

Annual Report Media Advocacy Group (MAG) 2016



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Acronym

1. CEDAW: The Convention on the Elimination of all Forms of Discrimination Against Women
2. FES Nepal : Friedrich Ebert Stiftung Nepal
3. FNJ: Federation of Nepalese Journalists
4. MAG : Media Advocacy Group
5. PSN: Parliamentary Support Program
6. SAWF: South Asia Women's Fund
7. SPCBN: Support for Participatory Constitution Building in Nepal
8. UNDP: United Nation Development Fund
9. WWF : World Wide Fund for Nature

1. Organization Overview

Name of the organization	Media Advocacy Groups (MAG)
Status of NGO	National NGO
Legal Status	Registered as Non-profit social welfare organization according to Nepalese act 1977.
District Administration Office (Kathmandu district) Registered No.	997 (2008 A.D)
Social Welfare Council Registered No.	25010
Permanent Account Number (PAN):	303094184
Organization's financial auditing system	MAG carries out its financial audit annually through registered auditor and report submits to Tax office and District Administrative Office.
Website:	www.mag.org.np

Mission:

Advocate and lobby against all the unjust practices in society and help maintain well informed & gender equal society.

Goal of the Organization:

Create well informed, peaceful and gender equal society

Objective of the Organization

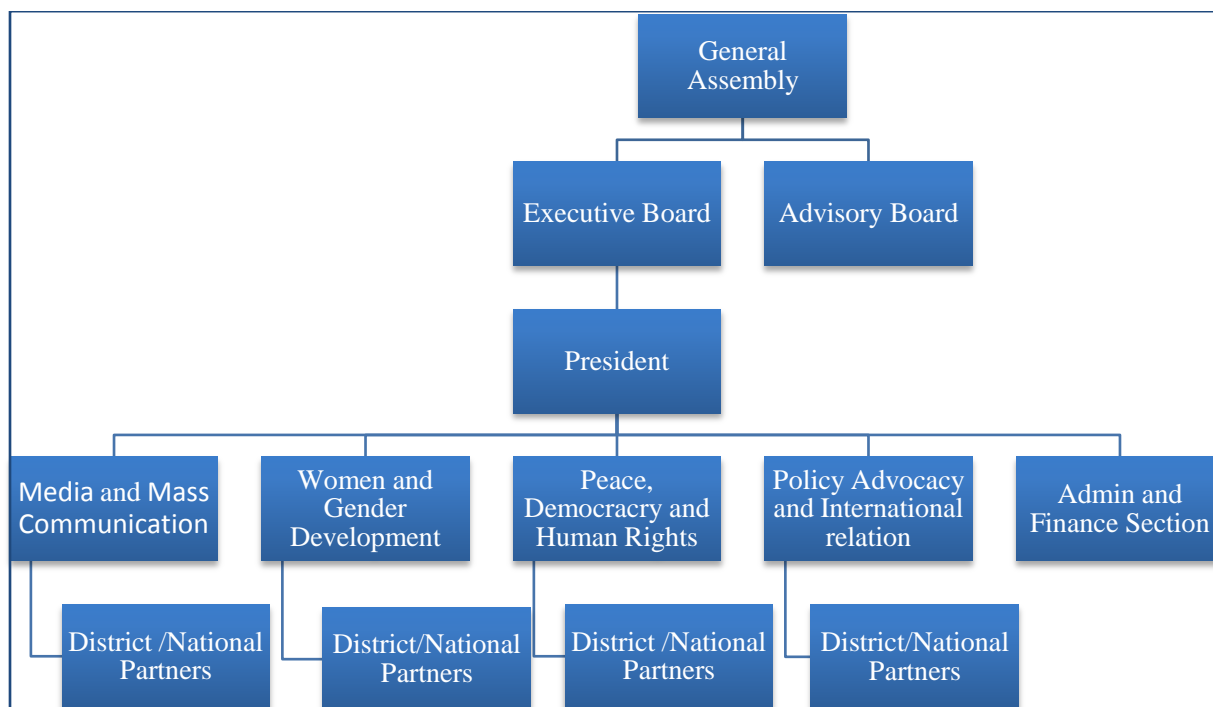
- To advocate on contextual issues, particularly related to women, peace, and security
- To advocate on right to information and international instruments in relation to women issues such as Beijing Platform for Action (BPFA), CEDAW, UNSCR 1325 & 1820 for strengthening democracy.
- To advocate and lobby for effective implementation of national laws polices and action plans related to women.
- To advocate for safe migration
- To bridge the gap between media, and civil society.
- Provide management services to development program implementation,

MAG has been particularly established to help support the endeavors to maintain democracy and freedom to exercise rights of all people. MAG's has been working extensively to develop trust and understanding between and among the media and the civil society and other groups through orientations, interactions and dialogues. MAG aims to achieve these objectives through advocacy, capacity development and awareness rising particularly through media and other sources. The target groups of the organization are policy makers related to women, information and communication, media persons, grass root communities with focus to marginalized group such as women, development agencies. To achieve these objectives, MAG has been expanding its activities in all the seventy five districts of Nepal. It organizes training, seminars, orientations and workshops for capacity building of journalist on contemporary issues such as Gender based

violence, Adolescent issues, Civic education, right to information, UN security council resolution 1325, 1820 etc. Similarly, MAG has conducted orientation programs with professional women from various sectors. Rather than this, MAG has been organizing media campaigns on above issues for broader dissemination and awareness creation from grass root level to policy makers. Most importantly, MAG has involved as core consulting member for finalization of Five years strategic plan of National Information Commission which is related to implementation of right to information. MAG also conducts research and study wherever relevant and publishes the findings for dissemination. The organization promotes publications on various issues related to women and gives priority to women's articles through newsletters, feature publications, books, etc. It has a strong network of journalists in all the strategic locations of the country.

Organizational Structure:

The organization consists of a seven-member Executive Committee comprising professionals from media and development sector. MAG is led by woman having expertise in media, mass communication, gender development and right to information. The organization has also a three member Advisory Committee to provide necessary guidance to achieve organization’s Vision, Mission, Goals and longer term strategic plan.



