

# **Media Advocacy Group (MAG)**

## **Annual Report**

**FY- 2073 / 2074**



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## **A**bbreviations:

MAG: Media Advocacy Group

CSOs: Civil Society Organizations

NGOs: Non Governmental Organizations

INGOs: International Non- governmental Organizations

GESI: Gender and Social Inclusion

RTI: Right to Information

UNSCR: United Nations Security Council Resolution

NAP: National Action Plan

UCPN: United Communist Party of Nepal

CPN UML: Communist Party of Nepal (Unified Marxist Leninist)

RPP: Rastriya Parajatantrik Party

ToT: Training of Trainers

FES: Friedrich Ebert Stiftung

SAWF: South Asian Women's Fund

UNDP: United Nation Development Program

SPCBN: Supporting Parliamentarians on Constitution Building Process

PSP: Parliament Support Program

HC: Haruwa- Charuwa

LP: Legislature Parliaments

CS: MAP: Civil Society: Mutual Accountability Project

MPs: Member of Parliamentarians



**Organization Background:**

Media Advocacy Group (MAG) is a non-governmental organization (NGO), established in 2008 by a group of experts in the domain of media, advocacy & management. MAG has been established particularly to support endeavors in promoting and maintaining democracy and freedom. MAG hopes to achieve this through advocacy, capacity development and awareness raising particularly through media mobilization to surface issues to broader concern. Our activities mostly target people from different communities ranging from grassroots to national level.

MAG project intervention covers all 75 districts of Nepal. The main stakeholders of our work is general public, professional women, organizations and experts in field of civil and political rights and policy makers. Media organizations are important means for reaching our effort to target audience. MAG focuses on surfacing grass root issues to be captured major policy discourse.

**Legal Status:**

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.
Contact	P.O.Box: 897, Anamnagar-Kathmandu Tel:+977-01-5535070 Fax:+977-01-5535070 Email: <a href="mailto:magggroup08@gmail.com">magggroup08@gmail.com</a>
Website:	<a href="http://www.mag.org.np">www.mag.org.np</a>

**Vision:**

A well-informed and empowered society where every individual can take equal benefit of democracy and can feel proud to be a citizen

**Mission:**

Advocate on prominent issues related to Gender, Media, Women, Migration, Democracy, Peace & security through Right to Information (RTI)

