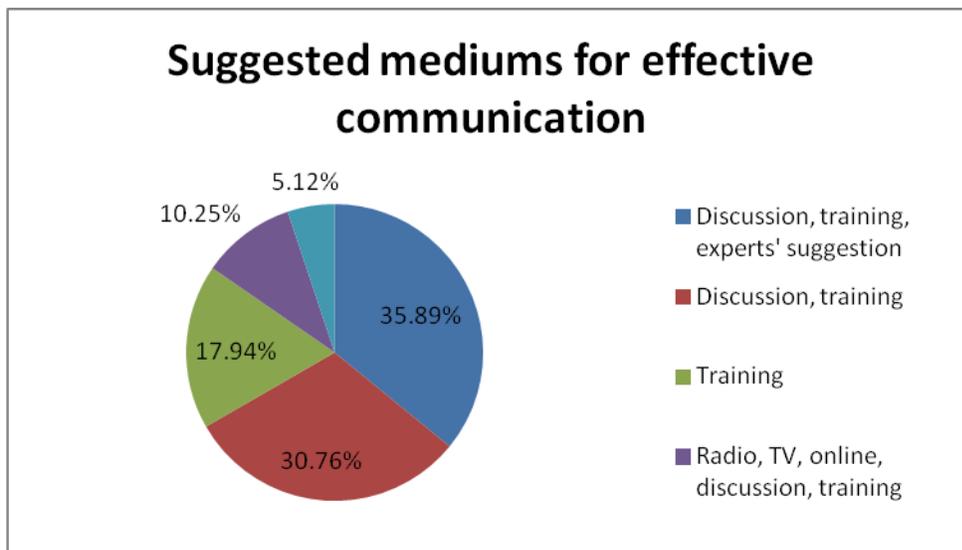


Figure 3: Preferred mediums for effective communications

3.2 Result of Key Informant Interview with POs and Opinion Leaders

Nine POs have supported COs of Ramechhap district. Of them, four POs – Charghare Swea Samiti (CSS), Community Development Society (CDS), Nepal Sarbodaya Sewa Kendra and (MSR) and Janabhawana Youth Club (JYC) -- were sampled out and Programme Coordinator of each sample PO was interviewed. Three male and one female sample were from 30 to 40 years of age group and three were postgraduate and one was graduate by education.

Knowledge about PAF Objectives

The respondents said the PAF was making support to poor people with the objectives of meeting MDG; improving poor economically, *Dalit* and women; mobilizing social resources; developing the capacity of poor and generating their income; developing infrastructure and expanding the access of poor in all sectors. Further, the PAF's target, according to them, is reducing poverty by organizing community members; giving them access to resources and mobilizing resources by resource mobilization and overall development of poor, *Dalit*, women and oppressed groups.

PO's Role and Communication with Community Members

The POs' Programme Coordinators identified their role as coordinating and facilitating COs' meetings, working as a catalyst for the formation of COs, identifying needs and problems of poor and assisting in the implementation of PAF programmes. Meetings, informal discussions, and public hearings are the main mediums for communicating with the community members, according to them. For informing the community members about the programmes implemented for them, the POs use teaching, sharing experiences, holding interactions and making

suggestions by reaching to their doorsteps. Local FMs and newspapers are occasionally used to inform about the PAF supported programmes. The local media publish/broadcast contents relating to income generation, skill development, enhancement of quality of life and impact and consequences of the implemented programmes. The POs have found community members using the social media very low on the PAF related issues. Such mediums have a very low impact on the community members, according to them.

If the PAF wanted to start new programmes in a community through the POs, the supporting organizations use different techniques to inform the people. They include organizing gathering of community people, people's representatives, local intellectuals and talking to representatives of local cooperatives. Every PO has mobilized their representative who communicates the community members in person during the CO's monthly meetings. Occasionally, they use telephone and phone message to communicate with the community members.

Communication Need of COs

Community members are always interested to know how to generate production and income, learn commercial skills, further steps of their already started farming or work. Sometimes, they ask problems via phone. They want to seek appropriate market of their production and stop their youth manpower going abroad and it is possible if opportunities could be created in their villages. In the absence of proper knowledge and communication with supporting organizations and knowledgeable people, the locals have faced many losses such as the death of livestock by an unknown disease. Further, the community people are not being able to develop their farming

or work in a commercial way and production of a large section of the communities are confined to their livelihood.

Communication takes place between and among POs, COs, neighbors and family members occasionally. Normally, they discuss on how to increase income, operate revolving fund and make a commercial plan. Further, they discuss loan management and gain more profit. People seek information regarding how to go to commercialization from normal livelihood-oriented farming/work. As there are people of different categories economically and socially, different approaches may be necessary to communicate with them.

Role of Mass media

Dominick (1999) mentions, “Media can serve as socialization forces when they are the primary sources of information about a topic, and that information is presented in a consistent manner.”

