

## Programme Document

PD Ref. No.: BCO/PCA/2017/026 – 2019/001

To be issued by UNICEF

### Section 1. Programme & CSO overview

1.1 Programme submission reference	UNICEF Office	Dhaka, Bangladesh
	Programme Title	Promoting News literacy and Ethical Journalism (Phase II)
	PD submission date	1 April 2019 Final submission to PRC on 10 April 2019
1.2 Organization information	Organization Name	Management & Resources Development Initiative
	Acronym	MRDI
	Name of CSO Authorized Officer	Hasibur Rahman
	Title of Authorized Officer	Executive Director
	Email of Authorized Officer	<a href="mailto:hasibur.rahman@mrdivd.org">hasibur.rahman@mrdivd.org</a>
	Phone of Authorized Officer	01819200500
	Name of Progr. Focal Point	Apurba Saha
	Title	Deputy Manager, Program
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	Telephone	01712041694
1.3 Programme information	Planned duration <sup>1</sup>	Start date: April 2019 End date: December 2020
	Geographical coverage	Across the country
	Population focus	Number of beneficiaries / groups Members of national parliament (75), Government officials (200), Journalists (500), teachers (300), student and children (5,000) at large.
1.4 Programme budget	From CSO	BDT: 747,180 USD: 8,890  7.36%
	From UNICEF	Cash    BDT 9,381,500 US\$ 111,445
		Supplies BDT N/A US\$ N/A
		92.64%
	Total	BDT: 10,128,680 USD: 120,321

### Section 2. Programme description

2.1 Rationale/ justification  (3 to 5 paragraphs; max 400 words)	<p>"Why" this programme</p> <p>This section outlines the problem statement, the context and the rationale for the Programme:</p> <ul style="list-style-type: none"> <li>• Overview of the existing problem, using data (disaggregated) from existing reports; who is affected and what are the barriers/bottlenecks to outcomes for children?</li> <li>• How the problem is linked to national priorities and policies;</li> <li>• The relevance of the Programme in addressing problem identified.</li> </ul>
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<sup>1</sup> The planned start date cannot be earlier than the date of signature from both CSO and UNICEF authorized officers.



Of the 32 million adolescents in Bangladesh, a significant number for various reasons remains aloof from the mainstream education and later from the employment market. In most cases, economic hardship with societal barriers create life even more challenging for them. Some survives this battle, some struggles and some lose their way.

Over 2 million young (with or without formal education) annually enter into the employment market. Children represent almost 40 per cent of the total population of Bangladesh. As they have neither voting rights nor any formal platform to raise their voice, they have to rely upon others who are committed to respecting, protecting and fulfilling their rights. These include leaders at all levels, including Members of Parliament, councilors, government officials at national, district and local level, religious leaders, judges, lawyers, police, social workers, teachers, health workers, journalists & media professionals and many more.

Parliamentarians and government officials play a vital role in developing legislation and policies, in allocating the budgets needed to make laws and policies, and in implementation and monitoring of development programmes on behalf of the people they represent. These and other leaders are also highly influential at district, constituency and community level where they can inspire and mobilize resources and commitment that can save lives, improve nutrition, raise the quality of education and protect the most vulnerable children.

Media plays a vital role in creating awareness as well as disseminating information and knowledge among the above-mentioned stakeholders and children themselves. In view of this the first survey study on 'News Literacy Perception' was conducted during the first phase with a limited number of respondents. Following the dissemination of the report there were huge interest from all the stakeholders including Parliamentarians, Government officials and media. During this time there has been lots of request from the stakeholders to conduct a wider study on 'News Literacy', so that this could become a part of national curricula and create scope for nationwide advocacy.

A significant segment of the child population in Bangladesh fails to achieve their potential, because they are poorly nourished, inadequately educated, and exposed to violence and abuses that keep their families living in poverty. If children cannot reach their potential, neither can the nation. The development of a nation depends on how it defends and protects those who are most vulnerable. Investment in the most excluded and marginalized groups is also essential not only as a commitment to human rights for all, but also because it is often central to the development of any country.