Networking and Communication

MAG has developed good relationship with various national and regional/international networks working in the area of women, peace, information and media. The group is initiating in developing linkage with external agencies mainly for two reasons: one is to join related networks

concerning media and advocacy and women sensitive professionals and the other is to seek donor support only in the fields that confirms with the objectives of MAG.

MAG has been actively participating in the following national and international forums:

- Federation of Nepalese Journalists (FNJ)
- Nepal Press Institute
- Nepal Press Council
- Sancharika Samuha
- Safe Motherhood Network
- National Network for Beijing Review in Nepal
- National Network on Gender and Climate Change
- Working Committee of the Shadow Report Preparation of CEDAW in Nepal
- National Network Against Domestic Violence
- National Network for Safe Migration
- 1325 Action Group
- Global Network of Women Peace Builders (GNWP)

MAG has worked together with the following agencies of Nepal Government:

- Ministry of Women, Children and Social Welfare
- Ministry of Peace and Reconstruction
- Information Department
- Social Welfare Council
- Controller Office of Certification
- National Women Commission
- National Information Commission

2. SUMMARY OF ANNUAL PROGRAM: 2016

The annual program of MAG is tabulated as follows:

S.N.	Supported by	Program	Date	Summary
1.	UN Women	Strengthen Collective Capability of Media to implement Gender Responsive Reporting	May 2015- Apr 2017	<p>This project is being implemented from May 2015. The main objective of the project:</p> <ul style="list-style-type: none"> • Institutionalize gender-responsiveness as a prime agenda in the media and its associations (local & national). • Set up a gender sensitive information sharing mechanism to facilitate the flow of information between vulnerable women and assistance providers and advocate with and on behalf of excluded populations. • Ensure the access of information of people, especially women. • Establish Information Center at the earthquake damaged districts- Nuwakot, Sindupalchowk & Gorkha
2.	Geneva Global	Media Advocacy and Coordination on Awareness of the issues of Haruwa Charuwa	Jan-Dec, 2016	<p>The project was implemented in three district of Terai namely, Siraha, Saptari and Dhanusha where issues of haruwa charuwa are predominant.</p>
3.	South Asian Women's Fund (SAWF)	Promote the use of the Right to Information Act for women to access information on safe migration	Mar-Aug, 2016	<p>The project was implemented to continue the promotion of safety of migrant women workers using Right to Information (RTI) Act as a tool, and to improve the professional ability of women journalists' to deliver better reports on migration issues in linkage with safety of women migrant workers.</p> <p>The project' s highlight were;</p> <ul style="list-style-type: none"> • Preparation of information leaflet on RTI for Ensuring safety of women • Organization of consultation workshop • Finalization of information package and Printing • Organize district level workshops • National level sharing workshop • Write-Up Skill training for women journalists

4.	WWF	"Planet 50-50 by 2030: Step it up for Gender Equality"	8th March 2016	USAID funded Hariyo Ban Program in collaboration with World Wildlife Fund (WWF) celebrated the 106th International Women's Day which honored the contribution of women leadership in conservation and various other sectors with the thematic slogan of "Planet 50-50 by 2030" on 8 th March 2016 at Hotel Annapurna, Kathmandu. The program focused on storytelling thematic whereby few inspirational women shared their stories of struggle and success.
5.	Safer Migration Project/HE LVETAS Swiss Inter-cooperation Nepal	Media Monitoring of Safer Migration (SaMi) Project	Feb-Apr, 2016	The media monitoring on migration issues was conducted to analyze the trend of media coverage, frequency, gap, strength & weakness of news, and to check the consistency in coverage.
6.	FES Nepal	i. Training on Civic Education for Journalists	Apr 2-3, 2016 in Nepalgunj, Banke	Two-day training/workshops for the journalist on the importance of civic education/reporting in journalism held Nepalgunj. The training was provided to local journalists to encourage them to practice civic journalism by making them understand its importance in the present context.
		ii. Write-up skill training on Civic Education for Women Journalists	Sep. 23-24, 2016 in Damauli, Tanahun	Considering the importance of civic education in good governance as well as the role of media as a binding force, Media Advocacy Group (MAG) in support of Fredrich Ebert Stiftung (FES) organized two day Write-Up Skill training with a total of 24 female journalists on civic education with the main objective to encourage women journalists to proactively utilize media to foster active participation of the public in the state mechanism. There were participants from 3 districts namely Gokha, Tanahun and Lamjung.
7.	UNDP	i. Workshop on Effective Communication Skills for Women Parliamentarians	Sep. 16-17, 2016, Nagarkot	The program was held with the objective to reduce the gap existed between media and women parliamentarian by enhancing the capability of women parliamentarians' communication skill. A total of 22 women participants participated in the training.

		ii. Workshop on Effective Communication Skills for Parliamentarians	Nov. 18-19, 2016, Kathmandu	
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3. MAJOR PROGRAMS

A. UN Women Supported Program

Title : Strengthen collective capability of the media to implement gender responsive reporting

Duration: May 2015- April 2017 (2 years)

Gender has been a major agenda of the UN Charter for over more than a decade and UN Women in particular is an important UN body relentlessly introducing development programs keeping women in focus. Carrying the vision of institutionalizing equal and well-informed society, Media Advocacy Group (MAG) has been extensively carrying out projects/programs promoting women participation and equal access over rights & information. MAG & UN Women through this project aims to strengthen the capability of media to implement gender responsive reporting and contributing to sustain equality & empowerment.

Other objectives of the project are to:

- Institutionalize gender-responsiveness as a prime agenda in the media and its associations (local & national).
- Set up a gender sensitive information sharing mechanism to facilitate the flow of information between vulnerable women and assistance providers and advocate with and on behalf of excluded populations.
- Ensure the access of information of people, especially women.

Activities Details:

1. Establishment of Information Center

Access to relevant information is of particular importance in the aftermath of disaster to ensure the assistance to targeted population is effective and relevant. Hence, in partnership with UN Women, MAG set up Information Centers in the three of the major earthquake affected districts namely Sindhupalchowk, Nuwakot and Gorkha as an immediate emergency intervention to ease the relief & recovery process. The Information Center was formed to set up a gender sensitive information sharing mechanism to facilitate the flow of information between vulnerable women and assistance providers and advocate with and on behalf of excluded populations.