Local media can play a vital role as the primary source of information for transformation as mentioned by Dominick. In Ramechhap district, Radio Tinal (88.6 megahertz) broadcasts a 15-minute programme “Jibika” every Monday. Some newspapers including Ramechhap Post publishes contents like the market price but developmental and income generating contents are almost non-existent or rare.

Sample Programme Coordinators of POs believe media contents have helped to adopt good things, raise awareness for improvement, remain alert about possible problems and be persuaded from others’ experiences or progress. When media report about the progress made by community

members, it boosts their morale and they are encouraged for additional investment. Farmers are found excited when they are announced best through media and it helps them to work hard and make further progress.

Programme coordinators suggest certain communicative activities -- designing effective radio programmes and broadcasting from local radios, holding discussions at COs, providing training and suggestions from POs and experts observing the home areas of community members and making suggestions accordingly – for effectively communicate with the community members. Further, they also suggested for organizing public hearing, door to door campaign, publicity of success stories through local radio and newspapers, arrange observation and monitoring visits.

Change in quality of life

The large section of community members has increased income and their awareness level and quality of life have been enhanced due to their participation in the programmes supported by PAF, according to the Programme Officers. Participation in meetings on regular basis has enhanced their confidence to speak with others and many have developed the habit of saving. Some illiterate people have now been able to write at least their names. Community members are now able to inquire about government facilities for general people. Women, *Dalit*, oppressed group are gradually developing leadership quality. Their social, educational, economic, economic and personal status has been enhanced along with their involvement in income generation activities.

3.3 Local Authorities & Opinion Leaders' Take on Issues

Key informant interview with eight authorities and opinion leaders was conducted focusing on concerns of community members relating to the role of communication in implementing the PAF supported programmes.

Other problems shadowing needs of communication

Local people are being benefitted by for buffalo rearing on the loan support of the PAF. However, they are facing difficulty due to lack of water resources in the area where people have to fetch water from five-hour distant (there and back) stream. The headmaster of local school Chandra Bahadur KC states, “Water shortage has been stumbling block for all kinds of products including agricultural and livestock.”^[1]

Those who are working hard are getting benefitted from the PAF support. For instance, ordinary veterinary worker Mohan Bahadur Budhathoki mentions, “I started goat rearing by taking Rs. 7000 loan and I have earned around Rs. 7 lakhs from it. Many others are not being able to make such a profit as they are lazy and there are no any motivational factors to trigger them.”^[2] Many such community people also lack awareness about how to make the profit from the small investment. They still believe in traditional agricultural and livestock methods that do not give much profit creating a status quo situation on them.

People are interested in doing income generation activities such as livestock, vegetable farming, groceries and sundries and furniture shops. However, they are not being able to the fullest extent

as they lack modern ways and instruments. Social mobilization worker Laxmi Thapa Magar observes, “They need knowledge and motivation. Providing training by experts and motivating them by rewarding best performers in their work is essential.”^[3]

The large section of the beneficiaries are illiterate, cannot maintain basic calculation and record of their transactions. Members of many COs don't have ideas of what to discuss in their regular meetings. They are facing many difficulties in keeping their financial records due to lack of their basic education and awareness. Social mobilization worker Gyanendra Raj Adhikari states, “One-time training is not sufficient to them and they need recurring training and awareness raising activities. Most COs discuss their profit and loss as they are unable to analyze the causes behind it.”^[4]

Transformation in life

They have at least started discussing their earning in their families and committee meetings and at times with supporting organizations. Some have developed their socialization skills and leadership quality as some of them have become representative or leaders in different political and non-political forums. Earlier, they used poor clothing and were reckless about the quality of their foods. However, now, their eating habit has changed with better quality food culture. Their aspirations have heightened and they are careful about the study of their children. Massive training programmes, motivational contents through all types of media can motivate the new generation who have a tendency of either going for foreign employment or doing work in city areas for little remuneration. People used to hesitate to speak in the past. However, after their engagement in COs, they can at least express their opinions.

Still, there are challenges including untouchability, bad habit of misusing loan for consuming alcoholic items and reckless spending of earned money in marriage and other cultural occasions. As many people still believe in curing the illness of their livestock by traditional enchantment (*dhami jhankri*) techniques, they are not being able to get benefit sufficiently. Many hesitate for artificial insemination (animal husbandry). The trend of using pesticides can be problematic in the future.

There are so many modern techniques of farming and other employment generating works and many modern tools for harvesting are available in the market. Adhikari adds, “However, lack of awareness and motivation, along with their poverty have been the causes of slow progress in poverty reduction.”^[51]

Role of government office - DADO

DADO has developed a system of giving information and orientation to farmers and providing some other services and agricultural tools relating to their farming by forming a group. There are generally 20-30 farmers in such a group. Such services are extended through DDAO’s service centers residing in different areas. The services also include providing 50 percent subsidies to agricultural instruments, providing seeds, informing about technology and so on.