**Goal:**

Create well informed, peaceful and gender equal society

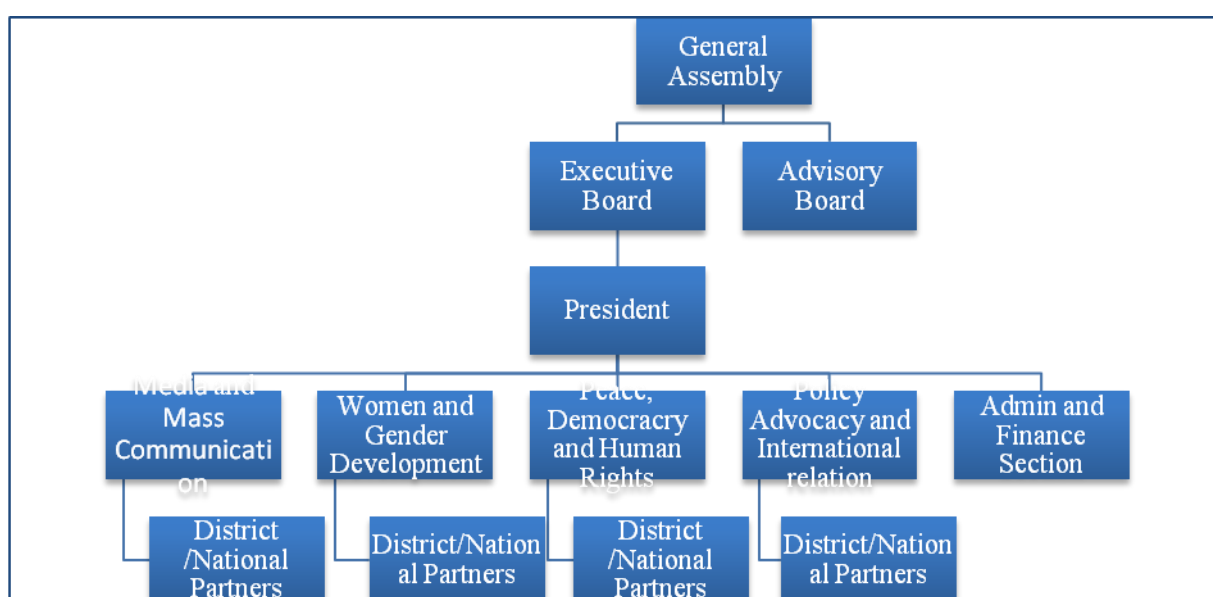
**Objective of the Organization:**

- To advocate issues related to Gender, Media and Access to Information
- To advocate on issues of women and marginalize group through the media.

- To advocate on right to information (RTI) 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 policies 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

### 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.

### Net Working

- Federation of Nepalese Journalists (FNJ)
- Online Journalists Association Nepal (OJAN)
- Global Network of Women Peace Builders (GNWP)
- Global Alliance on Media and Gender (GAMAG)
- Working Committee of the Shadow Report Preparation of CEDAW in Nepal
- National Network for Beijing Review in Nepal
- National Network on Gender and Climate Change
- National Network Against Domestic Violence
- National Network for Safe Migration(NNSM)
- 1325/1820 Action Group
- Sancharika Samuha

**International/UN Partner Organizations:**

- UN Women
- UNESCO
- UNDP/ (PSP)
- USAID FHI360
- Geneva Global
- Friedrich Ebert Stiftung (FES)
- South Asian Women's Fund (SAWF)
- Centre for International Studies (CECI)
- HELVITAS Swiss Interco-operation Nepal
- NDI (National Democratic Institute)
- WWF, Nepal

**Government Alliances:**

- Ministry of Women, Children and Social Welfare
- Ministry of Peace and Reconstruction
- Ministry of Labor and Foreign Employment
- Ministry of Information and Communication
- Information Department
- Social Welfare Council
- Controller Office of Certification
- National Women Commission
- National Information Commission
- District Coordination Committee

**2. Project Summary for 2073/74**

S. N.	Project	Project Period	Funded by	Programs			
				S. No	Activities	Date	Location
1)	"Strengthen collective capability of the media to implement gender responsive	May 2015-April 2017 (2 years)	UN Women	1	Interactive Program in the Gender Responsive Bills	January 12, 2017	Lalitpur
				2	Interaction Program on (Faujdar Samhita)	February 1, 2017	Kathman du



	reporting"			3	Interaction on Women Participation In Local Election	March 31, 2017	Lalitpur
				4	Gender Responsive Media Award Ceremony	April 26, 2017	Lalitpur
				5	Media Monitoring on Women Issues	July 2016-March 2017	
				6	Review of Social Welfare Advertisement from GESI Perspective	April 2016-April 2017	
				7	Collection and Compilation of Human Interest Stories		
2)	"Promote the use of the Right to Information Act for women to access information on safe migration "	March, 2016 – August, 2016 (November 2016 Extended date)	SAWF	1	Organized national level workshops in Kathmandu	August 1, 2016	Kathmandu
				2	Published and distributed information leaflet on RTI in foreign employment for ensuring safety of women		
				3	Publish Feature Stories		

3)	Media Advocacy and Coordination on awareness of the Issues of Haruwa-Charuwa		Geneva Global	1	Write-up Skill training for Journalists and Haruwa Charuwa Advocates	6 <sup>th</sup> - 7 <sup>th</sup> January 2017	Lahan, Siraha
				2	Awareness workshop on the issue of Haruwa Charuwa	8 <sup>th</sup> January 2017	Lahan, Siraha
				3	Awareness Workshop on the issue of Haruwa Charuwa	3 <sup>rd</sup> March 2017	Rajbiraj, Saptari
				4	ToT Refresher on Advocacy for civil societies working on the issue of Haruwa Charuwa	4 <sup>th</sup> – 5 <sup>th</sup> March 2017	Siraha, Lahan
4	Civil Society: Mutual Accountability Project (CS:MAP)	Jan 1, 2017 to June 30, 2019	FHI 360	1	Interface meeting	20th March, 2017	Pulchowk
				2	GESI review of National Mass Communication Policy 2016	15th June, 2016	Pulchowk