These Information Centers worked in liaison with the government authorities & other concerning stakeholder to assist the people in delivering every possible information relating to aid distribution, medical facilities, education, legal facilities. Also, the information desk guided and suggested people, especially women on where to go upon not receiving the required information from the concerning stakeholders. Further, it also worked in coordination with other help-desks in districts established by the governments, civil society & other concerning stakeholders for any related information under disaster relief & recovery. These Information Centers were operated for three-month period i.e., June-August, 2015.

For wider dissemination of the project activities, each project districts namely Sindupalchowk, Gorkha and Nuwakot placed billboards containing the information about the Centre (objective, importance and contact details) in different location of the district headquarters i.e., junction, market place, government offices and in the centre itself. Also, pamphlets/ leaflets containing information about the Information Centre with contact number were printed and distributed to the people of rural villages of each district.



Beneficiaries Data:

The compiled data of beneficiaries are as follows:

S.N	Service	Information Center	No. of beneficiaries				Total beneficiaries
			Male	Female	Children	Total	
1	Access & Benefit from the Information Center	Sindupalchowk	621	443	29	1093	3470
		Gorkha	498	637	119	1254	
		Nuwakot	490	566	67	1123	
		Total	1609	1646	215	3470	

2	Number of Cases reported to NGOs and District Administration for support and attention	Sindupalchowk	230	300	22	552	1774
		Gorkha	270	310	87	667	
		Nuwakot	230	280	45	555	
		Total	730	890	154	1774	
3	Number of beneficiaries who received the support and service from the NGOs and Government agencies after case referral	Sindupalchowk	210	280	22	512	1586
		Gorkha	230	295	77	602	
		Nuwakot	220	210	42	472	
		Total	660	785	141	1586	

2. RESEARCH

MAG carried out following research activities:

- Reviewed Code of Journalists Ethics (2003) prepared Nepal Press Council which has been amended and revised in 2008 from Gender Perspective.
- Conducted desk review to identify media houses of Kathmandu valley that are active in developing and broadcasting programmes.
- Carried out mapping of advertising agencies in consultation with Advertising Association of Nepal (AAN) for GE/WE message dissemination.

3. CAPACITY BUILDING

A. Develop a checklist for journalists on gender responsive reporting

In order to eliminate gender biases in reporting and media, the checklist on gender responsive reporting in media was developed by Media Advocacy Group (MAG) after holding series of consultation meetings with print, online, radio and TV journalist and broadcasters. MAG conducted four meetings with a panel of members from the print and online media, a different panel of radio and television journalists and a group of script writers and directors of popular television serials. The feedbacks received from the interactions were incorporated to finalize the checklists.

The checklist apply to all media journalists in print, online, radio and televisions, writers and academics in order to make the media more gender responsive. These checklists are directed to the journalists in news writing, editing, reporting, and also to the directors and producers of radio

and television programs. It can be a useful reference for activities in the field of gender empowerment and students of media studies. It aims to sensitize media journalists in order to avoid gender stereotyping in the media.

B. Develop a Right based training manual for Journalist

MAG developed a two-day right based training manual for Journalist (draft version) in English. The manual consists of four major contents: Gender and Development, Conceptual clarity on Human right , Gender and Media and Human rights based approach in Journalists.

C. Interaction workshop for the relevant government officials on the implementation of RTI integrating gender dimension at national level.

MAG organized an interaction workshop on "Implementation of Rights to Information Integrating Gender dimension" on 29th December 2015 at Pulchowk, Lalitpur. The program was organized to discuss RTI from gender dimension so as to link RTI with women and for the effective implementation of RTI act as well.

The objectives of the program are;

- Analyse RTI Act from gender perspective in particular from women's perspective.
- Raise awareness on RTI Act in Nepal
- Identify the challenges in effective implementation of RTI and find the way out to mitigate the identified challenges.
- Seek new approaches to link RTI act with women in order to promote women empowerment.



There was participation of altogether 39 participants (Female: 27; Male : 12) including government officials, head of women wings from political parties, civil society members, film association, concerning NGOs, journalists and activist, and organizers MAG and UN women. Panelists for the program were Mr. Kiran Pokharel, Information Commissioner, National Information Commission; Ms. Anita Bindu, Vice-President, Federation of Nepali Journalists (FNJ) and Ms. Laxmi Humagain, Co-Spokesperson, Election Commission.

During the program, Ms. Babita Basnet made presentation on 'the implementation of RTI and its analysis from gender perspective'. The program focused on interaction among participants in raising awareness on implementing Right to Information RTI Act in Nepal and its analysis from gender dimension to make it more accessible to women who are unaware of this act.

D. Training for journalist/ head of Bureau and journalists of selected media house to promote non-discriminatory and gender responsive reporting at regional level

In order to promote non-discriminatory and gender responsive reporting, MAG organized a series of regional trainings for journalists. In February, regional level training and a national level training were organized in Janakpur and Kathmandu respectively. The training mainly focussed on right based journalism and Gender responsive reporting in media. Through the training, the journalists particularly learned about human rights, its instruments, journalism from human rights and gender perspective.

In total, 185 journalists including 117 male and 68 female journalists had benefitted from the regional trainings. Mr. Laxman Datt Pant, Media Expert and Lecturer of Media Studies, was the resource person for all the trainings. The trainings were jointly facilitated by Mr. Laxman Datt Pant and Ms. Babita Basnet.