Technical Assistant of DADO, Manthali, Sanjaya Kala Rai states, “People do have a tendency of coming to DADO only after their crops and farms are caught up by diseases and obstacles

seeking ways about how to tackle with them.”^[6] The farmers who approach with the DADO ask information about the services, subsidies, modern ways of farming and tackling with various problems. The DADO also informs the farmers through local radio and newspapers about its services and subsidies. Every village municipality has DADO’s representative who works as a liaison between farmers and DADO.

Hesitation or fear of loss discouraging for going to commercial production

People are now active in farming and other agricultural production activities following the support of the PAF. However, the large section is limited in subsistence-oriented farming. Social observer, Umanga Mainali says, “They have a tendency of imitating others without analyzing their personal condition. Likewise, they hesitate to invest loan and start production with a commercial motive as they are fearful of possible failure.”^[7] Some special measures, according to him, can be adapted to motivate them: a. Making exposure visits to the farmers to other farms who have earned success. b. Providing training from technical experts. c. Inspiring by using the mechanism of local bodies. c. Developing capacity and skill of the people and creating a market. So, providing loan alone is not sufficient to motivate the farmers.

Local Journalists on Developmental Contents

Journalists and media workers themselves accept that the media are covering developmental issues very little. A senior journalist of the district Badri Nayaghare says, “There are 7 FM radios and 7 local weekly newspapers. However, their contents are dominated by politics. They rarely talk about poverty reduction and agricultural development issues.”^[8]

Radio Tinal broadcast 15-minute “*Jibika*” programme every Monday, which includes radio magazine, success stories, interviews, reports and activities relating to agriculture and income generation. News chief of Radio Tinal, Manthali, Nabaraj Shrestha states, “The response of farmers is low in our programme. Those, who respond through phone or during the meeting with our reporters, express big dream of earning a large amount of money going out of ground reality.”^[9]

^[1] Based on an interview with headmaster of Kalika Primary School, Thulimadau-3, Ramechhap - Chandra Bahadur KC - on 31 March 2018.

^[2] Based on an interview with veterinary worker of Ratamata, Likhu, Tamakoshi-7, Ramechhap – Mohan Bahadur Budhathoki - on 1 April 2018.

^[3] Based on an interview with social the mobilization worker of Samudayik Janashakti Bikas Karyakram, Golmatar, Tamakoshi Village Municipality-5, - Laxmi Thapa Magar - on 1 April 2018.

^[4] Based on an interview with social mobilization worker of supporting organization Charghare Sewa Samiti, Manthali - Gyanendra Raj Adhikari – on 2 April 2018.

^[5] Ibid.

^[6] Based on an interview with Technical Assistant of DADO, Manthali, Ramechhap – Sanjaya Kala Rai – on 2 April, 2018.

^[7] Based on an interview with social observer working with anti-corruption NGO Pro-Public, Ramechhap Chapter – Umanga Mainali – on 2 April 2018.

^[8] Based on an interview with senior journalist of Ramechhap district – Badri Nayaghare – on 2 April 2018.

^[9] Based on interview with news chief of Tinal Radio, Manthali – Nabaraj Shrestha – on 2 April 2018.

Section IV: Conclusion & Recommendations

3.1 Conclusion

Efforts of targeting the poor people for their income generation and overall development through governmental and non-governmental agencies have been filled up with various obstacles in Nepal. Lack of sufficient resources, appropriate planning and implementation are some key problems being surfaced since systematic development efforts. When the implementation of a project comes to fore, the basic condition of the target group is ignored or overlooked most of the time. Motivating factors that make the backward people enthusiastic to dive into the new work and come up with success are not cared. Their basic knowledge, understanding and mindset that needed to be enhanced for making them prepared for additional work is not properly taken into consideration. Making the community members ready to take risk and face challenges is imperative if a target result is to be achieved from the beneficiaries by their self-run business. However, it is overshadowed by the implementing agencies most of the time. Preparing the mindset of rural people for income generating work, transforming them from traditional way of work to modern, making them able to resolve problems that come in the course of new or additional work are essential for intended output. Systematic and planned communicative activities that are deemed necessary between and among all stakeholders can address all these issues. So, providing financial and technical help is not sufficient to implement a rural people-based development projects.

PAF supported 'poor'-targeted projects have created a number of opportunities to the local underprivileged people. They can generate self employment by using local resources from the investment of the money provided by the PAF as loan. Fulfilling financial need, earning from

selling their products or services and learning skills help them uplift their social status. Further, they are able to explore their opportunities after getting exposure and inspiration from their activities that are discussed and shared in their community and other people through different channels like meeting at CO level, consultation with PO representatives and experts and sometimes via media publicity. People have definitely done better after they were associated with the PAF supported programmes. However, they have not performed to the fullest potential from the given support and resources. Data of this study proves that the largest section of the attending poor have been able to make production only to fulfil their household need and not for commercial purpose.

Confusion and ambiguity among community members regarding the ways of crops run by PAF supported loan looms large. They have some platforms like CO's regular meetings, PO's advice and DADO's support to deal with their concerns. However, such platforms are not systematically activated. Consequently, largest section of the community members is confined in making production for their family rather than selling the products commercially and making money out of it.