**Short Term Projects:**

S. No	Funded By	Program (Activities)	Date	Location
1)	UNDP/ PSP	1. Effective Communication Skills for Parliamentarian	16 <sup>th</sup> - 17 <sup>th</sup> September, 2016	Nagarkot
		2. Effective Communication Skills Workshop for Parliamentarians	18 <sup>th</sup> -19 <sup>th</sup> , November, 2016	Kathmandu
2)	Friedrich Ebert Stiftung (FES)	1. "Training on Civic Education for Journalists"	22 <sup>nd</sup> -24 <sup>th</sup> September, 2016	Damauli, Tanahun
		2. Write- up skill Training on Civic Education for Women Journalists	30 <sup>th</sup> June- 1 <sup>st</sup> July, 2017	Dhulikhel, Kavre
3)	Saathi/ Ministry of Peace and Reconstruction	1. Consultation Workshop for Feedback Collection on National Action Plan Second Phase (UNSCR 1325/ 1820 )	25 <sup>th</sup> May, 2017	Pokhara, Kaski

**3. Program Details****A. UN Women Supported Program**

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

**Duration:** May 2015- April 2017 (2 years)

**Program Background:**

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.

**Program Objectives:**

- 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.

### **Activity 1. Interactive Program in the Gender Responsive Bills**

MAG organized 'Interactive Program in the Gender Responsive Bills' in collaboration with UN Women on 12th January, 2017 in Lalitpur. The program was held to have a discussion and analyze the legal provisions related to gender/women in the constitution. The major objective of the program was to gather feedbacks through discussion to make the New Constitution of Nepal more gender responsive. The rigorous discussion was made among the representatives from Ministry, Law Commission, Media, concerned CSOs, and others in the program.



#### **Specific objective of the activity:**

- To discuss national level gender/women related legal provisions in the new constitution,
- To analyze and find ways out to make the New Constitution of Nepal more gender responsive.
- Aware media about the findings of the study so that media can pressurize the government to formulate solid law
- Analyze and discuss on the laws and policies that promote women's participation in State's various mechanism.

### **Activity 2. Interaction Program in the Gender Responsive Bills (Fhaujdari samhita)**

MAG organized 'Interaction program on Faujdari Samhita' to have a discussion on Criminal code (Fhaujdari samhita) focusing on gender related issues on 1st February 2017 in Kathmandu. The objective of the program was to hold discussion among law practitioners, activists and media on criminal code from gender perspective and collected feedbacks to make the new Civil code in Nepal more gender responsive. A rigorous discussion was made among the honorary members of parliament, representing various political parties; Nepal Bar Association, CSOs and media.



#### **Specific objective of the activity:**

- To hold discussion among law practitioners, activists and media on criminal code from gender perspective and also to find ways out to make the new Civil code in Nepal more gender responsive.
- To consolidate the recommendations for the formulation of gender responsive provisions in constitution.
- To bring change in the status of Nepalese women through gender responsive act and policy.

### **Activity 3. Interaction on women participation in local election**

MAG organized 'Interaction on Women Participation in Local Election' on 31st March, 2017 in Lalitpur. The main objective of the program was to hold interaction to create enabling environment for women's participation & access in local election, improving participation of women as candidate in election, and ensuring women participation in voting process and fair representation of women in the coming local election. The interaction was made among the parliamentarians, politicians, media and CSOs.



#### **Specific Objective of the activity:**

- To inform women who lack awareness on the voting process, voting rights, rights to become candidate and voter in local election, and about the new election law.
- To ensure women's participation in local election.
- To hold interaction among participants on creating enabling environment for women's participation & access in local election, improving participation of women as candidate in election, and ensuring women participation in voting process and fair representation of women in the coming local election.

### **Activity 4. Gender Responsive Media Award Ceremony**

MAG organized an 'Award Ceremony' to honour best reporter and best photojournalist under the theme of gender equality with 'Gender Responsive Journalism Award' on 26th April, 2017 in Lalitpur. The ceremony was held in Lalitpur representing Government stakeholders, national media agencies, photojournalists, NGOs and UN women. MAG conducted 'Media



Monitoring on Women Issues' on selected print media (that includes 11 news print and 2 magazines). The main objective of the monitoring was to monitor the news covered by the national print media on the women issues and analyze them for their trend and quality.