Summary of the whole training activities is tabulated below as:

S.N	Date	Training	District	# of Participants			Remarks
				Male	Female	Total	
1	07-Jan	Biratnagar	Morang, Saptari, Sunsari, Dhankuta, Jhapa	16	15	31	Report Submitted on Feb, 2016 (2nd Cumulative report)
2	14-Jan	Pokhara	Kaski, Tanahun, Syangja, Myagdi, Parbat, Gorkha	26	8	34	
3	21-Jan	Nepalgunj	Banke, Bardiya, Surkhet, Dang, Dailekh	15	15	30	
4	30-Jan	Dhangadi	Kailali, Kanchanpur, Doti, Dadeldhura	23	7	30	
5	03-Feb	Kathmandu	Kathmandu, lalitpur, Baitadi, Surkhet	7	18	25	Report attached in Annex 1 a
6	09-Feb	Dhanusha	Dhanusha, Siraha, Mahottari, Sarlahi	30	5	35	Report attached in Annex 1 b
Total		5 regional trainings and a national level training	Journalists from 27 districts	117	68	185	

E. Workshops to sensitize journalists/ head of Bureau of media houses on MOIC's media related policy for its gender sensitivity (in policy document and its implementation) in Biratnagar, Pokhara, Janakpur, Nepalgunj, Dhangadi, Bharatpur, Butwal and Lalitpur

Altogether 7 regional and two national level interactive workshops were conducted to sensitize journalists/ head of Bureau of media houses on MOIC's media related policy for its gender sensitivity (in policy document and its implementation). Regional level workshops were held in Biratnagar, Pokhara, Nepalgunj, Dhangadi, Dhanusha, Bharatpur and Butwal whereas two national level workshops were conducted in Lalitpur.

Objective of the Workshops:

- To review and discuss on the existing media policy from gender perspective
- To sensitize journalists/ head of Bureau of media houses on MOIC's media related policy for its gender sensitivity
- To draw strategies that needed to be addressed in media policy to promote gender equality in and through the media
- To collect recommendations and suggestion from the workshops that will be submitted for the formulation of new gender responsive media policy

In total, 308 media professionals including journalists (206 male and 102 female) from 31 districts attended the workshops. Ms. Babita Basnet and Ms. Sushmita Lama facilitated the workshops. The workshop at Chitwan was facilitated by Hon. Kashi Raj Dahal (Chair of High Level Communications Committee) whereas Dr. Mahendra Bista (FNJ President) facilitated workshops in Nepalgunj and Bharatpur.

Details of the workshops are as follows:

S.N	Date	Workshop	District	# of Participants		
				M	F	Total
1	24- Feb	Biratnagar	Morang, Saptari, Sunsari, Dhankuta, Jhapa	29	6	35
2	29-Feb	Pokhara	Kaski, Tanahun, Syangja, Baglung and Parbat	31	10	41
3	18-Mar	Dhanusha	Dhanusha, Siraha, Mahottari, Sarlahi	28	8	36
4	02-Apr	Nepalgunj	Banke, Bardiya, Surkhet, Dang and Dailekh	26	12	38
5	05-Apr	Dhangadi	Kailali, Kanchanpur, Doti, and Dadeldura	26	7	33

6	07-Apr	Lalitpur	Kathmandu, Lalitpur	10	14	24
7	11-Apr	Bharatpur	Chitwan, Makwanpur, Nawalparasi	18	16	34
8	15-Apr	Butwal	Rupandhehi, Palpa and Kapilvastu	26	10	36
9	22-Apr	Lalitpur	Kathmandu, Lalitpur	16	17	33
Total		7 Regional level & 2 National level workshops	31 districts	210	100	300

F. Round Table Discussion on Key GE/WE related issues: Interaction workshop to discuss gender responsive plans and policies

MAG organized national level interaction program to discuss women related plan and policies on April 7, 2016 in Lalitpur, in the presence of 35 representatives (F: 24 & M: 11) from various stakeholders including National Women Commission, Media (Print & radio), NGOs, Nepal Trade Union Congress and others. The interaction program was held to review and discuss gender/women related provisions on national level act, plans, and policies, and also to discuss and analyse women related provisions in New Constitution of Nepal.

The program commenced with a brief presentation on Gender Related National Plans and Policies and its implementation status by Ms. Babita Basnet, MAG President. The panellists for the program were Ms. Padma Mathema, Skill Share; Ms. Rama Paudel, Nepal Trade Union Congress; Mr. Dilip Khadka, National Women Commission; and Ms. Bharati Silwal Giri, Women Activists.

The suggestion and recommendations from the discussion participants in the program are summarised as follows;

- The existing women related national plans and policies are not effectively implemented and hence, need to come up with strategy to implement women related national plans and policies. Women at grass hood levels must be reached and educated on these policies.
- Gender/ women related policies should address the diverse rights within the women i.e., women from dalit and marginalized communities.
- Existing national policies should be reviewed and amended to comply with new constitutional provision of Nepal.
- Men's role can be instrumental in promoting women's issues and ending Violence Against Women.

- Media's role is pivotal in creating awareness among women on national acts and policies. Further, media and state should go hand in hand to promote gender mainstreaming and women empowerment.

4. PARTNERSHIP AND MOBILIZATION

A. Develop video PSA script on Gender Equality

MAG has partnered with Himalaya Television to develop and broadcast short video PSA to promote Gender Equality in and through media. MAG has developed the script for video PSA on Gender Equality in consultation with Himalayan TV.

B. Selection of best reporter on GE/WE theme

In order to provide media award to journalist for best write-up on gender equality theme, first of all, a selection committee was formed. The committee comprised of three jury members namely:

1. Dr. Mahendra Bista, President, Federation of Nepalese Journalists (FNJ)
2. Mr. Dev Prakash Tripathi, Chief Editor, Gatana ra Bichar & Senior Journalists
3. Mr. Prakash Rimal, Editor, The Hiamalayan Times

In a meeting with MAG team, the selection committee then set following criteria for selection on best write-up;

1. Content/ subject of the article/ report that has created impact at policy level
2. Reporter/ journalist who covers GE/WE issues frequently in print media
3. Gender responsive language and presentation in the article/ report
4. Features/Story covered on women's lives at the time of disaster (earthquake, blockade)

MAG team collected 25 best articles/ news/ reports under GE/WE theme from the period of June 2015 to February 2016 from which best article was chosen by the jury members. Based on the above mentioned criteria, an article by Mr. Saindra Rai based on the effect of Indian blockade in the lives of women of Sarlahi district was selected by the jury members. The article was published on 'The Himal' weekly magazine (Edition 20-26 Dec, 2015).