The PAF and other government and non government agencies are spending large amount of money to uplift the poor. Different agencies are working on different fronts with the single mission of reducing poverty. Along with their efforts, the GDP per capita income has also significantly increased over past few years with the projection of GDP growing by 5.89 percent and per capita income reaching \$1004 within fiscal year 2018/19, according to Economic Survey (Ministry of Finance, 2018). However, remittance has covered around 25 percent of Nepal's

GDP and agriculture has covered only around 30 percent. ILO's Nepal Labour Market Update published in January 2017 states, "...Close to 50 per cent of Nepalis rely on financial help from relatives abroad, among the highest rates in the region...(International Labour Organization, 2017)." Large area of arable land is turning into barren due to outmigration for employment. An article published by *The Kathmandu Post* with 29 April 2018 dateline reports, "More and more youths of the western Nepal's district of Pyuthan are leaving for overseas job destinations, turning most of the arable land barren and increasing dependency on imported food (Bhandari, 2018)." Around 20,000 youths have obtained passports in the district in last five years and big portion of it is in overseas job, according to the story. It shows Nepal's representative picture of almost all districts. In the given context, poverty reduction efforts are moving in slow pace. Equipping the people with sufficient knowledge and motivating youths, who are compelled for overseas, job for generating self employment in their villages is indispensable.

Hundreds of media outlets are running across the country. Out of 3865 registered newspapers, 865 are published and 607 are regular (Press Council Nepal, 2018). Likewise 116 TV channels and 741 radio frequencies have taken permission from government, according to Ministry of Communication and Information Technology (Ministry of Communication and Information Technology, 2018). There 562 radios and 25 TV channels are regular, according to the ministry's another data which was updated two years ago on 15 July 2016 (Ministry of Communication and Information Technology, 2016). Likewise, 1139 online news portals have been listed in the PCN (Press Council Nepal, 2018). Despite this big media landscape, the rural audience are found barely benefitted from media contents on developmental issues in this study. Media contents are dominated by political and events rather than people's local concerns and thus they are not being

able to draw people's attention by presenting contents as per the developmental need of the people. Still, many people believe on making treatment of their livestock by traditional enchantment (*dhami jhankri*) method that has hindered them from taking advantage from their farming to the fullest extent. Likewise, many farmers were found hesitated for artificial insemination (animal husbandry) which has caused many difficulties on them.

Social media like Facebook and Twitter are now popular to share information, messages, knowledge, and news and get connected extensively. However, this study found that the utilization of these media for self-income generating contents at the local level was almost non-existent. It shows that development partners including government and nongovernment agencies are yet to do more to make people aware and motivated by using traditional as well as new media.

Before implementing poverty reduction projects, all stakeholders need to understand communication phenomena well and plan of actions should be devised accordingly to execute such projects in smoother and effective way. In the absence of effective communication, poverty reduction efforts cannot achieve the desired outcome and the investment of money goes to vain to the greater extent.

Communication gaps between facilitators (POs) and beneficiaries (members of COs) have created confusion and ambiguity among the community members leading towards low productivity. Many communication actions such as instructions made by PO representatives during the regular monthly meeting are not working well and people are not being able to utilize

the PAF's loan assistance to the fullest extent. Providing loan support and arranging facilitation by POs are not sufficient to achieve the desired outcome. So, the following recommendations need to be considered while making poverty reduction efforts in rural areas.

3.2 Recommendations

- **Preparing people's mindset before implementation:**

Along with the increase in poverty reduction efforts from various governmental and non governmental agencies, challenges are also on rise. In spite of more investment and poor-oriented programmes being launched for rural people, community people are the major actors who can bring change by economically and socially enhancing the standard of their life. Some key issues such as preparing people's mindset to adopt change in their existing state of life and enhancing their courage for investing money and efforts and bring desired output is vital. Without addressing these concerns, the poverty reduction efforts cannot give intended impact. So, assessment of communicative phenomena and devising activities accordingly is imperative in order to ensure result-oriented projects.

- **Preparing communication tools for desired outcome:**

The existing communicative activities between and among the stakeholders are not being effective and sufficient to encourage and motivate community members and address their concerns they face during their work. Thus, conducting research about specific tools and techniques that can effectively work in particular community is vital. For this, communicative role and actions of different types of stakeholders should be defined and a

good monitoring mechanism should be developed to ensure whether the communicative activities are leading towards bringing set outcome is vital.

- **Strategic dissemination of self-income generating contents:**

People do have access to mass media like radio and TV. However, there are negligible programmes and contents that can attract the people's attention and become game changer in the life of poor people and the youths who have been abroad or city areas leaving their arable fields barren. Supporting organization like PAF can devise media plan, provide local media the relevant contents or sponsor certain programmes or contents that can both encourage people for what they are supposed to do, solve problems they are facing frequently in their work and provide innovative idea. Making the farmers participant in the programmes, asking basic questions to the community members and providing prizes to those who answers best, providing incentives to those who regularly follow such media programmes can be some examples for attracting them towards such media contents. Likewise, supporting organizations should develop concrete developmental contents that complement people's self efforts and raise awareness. Such contents should be disseminated systematically with concrete strategy through effective mediums that can vary according to the background of different communities.