#### **Specific objective of the activity:**

- To promote gender responsive media in Nepal through a collaborative program.
- To hold this event to recognize the work of media professionals who has been contributing for the promotion of gender equality through media
- To accelerate the target of achieving gender equality through media.

### **Activity 5. Media Monitoring on Women related issues**

MAG conducted 'Media Monitoring on Women Issues' on selected print media (that includes 11 news print and 2 magazines). The main objective of the monitoring was to monitor the news covered by the national print media on the women issues and analyze them for their trend and quality from July 2016 to March 2017.

### **Activity 6. Review of Social Welfare Advertisement from GESI Perspective**

The Nepal government spends a considerable amount of public funds each year in the name of social welfare advertising. Its history dated back to 1959 since when the Nepali government has been distributing welfare advertisements to the media with the aim to provide economic support or media sustenance in the absence of alternative sources of revenue for media houses at that time. Public welfare advertising is common in other countries such as the US and the UK, the existing practice in Nepal largely differs from international norms. Elsewhere, public welfare advertising is used to disseminate messages that raise awareness around issues such as health, sanitation, natural disasters, and is ultimately aimed at benefiting the public. But, the history of welfare advertising in Nepal and its current nature indicates that the main objective of the advertising has been to offer funds to the media other than contributing to the general wellbeing of the citizen.

### **Activity 7: Collection of Human Interest Story**

UN Women is the global champion for gender equality, working to develop and uphold standards and create an environment in which every woman and girl can exercise her human rights and live up to her full potential. UN Women focuses on priority areas that are fundamental to women's equality, and that can unlock progress across the board. UN Women has been implementing numbers of development program for gender balancing through their programs like economic empowerment, ending violence against women, peace and security, leadership and political participation across various districts. MAG has collected and compiled such success stories of people affected by the above mentioned projects and programs of UN Women.

## **B. South Asian Women's Fund (SAWF) Supported Program**

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

**Duration:** March, 2016 – August, 2016 (November 2016 Extended date)

### **Program Background:**

South Asian Women's Fund (SAWF) is a regional women's Fund, committed to supporting women-led interventions to enhance and strengthen access to women's human rights and countering violations thereof. It envisions a peaceful and egalitarian region in which women's participation, leadership and enjoyment of all their human rights is ensured and secure. Media Advocacy Group (MAG) in support from SAWF has implemented 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 were Dolakha, Makwanpur and Kathmandu districts which are among the top 10 districts of Nepal with high female migrants.

### **Objective of the program:**

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`

### **Activity 1. Workshop to promote the Use of RTI Act for women to access information on Safer Migration**

MAG organized a national level 'Workshop to promote the use of RTI ACT for women to access information on safer migration' on 11th August 2016 at Kathmandu among the representatives of 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.

#### **Specific objective of the activity**

- To share the findings of district level workshops among the national level stakeholders

### **Activity 2. Publication of information leaflet on RTI in foreign employment for ensuring safety of women**

MAG had already developed and published information leaflet in foreign employment in consultation with Migration Experts and RTI practitioner in 2015 which includes information on RTI in foreign employment for ensuring safety of women migrants. The leaflets contain information on foreign employment, names of public agencies related to foreign migration, types of information needed during migration, work permit procedure, importance of information for women, agencies providing the relevant information.

#### **Specific Objective of the activity**

- To create integrated source of information for foreign employment
- To ensure safety of migrant women through RTI

### **Activity 3. Publish Feature Stories**

MAG published three editions of feature stories- case stories of the migrant workers both men and women, each consisting of 5 stories / articles in the national and local print media including online news, weekly and daily newspapers.