C. Selection of best photojournalist on GE/WE theme

To felicitate the best photojournalist on Gender Equality theme, a selection committee was formed. The committee comprised of three jury members namely:

1. Mr. Bikas Rauniar, Senior photojournalists
2. Mr. Raj Bhai Suwal, President, Nepal Forum of Photojournalist
3. Ms. Anita Bindu, Vice- President, FNJ

MAG set up the criteria for photo submission in consultation with photojournalists and call for photo submission was advertised in the Annapurna Post. Out of 25 photographs received, we selected best 13 photos and submitted to the jury members who decided the best photo. A photo by Mr. Manoj Paudel published in the Kantipur daily was selected unanimously by jury members.

D. Gender Responsive Media Award Ceremony

To mark the 106th International Women's Day, MAG organized an 'Award Ceremony' event on 14th March 2016 in Lalitpur to honour best journalist and best photojournalist under the theme of gender equality with 'Gender Responsive Journalism Award'. The chief guest in the event was Honourable Minister of Information and Communications



Sherdhan Rai. Other guests in attendance were Mr. Ziad Sheik, Country Representative of UN Women; Mr. Krishna Hari Baskota, Chief Commissioner, National Information Commission; Mr. Borna Bahadur Karki, Chairperson, Press Council Nepal; Dr. Mahendra Bista, President, Federation of Nepalese Journalist (FNJ) and Mr. Bikas Rauniar; Senior Photojournalist. The event was attended by 91 participants (M: 48; F: 43) representing Government stakeholders, national media agencies, photojournalists, NGOs and UN women.

In the event, Mr. Saindra Rai (Reporter) and Mr. Manoj Poudel (Photojournalist) were felicitated with 'Gender Responsive Journalism Award' for best write-up and best photography under the broad theme of Gender Equality respectively. They were awarded with the certificate and cash prize 25,000 rupees.

E. Media Monitoring

MAG has been conducting media monitoring since the start of the project for 22 months commencing June 2015 till Apr 2017. The objective of media monitoring is to collect the trend of news coverage on women and gender related issues from 13 national daily newspapers and 2 magazines in order to analyze how gender and women issues are being covered by Nepali mainstream print media.

The 12 women related issues being monitored are Rape, Trafficking, Migration, Gender and Disaster, Gender and the State, Gender and crime, Women and health, Women and conflict,

Gender based violence, Gender and transportation, Gender and development/empowerment and Representation of women in the print media.

B. Program Supported by South Asian Women's Fund

I. Title: "Promote the use of the Right to Information Act for women to access information on safe migration"

Duration: March-October, 2016

MAG is implementing six-month program to contribute in ensuring safety of the potential female migrant workers using Right to Information (RTI) Act as a tool. The target areas of the program are Dolakha and Makwanpur district which are among the top 10 districts of Nepal with high female migrants.

The specific objectives of the program are-

1. To create enabling policy environment for accessing information to potential migrant women in line with right to information act of Nepal
2. To increase the capacity of women journalists at district level to deliver better reports on migration issues in context of safety of women migrants
3. To document the articles and stories related to migration so as to create awareness among other people on safe migration

MAG has conducted following activities during the period of May to June 2016 in alignment with the objectives of the project.

1. Published and distributed information leaflet on RTI in foreign employment for ensuring safety of women

MAG published 1000 copies of information leaflets, and 300 copies of leaflets were distributed in each district level workshops.

2. Organized Capacity building on Write-Up Skill training for Women Journalists

MAG organized 'Write-Up Skill Training' on 9-10 June 2016 to 14 women journalists from Kathmandu, Dolakha, Makwanpur and Chitwan districts. The main objective of the training was to enhance the professional ability of women journalists' to deliver better reports on migration issues in linkage with safety of women migrant workers. Major topics covered in the training were basics news making and news writing, how media has been covering migration issues and issues of women migrants, linkage between the Right to Information act and safe migration; and identification of issues of women migrants and women returnee migrants for feature write-up.



3. Organized district level workshops in Makwanpur and Dolakha

MAG organized district level workshops in Makwanpur and Dolakha on 16th June and 19th June 2016 respectively, in coordination with local network of media. The workshop was attended by 29 participants in Makwanpur and 36 participants in Dolakha. The participants include representatives from local media, concerned local NGO/ CBOs, returnee migrants, families of migrants, potential migrant workers- women and young girls, and others concerning agencies. The workshops were focused on sensitizing the targeted people specially the women groups who are in high risk of getting trafficked in the name of migration, using RTI as a tool to guarantee safe migration.



4. Organized national level workshops in Kathmandu

MAG organized a national level sharing workshop in Kathmandu on 11th August 2016 which was attended by 36 participants (20 F; 16 M) representing government officials from Ministry of Labour and Employment, National Information Commission, policy makers, national NGOs working in safe migration and members of National Networks on Safe Migration (NNSM), media houses, returnee migrants and other concerned stakeholders. The program was held to share findings of district level workshops in order to help the national level stakeholders to have an overview of the project implementing districts.



5. Published Feature Stories

MAG published three editions of feature service, each consisting of 5 stories / articles. Altogether, 15 articles /stories on prospect of foreign employment and migrant workers were published in national and local print media including online news, weekly and daily papers.

6. Coordination with Government and concerned stakeholders

Throughout the project period, MAG has worked in coordination with local and national level stakeholders, namely concerned District Administrative Office, Village Development Committee, local media partners, and District level Women Development Office, Foreign Nation Employment Board, National Women Commission, National Information Commission, local and national level NGOs, and National Network for Safe Migration (NNSM) for the successful implementation of project activities.