- **Providing training for utilizing social media and other platforms:**

Social media are popular nowadays to disseminate news, views, knowledge, and information. However, rural communities still lack resources, skill, and motivation to use such medium. Negligible community members were found getting engaged in discussing, using and conveying their work-related contents. So, there should be specific training

sessions on how social media platform can be best utilized in relation to their work. Side by side, the role of traditional cultural media, radio and TV, local opinion leaders, local gatherings, and meetings are effective as our villages are yet to be equipped with 21 century's information society where communication technology ease all walks of life.

- **Monitoring inter-personal and group communication regularly:**

Regular meetings of COs are vital in dealing with the real time and real life issues. Such meetings are not being effective as community members lack sufficient knowledge and idea of making such meetings productive. Although participation of PO's representatives who facilitate the meetings is mandatory, they are not being able to attend all such meetings. Geographic remoteness of communities and most PO representatives living around district headquarters, low incentive to them and their less equipped knowledge and skill can be some causes behind their low participation and the regular meetings becoming not much effective. So, execution of a specific plan of action and frequent monitoring from communication view point can enhance such meetings and community members through constant feedback mechanism can have desired effect.

- **Deploying team for capacity development and monitoring:**

An effective monitoring mechanism is essential to manage and supervise programmes that are executed with the target of poverty reduction efforts. A separate team that can work for both capacity development and monitoring of community members and local supporting organization should be developed and deployed.

- **Implementing motivational measures:**

Some special measures can be executed to motivate community members that include -- making exposure visits of the community members so that they can learn and be motivated by others' success stories; providing frequent training from experts; inspiring the community members by using the mechanism of local bodies; developing their capacity and skill by any other means and creating market for selling their products and services. Hence, managing communicative actions in order to effective utilization of loan is imperative as offering loan alone is not enough for target result.

- **Activating various platforms:**

Organizing exhibitions of products, rewarding best performers, conducting research, mobilizing expert, making regular monitoring and making the people invest in result oriented work are essential aspects of communicating with the people.

References

- Asian Development Bank, Nepal. (n.d.). Country Poverty Analysis 2013-2017 Nepal. Kathmandu, Nepal. Retrieved April 9, 2018, from <https://www.adb.org/sites/default/files/linked-documents/cps-nep-2013-2017-pa-detailed.pdf>
- Bhandari, G. P. (2018, April 29). Outmigration turns arable land barren. The Kathmandu Post .
- Dominick, J. R. (1999). The Dynamics of Mass Communication. New York: McGraw-Hill Companies, Inc.
- International Labour Organization. (2017). Nepal Labour Market Update. Kathmandu: ILO Country Office for Nepal.
- Kishore, D. (2010). Effective Communication. New Delhi: Har-Anand Publications Pvt Ltd, New Delhi.
- Ministry of Communication and Information Technology. (2017, July 31). Details of Licensed FM Radio. Retrieved May 12, 2018, from moic.gov.np: https://moic.gov.np/upload/documents/fm-list-2074-04-16_1501498105.pdf
- Ministry of Communication and Information Technology. (2017, July 31). Television Broadcasting License Issued. Retrieved May 11, 2018, from moic.gov.np: https://www.moic.gov.np/upload/documents/tv-list-2074-04-16_1501498146.pdf
- Ministry of Finance, Nepal. (2018). Economic Survey 2018/19. Kathmandu: Ministry of Finance.
- Poverty Alleviation Fund. (2018). Poverty Alleviation Fund Programme in Ramechhap District Annual Report 2018. Kathmandu: Poverty Alleviation Fund.
- Poverty Alleviation Fund, Nepal. (2016). Annual Report. Kathmandu: Poverty Allievation Fund, Nepal.

Press Council Nepal. (2018, April 13). Online Media Registered Enlistment. Retrieved May 14, 2018, from [presscouncilnepal.org/np: http://www.presscouncilnepal.org/np/wp-content/uploads/2018/04/Online-Media-Registered-Elistment-Updated-2074-12-30.pdf](http://www.presscouncilnepal.org/np/wp-content/uploads/2018/04/Online-Media-Registered-Elistment-Updated-2074-12-30.pdf)

Press Council Nepal. (2018). Press Council Nepal's Annual Report, 2017/18. Kathmandu: Press Council Nepal.

Singh, G. S. (2011). Development Communication and International Communication. New Delhi: Har-Anand Publications Pvt Ltd.

World Bank. (2018). Poverty & Equity Brief, South Asia, Nepal. Kathmandu, Nepal: World Bank.

