

United Nations Volunteers (UNV) Programme

Project Document

Project Title:	Empowering and educating marginalized young women through volunteerism and community focused radio in Pakistan
UNV Strategic Framework Outcome(s):	Outcome 2: Countries more effectively integrate volunteerism within national frameworks enabling better engagement of people in development processes
UNV Programme Tree Outcome (s):	Outcome 2: Enhanced local capacities for delivery of and access to basic social services, especially in primary health care, personal safety, water and sanitation, and social inclusion
UNV Global Programme Outputs(s):	Output 1 Activity Results 2: Opportunities for inclusion of communities and marginalized groups in delivery of and access to basic social services explored and supported
Expected Output(s):	Output 1: Ability of UN-supported initiatives on the delivery of and access to basic social services to engage marginalized groups in targeted LDCs strengthened Output 2: Knowledge and awareness of contribution of volunteerism and civic engagement in delivery of and access to basic social services increased through the establishment of UNV as the credible entity
Executing Entity:	UNV

Brief Description

The project aims towards empowering communities through radio in partnership with provincial and national counterparts. This project will focus on two of Pakistan's provinces, Khyber Pakhtunkhwa (KPK) and Baluchistan which are comparatively underdeveloped areas of Pakistan with ethnic and linguistic diversity, lack of infrastructure, a fluid security situation, low education rates and cultural impediments, which create barriers to civic engagement, and challenges to women and youth in particular. Radio being the most popular and inexpensive medium of information, education and entertainment, and an important source of information, particularly for women, will form a good basis to inform youth and women on a diverse range of issues in the local language (Pashto) as such, making marginalized communities have access to information, will help in improving gender justice and empowerment of women.

The project will be implemented jointly with UNWOMEN, UNESCO and UNV with a total volume of \$ 460,000 through parallel funding from UNWOMEN \$ 300,000 , UNV \$ 150,000, and UNESCO \$ 10,000.