The outcomes of the project :

- 14 women journalists were trained to improve their reporting skill on migration and migrants' issues, using a human rights lens, specifically addressing the right to safe and secure mobility.
- 65 participants in the target districts (namely Makwanpur and Dolakha) were made aware about the risks, challenges and opportunities of safe migration, trafficking and RTI Act of Nepal.
- District workshops facilitate to aware potential women migrants on safe migration, possible risk of trafficking and exploitation in the guise of foreign employment, and to identify the status of foreign employment of women in each district.
- 36 representatives from different organizations including policy makers had participated in a national level lesson learned sharing workshop to debate on right to information for foreign employment.
- More than 1000 potential women migrant workers received information, directly and indirectly, on safe migration and use of RTI tool.
- 15 articles/stories on migration issues were collected from different parts of Nepal and published in different news portals for media dissemination.
- 1,000 information leaflets were printed and distributed in Makwanpur, Dolakha and Kathmandu. The leaflets were developed for promoting safe migration through Right to Information Act and the information helped to sensitize the people on RTI.

C. Program Supported by Geneva Global

Title: “Advocacy and Coordination on the issue of Haruwa Charuwa”

Duration: 1st Jan to 31st Dec, 2016

MAG in support of The Freedom Fund under the Geneva Global has been implementing “Advocacy and Coordination on the issue of Haruwa Charuwa” program since January 2016. MAG is working on 3 target districts; Siraha, Saptari and Dhanusha.

The issue of Haruwa Charuwa is quite complex which is constantly misinterpreted, mislead and misunderstood. In this era of development, which has leaped forward to numerous significant developments in case of mankind, it is saddening to realize how such form of slavery is still prevalent in Nepal even after years of suffrage around the world. Bonded labor in Nepal has arisen out of unequal agrarian relations. Landless lower castes are often forced by their circumstances to borrow huge sums of money from rich land owners at high interest rates, to meet their subsistence needs invariably resulting in bondage.

The overall goal of the project is to attain complete eradication of Haruwa Charuwa (agricultural bondage) which will be fostered through networks in the local level.

Other Objectives are:

- Support and strengthen partner organizations’ capacities to implement coordinated advocacy activities and strategies.
- Develop effective training for media professionals focused on increasing compelling media coverage of the Haruwa-Charuwa community that is victim-centred and trauma-informed.
- Increasing awareness and supporting efforts focused on the sustainable liberation of the Haruwa-Charuwa community.
- Assess the capacity and skills of partner organizations and community freedom groups to effectively advocate for the rights of Haruwa-Charuwa.
- Develop a comprehensive media strategy focused on highlighting challenges experienced by the Haruwa-Charuwa community and disperse advocacy efforts to the local media representatives and NGOs.
- Train local media and NGOs representatives on effective reporting, focusing on issues related to the Haruwa-Charuwa population and how these can be increasingly highlighted at the local and national levels. Additionally, it will train local media on how to increase compelling media coverage that is victim-centred and trauma-informed.
- Ensure sustainable liberation of the Haruwa Charuwa community.

In order to capacitate the implementing partner organizations and media to successfully advocate the issue of Haruwa Charuwa, the project will conduct following activities:

1. Research
2. Resource Material Development
3. Capacity Building Training
4. Networking and Coordination
5. Monitoring and Mentorship

MAG has accomplished following activities from Jan to July, 2016 :

1. Desk Research: MAG reviewed the existing research on policies, implementation gap, relevant existing advocacy training manuals developed for civil society by local NGOs and INGOs focused on agricultural bonded labor and the partner organization and media professional's media advocacy strategies with the objective to identify advocacy strategic goals and explore the areas of improvement in implementation.

2. Field Research (Need Assessment): MAG conducted an assessment of local partner NGOS, community freedom groups in the field level to understand their level of knowledge and skills related to advocacy efforts. The assessment focused on the study of the gaps in knowledge of media professionals related to haruwa-charuwa community and bonded labor. The assessment also identified the gaps related to media coverage of haruwa charuwa community and issues related to program area through interview of key informants.

3. Coordination Meetings: MAG coordinated to hold consultation meetings with the Parliamentarians, Ministry of Land Reform and Management, Ministry of Cooperatives and Poverty Alleviation and Ministry of Finance. MAG, with the Geneva Global and Haruwa Charuwa representatives, was able to discuss and critically analyze the options to sustainable liberation of Haruwa Charuwa with the dignitaries from respective ministries. With commitments made through the consultations and in-depth study of the issue, MAG has formulated a strategy document setting short and long term goals.

4. Networking and Coordination: MAG formed a loose network among the local partner NGOs and media professionals to bring together different local partner NGOs and media representative together in a common forum where they can discuss and design coordinated advocacy effort. Different organizations have their own component of advocacy program and media coverage in their own program. This forum will work to build coherence and synergy among different stakeholders advocacy efforts and media initiative.

5. Capacity Building Training: Media Advocacy Group (MAG) in support of The Freedom Fund through Geneva Global conducted Training of Trainers (TOT) training among 30 representatives of implementing partner organizations working on the issue of Haruwa Charuwa,

24th June – 28th June 2016. The program dealt with conceptual clarity of advocacy and its implementation on effective eradication of bondage of Haruwa Charuwa.



As part of the entire program on liberation and rehabilitation, this training program ensured that the TOT graduates were made competent enough enable similar advocacy training as per the need and suitability. Additionally, the other objective of the TOT training was to facilitate network amongst TOT graduates and thus, between them and journalists post write-up skill training (January 6th -7th 2017). The main objective of the program was to empower the local level partners to advocate the issue of Haruwa Charuwa more vividly through strategic interventions as well as train potential future advocates.

SHORT TERM PROGRAMS

1. UNDP/ SPBCN supported Programs

I. Program Title: Effective Communication Skills Workshop for Women Parliamentarians

Date: 16th – 17th September 2016

A two days workshop on '**Effective Communication Skills for Women Parliamentarians**' with the aim to foster better understanding, visibility and competency of Women Parliamentarians in the media was conducted from 16th to 17th September 2016 at Nagarkot. Media Advocacy Group (MAG), with the support of UNDP/PSP, jointly organized the workshop with a total of 22 women parliamentarians with diverse participation from different political parties and ethnicities. The program was conducted as an extension to recommendations and demand for such programs received during the pilot program on effective communication skills. The workshop was highly recommended as due to gender imbalance in visibility among men and women parliamentarians. It was followed by a series of sessions which explored the challenges, concerns and solutions in relation to media dealing for Women Parliamentarians.