Appendices

1: Basic Information About PO Respondents

S.N.	Name	Age (Year)	Sex (M/F)	Edu catio n	PO Name	Position
1	Sushila Kandel	36	F	MA	Janabhawana Youth Club	Programme Coordinator
2	Shankar Kandel	39	M	BA		Programme Coordinator
3	Subba Roka	30	M	MA	Community Development Society	Programme Coordinator
4	Komal Das Shrestha	39	M	MA	Charghare Sewa Samiti	Programme Coordinator

2: Basic Information About Interviewed Local Opinion Leaders

S.N.	Name	Address	Profession	Type/Organization
1	Chandra Bahadur KC	Thulimadau, Manthali-3	Teaching (Headmaster)	Kalika Primary School
2	Mohan Bahadur Budhathoki	Ratamata, Tamakoshi-7	Likhu, Veterinary Worker	Self
3	Laxmi Magar	Thapa Tamakoshi Municipality-5	Village Social Mobilization	Samudayik Janashakti Bikas Karyakram, Golmatar
4	Gyanendra Adhikari	Raj Manthali	Social Mobilization	Charghare Sewa Samiti
5	Sanjaya Kala Rai	Manthali	Technical Assistant	District Agriculture Development Office, Manthali
6	Umanga Mainali	Manthali	Social Vigilance	Pro Public, Ramechhap
7	Badri Nayaghare	Manthali	Senior Journalist	Journalism
8.	Nabaraj Shrestha	Manthali	News Chief	Radio Tinlal, Manthali

४. यस गाउँमा गरिबी निवारण कोष अन्तर्गतको कार्यक्रम कहिलेदेखि सञ्चालनमा छ ?
५. तपाईंको इलाकामा गरिबी निवारण कोष मातहतको कार्यक्रम कुन सहयोगी संस्थामार्फत सञ्चालनमा छ?
६. तपाईंले यो कार्यक्रमबारे कुन माध्यम वा कोबाट थाहा पाउनुभयो?
- क. सहयोगी संस्था ख. मिडिया ग. छिमेकी घ. अन्य (उल्लेख गर्नुहोस्)
७. यो कार्यक्रमबाट तपाईंलाई के फाइदा हुन्छ?
- क. आय आर्जन ख. सिप विकास ग. जीवन स्तर अभिवृद्धि घ. अन्य ङ. सबै
८. फाइदाका बारेमा तपाईंले कुनै माध्यम/ब्यक्ति/संस्थाबाट कुनै जानकारी/तालिम/प्रशिक्षण पाउनुभएको छ?
- क. छ ख. छैन
९. छ, भने कुन कुन बिषयमा के के जानकारी पाउनुभएको छ?
१०. ती जानकारी तपाईंले ब्यबहारमा लागू गर्नुभएको छ?
- क. छ ख. छैन
११. छ भने कुन हदसम्म?
- क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम
१२. कोषको सहयोगमा कुनै नयाँ कार्यक्रम छान्न परेमा त्यो कार्यक्रमबारेको जानकारी कसरी वा कोबाट लिनुहुन्छ?
१३. गरिबी निवारण कोषको कार्यक्रम संचालन हुनु अघि तपाईंलाई आय आर्जनका उपायहरु बारेमा के के जानकारी थियो?
१४. गरिबी निवारण कोषको कार्यक्रम संचालन हुने क्रममा वा भएपछि तपाईंले त्यसबारे के कस्ता जानकारी पाउनुभयो?
१५. ती जानकारीले कार्यक्रममा सहभागी हुनका लागि तपाईंलाई के कस्तो मद्दत गर्‍यो?
१६. कार्यक्रममा सहभागी भएपछि आफुले पाएका जानकारीहरु कतिको प्रयोगमा ल्याउनुभयो?
- क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम

१७. कार्यक्रम सुरु हुनेबेला तपाईंले वार्षिक आम्दानी कति होला भनी अनुमान गर्नुभएको थियो?

१८. कार्यक्रम सुरु हुनेबेला र कार्यान्वयनको एउटा चरण सकिसकेपछि कार्यक्रममा आबद्ध घरपरिवारको आम्दानी कतिको बढेको छ?

क. पहिलाको वार्षिक आम्दानीख. अहिलेको वार्षिक आम्दानी.....

१९. समुदायभित्र र समुदाय र सहयोगी संस्थासँगको नियमित बैठक हुन्छ? हुन्छ भने महिनामा कति पटक र हुँदैन भने किन?

२०. कुनै बिषयको जानकारी नभएका कारण कुनै काम रोकिएको छ कि छैन? छ भने कतिको?

क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम

२१. काम रोकिंदा वा सही रुपमा गर्न नपाउँदा, त्यसले आम्दानीमा कतिको असर गर्‍यो?

क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम

२२. ती असरहरु के के हुन? (कम्तिमा ५ वटा

२३. कार्यक्रम र आम्दानीका बारेमा सहयोगी संस्था र तपाईं वा तपाईंको परिवार वा समुदायमा छलफल हुन्छ कि हुँदैन? हुन्छ भने के के बिषयमा? कतिको?