1. The program proposes to support the Parliamentary Caucus on Child Rights with a view to ensure that Parliament responds effectively to the rights of the children.
2. MRDI with its experience and expertise in doing social advocacy and media monitoring, will support the programmatic vision and missions of UNICEF's intervention by carrying out 2<sup>nd</sup> National Survey on news literacy with especial focus on children issues, monitoring the parliament sessions and national media, doing advocacy and lobby with specific parliamentary committees and ministries to help achieve the greater goal for realizing and ensuring the rights of the children.

2.2 Programme document  
Expected results

"What" this programme will achieve  
The table below defines the programme results framework (results and their link to outputs defined in the country programme and/or humanitarian response plan; specific indicators, baselines, targets and MOV for each programme document output). *(No narrative required)*

Result statement	Performance indicator/s	Location	Baseline	Target	Means of Verification <sup>2</sup>
Corresponding output from Country programme/					

<sup>2</sup> The specific sources from which the status of each of the performance indicators can be ascertained. If any data source is a survey or a study which the implementing partner is planning to conduct for this programme, this should be planned and budgeted for in section 3 below (programme work plan and budget).



Result statement	Performance indicator/s	Location	Baseline	Target	Means of Verification <sup>2</sup>
Humanitarian Response Plan <sup>3</sup>  Output 3.7. By 2020, adolescent boys and girls from selected communities are engaged to develop capacities as agents of change and facilitate action to eliminate harmful social norms and practices with a focus on ending child marriage.  Output 4.2 - By 2020, CAP governmental, non-governmental, and private sector partners, have increased capacity to advocate for policies and allocation of resources to programmes and policies on issues that affect the realization of the rights of the child.	Number of adolescents who take action with support of UNICEF (signing petitions, volunteering, debating, child journalists) in the context of country priorities.  Number of parliamentary caucus meetings and bills focused on child rights.	Bangladesh	0 (boys 0, Girls 0)  0	4,600 (Boys 2,300, Girls 2,300)  16 (4 per year)	Programme Report  Programme Report and media coverage on the frequency of children issues being discussed at the Parliament.
Programme document Output 1  National survey completed on news literacy with special focus on children	Survey conducted with a sample size of 1500 respondents  Survey report published and disseminated	Bangladesh  Bangladesh	# of Respondent-140	# of Respondent-1500  Disseminated	-Previous survey report - Surveyors' training report  -Published report -Dissemination workshop report -Media coverage
Programme document Output 2  Parliamentarians are sensitized enough to speak out in favor of promulgating policies and laws addressing crucial children needs	News literacy assessment Sharing meetings with concerned Parliamentary Committees organized  Mapping of discussion-trend on child issues in national parliament conducted	Dhaka  Dhaka	0  0	1  1	-Meeting report -Media coverage  -Content development meeting minutes -Final report of mapping

<sup>3</sup> The most relevant output level result from the Country Programme (CP)/ Humanitarian Response Plan should be identified here, with the corresponding performance indicator(s), directly drawn from CP official documents. If the programme contributes to more than one CP/Humanitarian Response Plan output, each should be identified in a separate line, with programme outputs listed below each corresponding CP output. Identification of the most relevant output level result and corresponding performance indicator(s) is done in consultation with UNICEF Office during the finalization of the programme document.



Result statement	Performance indicator/s	Location	Baseline	Target	Means of Verification <sup>2</sup>
	lobby with 4 parliamentary standing committees on specific children issues done	Dhaka	0	8	-Lobby reports -Photographs
	Continuous Monitoring of Parliament session for analyzing the impact of child parliament programme of UNICEF-BDF carried out	Dhaka	0	20% increase in children related discussions	-Monitoring report
	Media Monitoring Support to NHRC continued	Bangladesh	0	21 months	-Monitoring report