Ms. Babita Basnet facilitated the program by highlighting the importance of relationship of the Parliamentarians as well the media to better disseminate as well as to gain better insight into political agendas respectively. Additionally, the program objectives, schedule and the overall vision for the collaboration between MAG and UNDP-PSP was shared. The workshop was assisted by three experts in their respective fields of media and communication; Dr. Mahendra Bista (President, Federation of Nepalese Journalist), Mr. Dev Prakash Tripathi (Former TV talk show host and Chief Editor, Ghatana ra Bichhaar) and Dr. Sudhamshu Dahal (Assistant Professor on Strategic Communication, Kathmandu University). The sessions were divided into three parts with a brief background to Media Rights:

- **Media Rights:** Explored the rights guaranteed to the public by the media. The parliamentarians highly commended on its grave importance and to have learned that public are guaranteed of Media Rights
- **Session 1:** Women Parliamentarian's reach, situation and opportunities in Information Technology and Social Media

Practical Session: Use of social media

- **Session 2:** Relationship between media and Women Parliamentarians
- **Session 3:** Comprehensive guide to Interviews

Practical Session: Parliamentarians were interview in an actual studio setting

(Every session followed question and answer rounds)



The closing ceremony was followed by Ms. Sophie Kemkhadze (Deputy Country director, UNDP) who embarked upon the importance of empowered Women Parliamentarians to better foster prominent presence in the Parliament. Additionally, she reflected on the role of women parliamentarians in implementation Sustainable Development goals. All in all, the two days program achieved the expected outcomes through collaborative efforts of the women parliamentarians, resource persons and the overall team.

II. Program Title: Effective Communication Skills for the Parliamentarians

Date: 18th-19th November 2016

Media Advocacy Group (MAG), with the support of PSP/UNDP, jointly organized a two-day workshop on '**Effective Communication Skills for the Parliamentarians**' on 18-19, November, 2016 in Kathmandu with the aim to foster better understanding, visibility and competency of the Member of Parliamentarians (MPs) in the media. The workshop was attended by 23 participants (13 Male; 10: Female) that included chief whips as well. There was diverse participation from different political parties and ethnicities. MAG had organized similar programs with women MPs before, but this program included both male and female MPs along with chief whips of 4 major political parties. The chief whips present in the program were Honorable Tek Bahadur Basnet (UCPN Maoist), Honorable Chinkaji Shrestha (Nepali Congress) Honorable Bhanubhakta Dhakal (CPNUML), and Honorable Parshuram Tamang (RPP Nepal). The program had a series of sessions to enhance their communication skill in the parliament and within their political parties, to improve their media dealing skill, and to bridge the gap between the media and the MPs by establishing the importance of two-way communication. Moreover, the valuable participation of chief whips in panel discussion made the program more effective as they discuss and comprehend the importance of inter-parliamentarian communication, relationship between media and parliamentarians and importance of media interaction for parliamentarians. This was the first program that MPs had dialogue program with chief whips.

The chief whips also commented on their expectations and challenges during the inter-house communication within the parliament and also clarified concerns of the parliamentarians. The chief whips appreciated the program as they analyzed the interrelationship between media and MPs, how media dealing skill can attribute to create positive image of MPs in media, and also realized the importance of media interaction for MPs. Also, the program was effective in reducing the gap between media and MPs.

The program had three sessions and a panel discussion with the chief whips on Media Understanding and Communication within the Parliament. The sessions were on;

- Media Rights: Explored the rights guaranteed to the public by the media. The parliamentarians highly commended on its grave importance and to have learned that public (as well as the Parliamentarians) are guaranteed of Media Rights
- Relationship between media and the Parliamentarians
- Comprehensive guide to Interviews and effective communication

There was a practical session during which parliamentarians were interviewed in an actual studio setting. These sessions were specifically designed to assist the parliamentarians to utilize the present media platform to ensure visibility amongst the MPs. Additionally, the panel discussion was designed to comprehend the understanding of media among the parliamentarians and also analyze the status quo communication within the parliament itself.



2. Program Supported by FES

II. Title: Training on Civic Education for Journalists

Date: April 2-3, 2016

MAG with the support from FES Nepal, organized two-day training on 'Civic education for journalists' in Nepalgunj, Banke district on April 2-3, 2016. There were altogether 38 journalists and media representatives from 5 districts namely Banke, Surkhet, Dailekh, Bardiya and Dang. The training was provided to local journalists to encourage them to practice civic journalism by making them understand its importance in the present context.



I. Title: Training on Civic Education for Journalists

Date: 22nd -24th September 2016, Damauli

Need for civic education demands the media to be more engaged in making the citizens of the state proactive member as it acts as a medium of information; knowledge. Considering the importance of civic education in good governance as well as the role of media as a binding force, Media Advocacy Group (MAG) in support of Fredrich Ebert Stiftung (FES) organized two day Write-Up Skill training in Damauli, 22nd -24th September 2016, with a total of 24 female journalists on civic education with the main objective to encourage women journalists to proactively utilize media to foster active participation of the public in the state mechanism. There were altogether participants from 3 districts namely Gorkha, Tanahun and Lamjung.

Objectives of the training:

The central objective of the training was to increase the participation women journalists in the sector of civic journalism. The training was formatted to capacitate women journalists as well as maximize the scope of civic journalism. Furthermore, other objectives were:

- Conceptual clarity on the concept of civic education for journalists
- Create the wider scope and usage of civic education in media
- Capacitate and empower female journalists on their responsibilities as citizens and journalists
- Raise greater civic consciousness on the role of the media for proper functioning of a democracy
- Make the citizens accountable and responsible towards the state
- Enhance professional competency of journalists in civic journalism and encourage them towards coverage of civic news in media

3. Program organized in collaboration with Hariyo Ban Program of WWF

Title: "Planet 50-50 by 2030: Step it up for Gender Equality"

Date: 8th March 2016

To mark the International Women's Day, USAID funded Hariyo Ban Program in collaboration with World Wildlife Fund (WWF) and MAG hosted the program to honour the contribution of women leadership in conservation and various other sectors with the thematic slogan of "Planet 50-50 by 2030" on 8th March 2016 at Hotel Annapurna, Kathmandu. The program focused on storytelling thematic whereby few inspirational women shared their stories of struggle and success.