२४. कार्यक्रम र आय आर्जनका बारेमा संचालन हुने कुनै रेडियो वा टीभी कार्यक्रम वा पत्रपत्रिका वा अनलाइन सामग्री सुन्ने/हेर्ने गर्नुभएको छ? छ भने कुन कार्यक्रम?

२५. त्यस्तो कार्यक्रम वा सामग्रीबाट के के कुरा सिक्नुभयो?

२६. ती कार्यक्रमबाट आउने सामग्री तपाईंले कतिको बुझ्ने खालका हुन्छन् कि हुँदैनन्?

क. सबै ख. धेरैजसो ग. केही घ. थोरै

२७. ती कार्यक्रमबाट समग्रमा आय आर्जनका काममा लाग्न के कस्तो अभिप्रेरणा मिलेको छ?

२८. आय आर्जन अझ बढाउन के कस्ता बिषय जान्न पाए हुन्थ्यो जस्तो लाग्छ?

२९. ती बिषय जान्ने सजिलो माध्यम के हुन सक्छ? (प्राथमिकताका आधारमा कुनै तीनवटामा मात्र चिनो लगाउन सक्ने)

क. रेडियो, टिभी, अनलाइन ख. पत्रपत्रिका ग. समुदायमा छलफल घ. सहयोगी संस्थाहरुले छलफल गराउने वा तालिम दिने

ड. विज्ञान जानकारी व्यक्तिले आय आर्जनका गतिविधि अवलोकन गरेर घरघरमा प्रतक्ष सुभाब दिने

च. साँस्कृतिक कार्यक्रम, भेला जस्ता परम्परागत माध्यमको प्रयोग

छ. अन्य भए.....ज. आवश्यकता अनुसार सबै

३०. आय आर्जनका कार्यक्रमका अझ प्रभावकारी बनाउन तपाईंलाई के कस्ता जानकारी वा ज्ञान वा अभिप्रेरणाको जरुरी हुन्छ?

३१. आय आर्जनमा अझ सक्रिय रूपले लाग्नका लागि तपाईंलाई आकर्षित गर्ने र बिकर्षित गर्ने पक्षहरु के के हुन? (कम्तिमा पाँच/पाँच वटा सूचीबद्ध गर्नुहोला)

३२. आय आर्जनका कार्यक्रम प्रभावकारी बनाउन के के सिक्न वा जान्न चाहनुहुन्छ?

३३. सामाजिक सञ्जालको प्रयोग गर्नुहुन्छ? फेसबुक वा अन्य मध्ये कुनकुन ? यदि गर्नुहुन्छ भने ती माध्यममा आय आर्जनका समस्या, उपलब्धीबारे जानकारी आदान प्रदान वा छलफल हुने गरेको छ? कारण पनि दिनुहोला ।

धन्यवाद !

4: Questionnaire [in Nepali language] for PO representatives

गरिबी निवारण कोष, नेपाल
रिपोर्टिङ तथा राइटिङ फेलोशिप २०१७
सहयोगी संस्थाका प्रतिनिधिका लागि अन्तर्बार्ता प्रश्नावली

प्रदेश, ३, जिल्ला रामेछाप, नगरपालिका:....., वडा नं: टोल/गाउँ:.....

सर्भेक्षणकर्ता: प्रकाश आचार्य

अन्तर्बार्ता मिति:

उत्तरदाताको नाम:

वर्ष:

शिक्षा :

पेशा :

पद :

१. तपाईंको विचारमा गरिबी निवारण कोषका कार्यक्रमका उद्देश्य के के हुन् ?
२. तपाईंको क्षेत्रमा गरिबी निवारण कोष अन्तर्गत कुन कुन कार्यक्रम सञ्चालनमा छन् ? (कार्यक्रमको नाम उल्लेख गरिदिनुहोला)
३. यस गाउँमा गरिबी निवारण कोष अन्तर्गतको कार्यक्रम कहिलेदेखि सञ्चालनमा छ ?
४. गरिबी निवारण कोषको कार्यक्रममा तपाईंको भूमिका कस्तो वा के के हुन्छ ?
५. कार्यक्रमले तोके अनुसार तपाईंले समुदायका सदस्यसँग संचार गर्ने माध्यमहरु के के हुन् ?
क. बैठक ख. मिडिया ग. अनौपचारिक छलफल घ. अन्य? ड. सबै
६. समुदायका सदस्यलाई कार्यक्रमबारे जानकारी दिन के कस्तो तरिका अपनाउनुहुन्छ ?
क. सिकाउने ख. अनुभव बाँड्ने ग. अन्तरक्रिया घ. घरदैलो मार्फत अवलोकन गरी सुभाषण ड. अन्य भए.....
७. गरिबी निवारणका कार्यक्रमबारे जानकारी दिनका लागि तपाईंको क्षेत्रमा निम्न मिडियाहरु मध्ये कुन कुनको प्रयोग भएको छ?
क. रेडियो ख. टिभी ग. पत्रपत्रिका घ. सामाजिक सञ्जाल ड. अन्य भए.....च. सबै
८. राष्ट्रिय वा स्थानीय मध्ये कुन तहका मिडियाबाट यस्ता सन्देश आउने गरेका छन्?