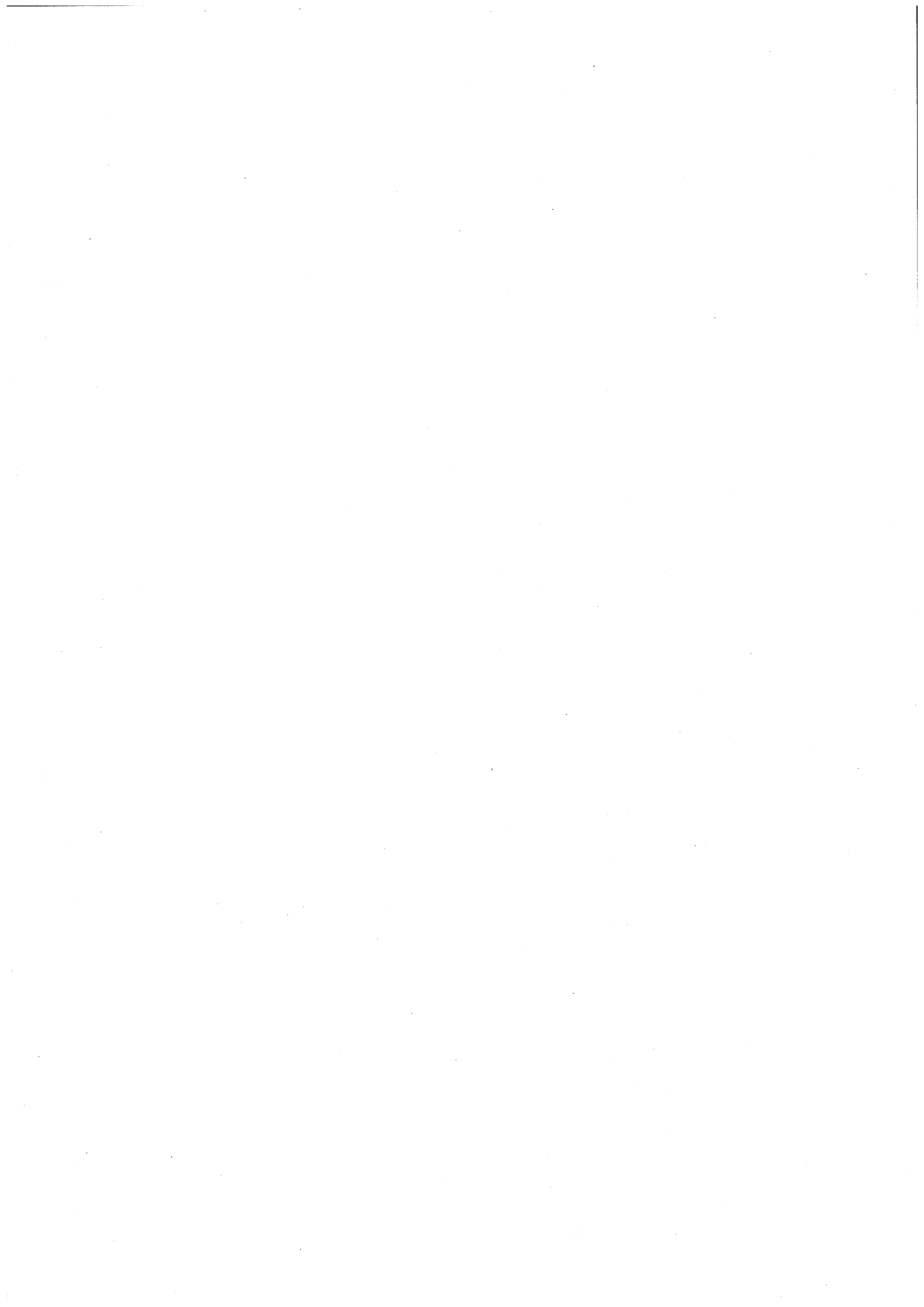
Programme Period:	2016 - 2018	<input type="radio"/> Total resources required	\$ 150,000
Key Result Area (Strategic Framework)	Outcome 2	<input type="radio"/> Total allocated resources:	
Atlas Project ID:		<input type="radio"/> UNV	\$ 150,000
Start date:	2016	Unfunded budget:	
End Date	2018	Fully Funded:	
PAC Meeting Date			
Management Arrangements	DIM		

Approved by:



Date: 5.10.16

Nicola Harrington, Deputy Executive Coordinator



SSI Annual Work Plan

(for Small Scale Initiative SSI larger than USD 30,000 and below 150,000)