**C. Friedrich Ebert Stiftung (FES) Supported**



## Program

**Title:** "Training on Civic Education for Journalists"

**Duration:** 22<sup>nd</sup>-24<sup>th</sup> September, 2016

### Activity 1. Write-up skill Training on Civic Education for Women Journalists

MAG organized two-day 'Write up Skill training on Civic Education for Women Journalists' from 23<sup>rd</sup>-24<sup>th</sup> September 2016 in Damauli, Tanahun for the women journalists from Gorkha, Tanahun and Lamjung and from 30<sup>th</sup> June to 1<sup>st</sup> July at Dhulikhel, Kavre for the women journalist from Kathmandu, Lalitpur, Bhaktapur, Makawanpur, Chitwan, Dhading, Nuwakot, Kavre, Sindhupalchowk and Kaski.

#### Objective of the activity

- To encourage women journalists to proactively utilize media to foster active participation of the public in the state mechanism
- To increase the participation women journalists in the sector of civic journalism



## D. Ministry of Peace and Reconstruction funded Program

**Title:** Consultation Workshop on UNSCR 1325/ 1820 National Action Plan

**Project Period:** 25<sup>th</sup> May, 2017

### Program Background

A consortium of NGOs working on Women, Peace and Security issues was formed as "1325 Action Group" with the aim of conducting civil society advocacy and monitoring as well as sharing experiences nationally and globally on the issue. The group has already developed NAP for the proper implementation of UNSCR 1325/ 1820. Like the first phase of the NAP, the second phase of Nepal's NAP is undergoing broad-based consultation in different districts; and with populations directly affected by the violent conflict.

### Activity 1. Consultation Workshop on National Action Plan UNSCR 1325/1820

MAG as a member organisation of the 1325 Action Group organised one day 'Consultation Workshop on National Action Plan UNSCR 1325/1820' on 25<sup>th</sup> May 2017 in Kaski among the participants from government offices; security force; conflict victims; political parties; non-government organizations.



#### Objective of the activity

- To gain feedback on the draft National Action Plan II matrix



## **E. UNDP/ PSP Supported Program**

**Title:** Effective Communication Skills for Parliamentarian

**Duration:** 16<sup>th</sup>- 17<sup>th</sup> September, 2016

### **Program Background:**

UNDP had been supporting the Constituent Assembly/Legislature-Parliament (CA/LP) in its task of participatory constitution-building, through the Support to Participatory Constitution-Building in Nepal (SPCBN) project since 2008. After promulgation of the new Constitution, the SPCBN project has been transformed into a more comprehensive Parliament Support Program (PSP). It provides general support to the LP in order to strengthen its role as a law-making oversight body that is representative of the people. The project also focuses on supporting the Parliament in assuming a pro-active role in respect to early and full recovery and equitable development.

### **Activity 1. Effective Communication Skills for women parliamentarians:**

Media and politics have always complemented each other in smooth, unbiased and prosperous growth of the state. Both the parties bear equal responsibility to maintain flow of unadulterated information to the public. Within the media and government paradigm, there are various variable of the state that needs constant



monitoring and one of them is equal participation of both men and women in government mechanisms. Despite the fact that women parliamentarians have been contributing and effectively advocating different issues in the past decade but, the media has not been able to vividly highlight their role in the state. This as a result has limited women parliamentarians' reach to the public in comparison to male parliamentarians. In this context, MAG with the support of Parliament Support Program / UNDP collaboratively organized 'Effective Communication Skills Workshop for Women Parliamentarians' on 17th September 2016 at Nagarkot.

### **Objective of the Activity:**

- Make aware of media, its characteristics, spirit and psychology to help them get access to media
- Capacitate parliamentarians to deliver their views with clarity and precision to establish credibility with the media
- Bridge the gap between the media and the women parliamentarians by establishing the importance of two-way communication
- Conceptual clarity on the proper use of social media to foster direct relationship and share relative political information of interest to the target group

### **Activity 2. Effective Communication Skills Workshop for Parliamentarians**

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 for the Member of Parliamentarians (MPs). MAG had organized similar programs with women MPs before, but realizing the need of effective communication skills to male parliamentarians, this time the program was organized for both male and female.