2.3 Gender, Equity and Sustainability	<p>"How" this programme takes into account gender, equity and sustainability This section briefly mentions the practical measures taken in the programme to address gender, equity and sustainability considerations. <i>(3 paragraphs; max 250 words)</i></p> <p>This will be a child-centric intervention with a wider view to ensure that the rights of children are defended and protected. One of the major focuses of this project is to ensure equitable participation of boys and girls in all of its interventions as well as understand gender dimension in the 'News Literacy Perception Survey'. During the national survey, sampling will be done in line with gender parity. Required number of boys and girls (50/50 ration) will be interviewed.</p> <p>In its entire advocacy meetings, lobby and workshops, the project will involve both boys and girls, whereas during the formation of parliamentary caucus the consideration of gender equity will be given adequate attention. Also, during the discussions gender issues related to legislation will be discussed and advocated with suitable priority.</p> <p>If the project is implemented successfully, the law makers are likely to create child-centric live in the parliament that in turn, will make them willing to craft child-friendly laws and policies in the future. If it would be possible to incorporate news literacy in the secondary school curriculum, the children will be acquainted with good media news literacy and in the long run, they will certainly be able to influence to create a reader-friendly rights-oriented media environment in the country.</p>
2.4 Partner's contribution	<p>This section briefly outlines the partner specific contribution to the programme (monetary or in-kind) <i>(1 paragraph; max 100 words)</i></p> <p>Out of the total budget of BDT 10,128,680 the partner will be contributing BDT 747,180 (7.36%) both in cash and in-kind. The partner will contribute the mentioned amount to conduct advocacy with the Parliament, supporting office and logistics.</p>
2.5 Other partners involved	<p>"With whom" will this programme works in partnership This section outlines other partners who have a role in programme implementation, including other organisation providing technical and financial support for the programme. This section would also specify whether UNICEF has approved any aspect of the programme document to be sub-contracted to another entity. <i>(1 paragraph; max 100 words)</i></p> <ul style="list-style-type: none"> <li>-National Human Rights Commission (NHRC) is committed to protect human rights in a broader sense, including dignity, worth and freedom of every human being. MRDI will continue its partnership with NHRC to transfer the media monitoring responsibility to its officials through a gradual capacity development procedure.</li> <li>-Ministry of education is the apex policy making institution of the government regarding administration and development of post primary education sector. This project will make partnership with this ministry for incorporating news literacy in secondary school curriculum.</li> <li>-The project will also work with 4 concerned parliamentary standing committees to ensure children rights.</li> </ul>



2.6 Other considerations	List any other critical aspects of programme delivery specific to the programme document. For example, in humanitarian response content related to how the partner will meet the IASC Commitments to Affected Population. <sup>4</sup> (3 paragraphs; max 250 words)
	N/A
2.7 Additional documentation	Additional documentation can be mentioned here for reference. (1 paragraph; max 100 words)
	N/A

<sup>4</sup> Since 2011, together with other members of the IASC, UNICEF formally endorsed commitments to affected population in five areas: 1) Leadership and Governance; 2) Transparency; 3) Feedback and complaints; 4) Participation; and 5) Design, monitoring and evaluation.

Result Level	Result/activity	Timeframe (quarters/year(s))							Total (CSO+ UNICEF) [currency]	CSO contribution	UNICEF contribution	
		Q1	Q2	Q3	Q4	Q5	Q6	Q7			Cash <sup>1</sup>	Supply
Act 2.3	Lobby meeting with 4 parliamentary standing committees (75 Parliamentarians at least)			x	x	x	x	x	375,200	-	375,200	-
Act 2.4	Mapping of discussion-trend on child issues in national parliament	x							60,500	-	60,500	-
Act 2.5	Baseline through Monitoring of session proceedings during May-June 2019 period and interviews with parliamentarians	x							320,000	-	320,000	-
Act 2.6	Continuous monitoring of parliamentary sessions		x	x	x	x	x	x	740,000	-	740,000	-
Act 2.7	Continuation of Media Monitoring Support to NHRC	x	x	x	x	x	x	x	682,500	-	682,500	-
Sub-total for the outputs												
Progr. Output 3	Effective and efficient programme management								2,289,000	420,000	1,869,000	-
Act 3.1	Standard activity: In-country management & support staff <sup>2</sup> pro-rated to their contribution to the programme (representation, planning, coordination, logistics, admin, finance)	x	x	x	x	x	x	x	1,050,000	-	1,050,000	-
Act 3.2	Standard activity: Operational costs pro-rated to their contribution to the programme (office space, equipment, office supplies, maintenance)	x	x	x	x	x	x	x	1,239,000	420,000	819,000	-
Sub-total for programme costs									10,149,680	747,180	9,412,500	-
HQ support costs <sup>3</sup> (7% of the cash component)												
Total programme document budget									10,128,680	747,180	9,381,500	-

\* UNICEF specifies whether subsequent year funding in the programme budget is indicative for planning purposes only. UNICEF Offices can add additional columns for multi-year planning.