९. ती मिडियाबाट के कस्ता स्वरुपका सामग्री आउने गरेका छन्?

क. आय आर्जन ख. सिप विकास ग. जीवन स्तर अभिवृद्धि घ. सबै

१०. फेसबुक, ट्वीटर जस्ता सञ्जालको प्रयोग कतिको हुने गरेको पाउनुभएको छ?

११. ती माध्यमहरुमार्फत कोषका कार्यक्रमबारे चर्चा परिचर्चा हुने गरेको छ?

क. छ भने कतिको ? अत्याधिक.....मध्यम..... ज्यादा न्यून.....

ख. छैन भने वा ज्यादा न्यून छ भने कारण के होला?

१२. आधुनिक मिडियाहरुबाट पाएका जानकारीलाई समुदायका ब्यक्तिले कतिको प्रयोगमा ल्याउने गरेका छन्?

क. ज्यादा ख. मध्यम ग. न्यून

१३. कोषको कुनै नयाँ कार्यक्रम ल्याउन परेमा त्यसबारेको जानकारी समुदायका ब्यक्तिलाई कसरी वा कोबाट दिइन्छ?

१४. तपाईंसँग सम्पर्क हुँदा समुदायका सदस्यहरुले कार्यक्रमबारे के के जान्न खोज्छन् ? त्यस्तो जानकारी कसरी दिने गर्नुभएको छ?

१५. कार्यक्रम सुरु हुनेबेला र कार्यान्वयनको एउटा चरण सकिइसकेपछि कार्यक्रममा आबद्ध घरपरिवारको आम्दानी कतिको बढेको छ?

क. पहिलाको वार्षिक आम्दानीख. अहिलेको वार्षिक आम्दानी.....ग. थाहा छैन.....

१६. कार्यक्रमबाट अपेक्षा गरे अनुरूप जीवन स्तरमा परिवर्तन आएको छ छैन? कुन मात्रामा? छ वा छैन भने कारणहरु के के होलान?

१७. समुदायका ब्यक्तिमा कुनै बिषयको जानकारी नभएका कारण कुनै काम रोक्किएको छ कि छैन? अ. छ आ. छैन

छ भने कतिको?

क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम

१८. काम रोकिंदा वा सही रूपमा गर्न नपाउँदा, त्यसले आम्दानीमा कतिको असर गर्‍यो?

क. ७५% भन्दा बढी ख. ५०% देखि ७५% सम्म ग. २५% देखि ५०% सम्म घ. २५% भन्दा कम

१९. ती असरहरु के के हुन?

२०. कार्यक्रम र आम्दानीका बारेमा सहयोगी संस्था र समुदाय वा तीनका परिवारबीच छलफल हुन्छ कि हुँदैन? हुन्छ भने के के बिषयमा? कतिको? हुँदैन भने किन होला?

२१. कार्यक्रम र आय आर्जनका बारेमा संचालन हुने कुनै रेडियो वा टीभी कार्यक्रम वा पत्रपत्रिका वा अनलाइन सामग्री आउने गरेका छन् ? छन् भने तिनको नाम वा विवरण दिन सक्नुहुन्छ ? आउने गरेका छैनन् भने कारण के होला?

२२. यदि त्यस्ता सामग्री आउने गरेका छन् भने तिनबाट समुदायका ब्यक्तिमा कस्तो प्रभाव परेको होला?

२३. ती कार्यक्रमबाट समग्रमा आय आर्जनका काममा लाग्न के कस्तो अभिप्रेरणा मिलेको छ?

२४. कोषका कार्यक्रम मार्फत आय आर्जन अझ बढाउन समुदायका ब्यक्तिलाई के कस्ता बिषय जानकारी दिन आवश्यक छ?

२५. ती बिषय जान्ने सजिलो माध्यम के हुन सक्छ? (प्राथमिकताका आधारमा कुनै तीनवटामा मात्र चिनो लगाउन सक्ने)

क. रेडियो, टिभी, अनलाइन ख. पत्रपत्रिका ग. समुदायमा छलफल घ. सहयोगी संस्थाहरुले छलफल गराउने वा तालिम दिने

ङ. विज्ञानकार ब्यक्तिले आय आर्जनका गतिविधि अवलोकन गरेर घरघरमा प्रतक्ष सुभाब दिने

च. साँस्कृतिक कार्यक्रम, भेला जस्ता परम्परागत माध्यमको प्रयोग

छ. अन्य भए.....ज. आवश्यकता अनुसार सबै

२६. कोष वा आय आर्जनका कार्यक्रमप्रति समुदायका ब्यक्तिलाई आकर्षित गर्न वा यसको महत्व बुझाउनका लागि के कस्ता संचार उपायहरु उपयुक्त होलान् ?

धन्यवाद !