#### **Objective of the Activity:**

- Make aware of media, its characteristics, spirit and psychology to help them get access to media
- Capacitate parliamentarians to deliver their views with clarity and precision to establish credibility with the media
- Bridge the gap between the media and the women parliamentarians by establishing the importance of two-way communication
- Conceptual clarity on the proper use of social media to foster direct relationship and share relative political information of interest to the target group



#### **F. Geneva Global Supported Program**

**Title:** Media Advocacy and Coordination on awareness of the issue of Haruwa Charuwa

**Duration:** 1<sup>st</sup> January, 2016- 31<sup>st</sup> December, 2017 (31<sup>st</sup> May, 2017 extended dates)

#### **Program Background:**

The Freedom Fund is a leader in the global movement to end modern slavery. It identifies and invests in the most effective frontline efforts to eradicate modern slavery in the countries and sectors where it is most prevalent. Media Advocacy Group (MAG) and The Freedom Fund (By Geneva Global) has been working on the issue of Haruwa Charuwa on coordination and advocacy since January 2015. Regarding the Haruwa Charuwa known as agricultural bonded labors, MAG has been involved in policy level advocacy and coordination under the program scope. MAG has also been working with the local level implementing partners to capacitate them on local level advocacy and also with the district level journalists to highlight the issue of HC in the local levels and the national level.

#### **Program Objective:**

##### **Activity 1. Write-up Skill training for Journalists and Haruwa Charuwa Advocates**

MAG had formerly conducted ToT Workshop on Advocacy and this Write-up Skill training was a complementary extension to the former training. This training was conducted among the partner organizations and media professionals on 6th-7th January 2017 in Lahan, Siraha district.

#### **Objective of the activity**

- To enhance capacity of journalists for writing case studies and other write ups on marginalized issues focusing on Haruwa Charuwa

##### **Activity 2. Awareness workshop on the issue of Haruwa Charuwa**

MAG organized a one day awareness workshop on the issue of Haruwa Charuwa among the policy level stakeholders, NGO representatives and the local media persons on 8<sup>th</sup> January 2017 in Lahan, Siraha district and on 3rd March, 2017 in Rajbiraj, Saptari district.

### **Objective:**

- To introduce the haruwa-charuwa community, its current situation and challenges, bonded labor practices and relevant laws and policies.
- To understand the demand of Haruwa Charuwa and plea to the government for eradication of their grievances

## **G. FHI 360 Supported Program**

**Project Name:** Civil Society: Mutual Accountability Project (CS:MAP)

**Project Period:** Jan 1, 2017 to June 30, 2019

### **Project Background:**

The Civil Society: Mutual Accountability Project (CS:MAP) is a five year project (April 2016-April 2021) supported by the United States Agency for International Development (USAID) and implemented by FHI 360. CS:MAP's goal is to foster a more legitimate, accountable, and resilient Nepali civil society that is capable of advancing the public interest. The grant is issued under the "Strengthening Enabling Environment" to Samjhauta Nepal as the lead and Media Advocacy Group (MAG) to contribute the project's objective 1: Strengthened enabling environment for civil society and media.

### **Project Objective:**

- Improved legal and policy framework, based on international standards, to create an enabling environment for civil society and media
- Improved public understanding and confidence in the role of media
- Improved self-regulation of the sector and internal governance of CSOs and media



### **Activity 1. Interface among CSOs and Media**

Samjhauta Nepal and Media Advocacy Group (MAG) jointly organized Interface meeting with CSOs and media stakeholders on March 20, 2017 in Pulchowk, Lalitpur as part of Civil Society: Mutual Accountability Project (CS:MAP) in an effort to improve the public image of CSOs including media under the objective 1- enabling environment for media and CSOs, Samjhauta and MAG. A discussion among the participants from different media houses, professional journalists and representatives holding the decision making position in different CSOs.

### **Activity 2. GESI review of National Mass Communication Policy 2016**

Media Advocacy Group (MAG) in collaboration with Samjhauta Nepal organized 'GESI review of National Mass Communication Policy 2016' on 15th June, 2017 at Pulchowk, Lalitpur as part

of Civil Society: Mutual Accountability Project (CS:MAP) in an effort to improve legal and policy framework, based on international standards, to create an enabling environment for civil society and media under the project's objective 1-Strengthened enabling environment for civil society and media.

**Objectivity of the activity:**

- To share the findings and proposed recommendations of desk review of National Media Policy 2016 among the media network and the CS:MAP partners
- To collect the feedbacks on the desk review report to make it more common and strong to develop it as lobby document.