There was a participation of altogether 133 guests including journalists, civil society members, change agents and special guests.

The chief guest for the program was Ms. Anuradha Koirala, founder of Maiti Nepal and CNN hero 2010. The special guests for the program were:

- Ms. Indira Rana Magar, Social Worker and founder of Prisoners Assistance
- Ms. Mira Rai, World renowned Trail Runner
- Ms. Shailee Basnet, Mountaineer
- Ms. Gauree Malla, Veteran Actress



The program was organized to celebrate the International Women's Day highlighting the success stories of women from different fields and also to encourage women to participate in conservation. The main objective of the program was:

- To amplify best practices and challenges in promoting women leadership in conservation and other sectors.
- To provide a national platform for local change agents to highlight their contribution towards conservation.
- To help stakeholders, policy makers, media and general public understand the challenges faced by women and their views on conservation.

The program commenced with National Anthem of Nepal performed by the children of Maiti Nepal. Similarly, Abhaya and the Steam Injuns performed two of their original compositions *Ho Yehinai Ho Mero Ghar*, *Timro Laagi* followed by an English composition, *Looking for love*.



Then, the program followed with the welcome remarks by Ms. Judy Oglethorpe, Chief of Party of Hariyo Ban program; Ms. Bronwyn Llewellyn, Environment Officer, USAID Nepal, and the chief guest Ms. Anuradha Koirala, Founder of Maiti Nepal respectively.

After the welcome remarks, Inspirational women from various sectors shared their success stories as follows -

- Ms. Shailee Basnet, 7 Summits Expedition,
- Ms. Mira Rai, International trial runner;
- Ms. Indira Rana Magar, Founder of Prisoners Assistance Nepal and Social Worker;
- Ms. Gauree Malla, Veteran Actress

During the program, a video documentary on transformational change brought about through catalytic roles of specific individual in the working areas of the Hariyo Ban program was showcased. The theme of the video was based on the ideology that women's identity did not change/end as by being someone's daughter, daughter in law, sister or wife. They could be the '*Agents of Change*' and bring about equal transformation and development in the community as any other capable human being. The Hariyo Ban Program had recognized 3 female change agents who worked hard to uphold women leadership in conservation as follows -

- Ms. Durga Goley, Change Agent Awardee 2013, Makwanpur
- Ms. Maya Bista, Change Agent Awardee 2014, Mustang
- Ms. Radha Chaudhary, Change Agent Awardee 2015, Bardiya

After showcasing the video, Ms. Anuradha Koirala, Founder of Maiti Nepal felicitated the change agents with *khada* (Traditional scarf), flowers and Token of Love as an appreciation for their contribution to the society and the Mother Nature. Furthermore, the chief guest and the special guests too were honoured with *Khada*, bouquet and Token of Love as an acknowledgement of their perseverance.

The program concluded with the closing remarks by Mr. Ghana S. Gurung, who praised the role of women in every sector and pointed out that the humble beginning for equality starts at home. He mentioned the major roles that his daughter, sisters, mother and wife had played in his life.

4. Program supported by SaMI project/ HELVITAS

Title: 'Media Monitoring of Safer Migration Project'

Duration: Feb-Apr, 2016

Media Advocacy Group (MAG), with support from SaMi/HELVETAS Swiss Intercooperation Nepal, conducted media monitoring to analyze issues related to migration that got coverage in print and online media from February to April, 2016. Altogether 12 national English and Nepali dailies, 2 weekly Nepali magazines and 6 Nepali websites were monitored for this purpose.

The objective of the media monitoring is to analyze:

- 1) The trend of media coverage, frequency, gap, strength and weaknesses of news, and consistency in coverage of same news in various papers.
- 2) The trend of news coverage on issues of migration.
- 3) Issues of women migrants, women returnee migrants and families/women left behind presented in the media.

Report Sharing Program: MAG organized a report sharing program on Media Monitoring on 30th May, 2016 in Kathmandu. The objective of the program was to share the findings of media monitoring of migration issues among related stakeholders including media journalists. The program further discussed the trend of media coverage on migration issues in print and online media and analysed the role of media for the promotion of safe migration.

Altogether 41 participants including media person, government officials, journalists, representative of different organizations and stakeholders attended the program. The guests at the program were Mr. Bhumishwor Pokharel, Under-Secretary, Migration Program Coordination Section, Ministry of Labor and Employment (MoLE); Mr. Surya Prasad Bhandarai, representative from Ministry of Labour Employment and project coordinator of Safer Migration Project; Mr. Siddhi Chandra Baral, chief of National Network for Safe Migration (NNSM/ Asia Forum) and Ms. Sita Ghimire, team leader of Safer Migration (SaMi) project (Helvetas Swiss Intercooperation Nepal).



The findings of media monitoring can be summarized as follows:

1. There is inconsistency in coverage of migration issues by national print media; some covered the issue of migration frequently while some did not; some online news feature migration issues frequently. The three months of media monitoring shows Nagarik (67) Kantipur (46) and Annapurna post (43) featured more news on migration whereas the Rising Nepal (7) and Abhiyan (9) covered least news on migration. In case of magazine, Nepal had covered articles on migration issue only twice while Himal featured none.
2. On gaps and weaknesses of news, very few investigative reports on migration were featured by print media.
3. There was extensive coverage of news on migration policy & practises (82), destination based reporting (72) and exploitation during the process of migration (48). While very few news articles highlighted the success stories of migrants, death reports and advocacy on safe migration & migrant rights.
4. News related to migration issues mostly demonstrated the negative facet of migration, such as inefficiency of government to implement 'Free Visa Free Ticket' policy, cases of exploitations, fraud, forged visas. But, there were hardly any articles on safe migration and migrant rights and detail coverage of success stories of returnee migrants.
5. In context of women migrants and women returnee migrants, most news was subjected to ridicule women. The use of derogatory words and language still persist in media while portraying women's image in media and reports.
6. Women who use illegal route to reach the destination countries are more exploited.