<sup>2</sup> Costs of technical assistance/staff directly related to the achievement of planned results are budgeted as part of programme output budgeting, see footnote 2.

<sup>3</sup> Payable to international CSO with their headquarters outside of the programme of implementation. Amount is an estimate. Amount paid is a standard 7% on actual expenditures subject to calculation exclusions as per UNICEF Guidance on Budgeting and Financial Management for CSO partners.



### Section 3. Programme work plan and budget

The table below defines the programme implementation work plan (the specific activities to be undertaken towards achievement of each of the programme outputs; the schedule of implementation; and the planned budget, including the CSO and UNICEF's contributions to the programme). *Embedded excel workbook can be used to replace "result statement in section 2" and/or "Programme workplan & budget of section 3" with word templates.*



PD Result  
framework & Workp

Result Level	Result/activity	Timeframe (quarters/year(s))							Total (CSO+ UNICEF) [currency]	CSO contribution	UNICEF contribution	
		Q1	Q2	Q3	Q4	Q5	Q6	Q7			Cash <sup>1</sup>	Supply
Progr. Output 1:	National survey on news literacy with special focus on children  <b>Performance indicator(s):</b> - Survey conducted with a sample size of 1500 respondent - Survey report published and disseminated								1,831,900	-	1,831,900	-
Act. 1.1	Conduct 2 <sup>nd</sup> national survey on news literacy (Assessment will be carried by MRDI at its own effort, Amount is fixed/Lump sum)	x	x						1,462,500	-	1,462,500	-
Act. 1.2	Organize dissemination workshop			x					369,400	-	369,400	-
Progr. Output 2:	Parliamentarians are sensitized enough to speak out in favor of promulgating policies and laws addressing crucial children needs  <b>Performance indicator(s):</b> - News literacy assessment Sharing meetings with concerned Parliamentary Committees organized - Mapping of discussion-trend on child issues in national parliament conducted - lobby with 4 parliamentary standing committees on specific children issues done - Continuous monitoring of parliamentary sessions carried out - Continuation of Media Monitoring Support to NHRC								6,007,780	327,180	5,680,600	-
Act 2.1	Advocacy team management	x	x						3,676,680	327,180	3,349,500	-
Act 2.2	News literacy assessment sharing meeting with standing committee			x	x	x	x	x	152,900	-	152,900	-

<sup>1</sup> The budget is prepared in the currency of implementation. Most generally, this correspond to the local currency in the country.





#### Section 4. Partnership management plan (To be completed with UNICEF as part of finalization of the programme document)

4.1 HACT programmatic visit	Dates planned: Each year 2 (total 4) by AM Sakil Faizullah June 2019, November 2019, June 2020, November 2020
4.2 Final partnership review	Date planned: December 2019 and November 2020
4.3 Cash transfer modality(ies)	Direct Cash Transfer and Reimbursement
4.4 Observations/ Risk management measures/ Capacity building activities (if any)	Micro-assessment done – <b>Low</b> risk

#### Section 5. Other requirements

5.1 Additional reporting required	Monthly activity report should be submitted on top of the detailed activity report for each quarter.
5.2 Applicable technical specifications or guidance	N/A
5.3 Procurement and logistics considerations, if applicable	For supplies procured by UNICEF: specify lead times and other key considerations. Outline significant components of the programme planned to be procured by the CSO (supplies/services). N/A
5.4 Other	

#### Section 6. Signatures and date

 Hasibur Rahman, Executive Director CSO Authorised Officer name, signature and date	 Edouard Beigbeder, Representative UNICEF Authorised Officer, signature and date
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