<p>SSI Title: Empowering and educating marginalized young women through volunteerism and community focused radio</p> <p>Year: 2016-2018</p>	<p>Focal Point: Yvonne Maharoo-Marathovouniots</p> <p>Global Project Title: Delivery of and Access to Basic Social Services</p>	<p>Country: Pakistan</p>	<p>Total UNV Budget: USD 150,000</p>
<p>Is this SSP/I related to an existing Global Project activity?</p> <p>a) Yes: Output 1: Ability of UN-supported initiatives on the delivery of and access to basic social services to engage marginalized groups I targeted Least Developed Countries strengthened</p>		<p>Is this SSP/I related to an existing Global Project activity?</p> <p>a) Yes: Output 1, Activity Result 2: Opportunities for inclusion of communities and marginalized groups in delivery of and access to basic social services explored and supported</p>	
<p>Background and Expected Results:</p> <p><u>Background</u></p> <p>This project is based on the wide experience of UNV, UN Women and UNESCO working on empowering communities through radio world-wide, and informed through numerous sources of information such as initial scoping, feedback from several discussions amongst partners, both at provincial and national level and reviewing initiatives working on innovations for gender equality. It is well situated within the gender equality policy frameworks and complements on-going programmes and initiatives including Government's Gender Reform Action plan (2002), Government of Pakistan and UNESCO's Girls' right to Education programme and UNESCO's Country Programming document (2013-2017) and its support to trainings and peer review workshops of rural / female journalists; radio drama series, radio programme production; non-formal education institutions at local levels; collaboration with religious leaders.</p> <p>Pakistan is a federation divided in to five provinces with a population of 182 million. This project will focus on two of the provinces, Khyber Pakhtunkhwa (KPK) and Baluchistan which are comparatively underdeveloped areas of Pakistan. The government and development agencies are located mainly in Islamabad, Punjab. Therefore other provinces, especially Baluchistan, are often overlooked.</p> <p>Ethnic and linguistic diversity, lack of infrastructure, a fluid security situation, low education rates and cultural impediments are creating barriers to civic engagement, and challenges to women and youth in particular. Communities in these two provinces have not been able to benefit equally from many opportunities and development programmes that take place in central provinces such as Punjab. Youth constitute a major portion (64% under the age of 29 and 31% between 15-29 years, PBS) of the population of Pakistan, yet they have very little decision-making power and few opportunities in the job market.</p> <p>Equal rights for women are guaranteed under the Constitution of Pakistan and some progress has been made in past decades with the implementation of laws on Violence Against Women, women's quotas and the establishment of the National Commission on the Status of Women. Nonetheless, a significant gender gap is evident in all areas of society. Girls are less likely to complete primary education and far less likely to complete secondary and tertiary education (only 8.8%). The literacy rate of women is 48.1%. On the home front, major decisions tend to be made by male heads of households, and in community decision making women are often sidelined (for instance only 52% of women decide over their own healthcare-ILO). The traditional distinctions of gender roles limit women to reach opportunities for self-development and exercising their civil rights. Furthermore, vulnerable groups (victims of violence, women with disability, young girls, older women, religious minorities and SOGIE etc.) face many more challenges especially in the rural areas. 32% of women experience intimate partner violence and remedies are scarce (NCSW). In employment, while women make up over 70% of workforce in agriculture for instance (FAO), the distribution of resources, power and wealth does not reflect women's contribution. Women are more likely to do unpaid work than men (FAO). They lack access to decision-making, land ownership, education, extension services, markets, technologies and income from their work. Women comprise 4.8% of the public sector workers and 3% of management in Pakistan is female (ILO).</p>			

Radio is the most popular medium of information, education and entertainment particularly for marginalized sections in Khyber Pakhtunkhwa, Baluchistan and FATA. The reasons for this are as follows: a) It is inexpensive; b) It does not require electricity; c) It is acceptable to most conservative sections of the population; d) It can be accessed even in remote areas; e) It is easily absorbed by a largely illiterate population.

As for women, radio is a particularly important source of information and entertainment because women in both Khyber Pakhtunkhwa and FATA generally suffer from lower literacy rates and thus rely less on print media. Unlike men, women are unable to watch television in public communal areas or have freedom of movement. Developing diverse programme contents on youth and women issues in the local language (Pasho) is highly desirable among communities. In Khyber Pakhtunkhwa, an estimated 30 radio channels (government, commercial and non-commercial FM radios and military radios) exists for disseminating various programmes and information.

While in other parts of Asia community radio is widely used, in Pakistan this medium has lagged behind. The Minister for Women Development in the Sindh province, Taugeer Fatima Bhutto has said that community radio is playing a vital role [...] for betterment of marginalized sections of society, and if introduced [in Pakistan] it could greatly help in improving gender justice and empowerment of women. Pakistan does not have a clear definition for community radio, as per the Pakistan Electronic Media Regulatory Authority (PEMRA). The universal definition of community radio according to UNESCO is "a community radio station is one that is operated in the community, for the community, about the community and by the community". Part of the larger result will be to achieve recognition of community radio at the government level. As a follow up, better training opportunities would help in further increasing popularity, reach and effectiveness of radio in Pakistan.

Expected Results

Within the afore-mentioned context, the project contributes to the One Programme II Operational Plan priorities as well as CPAP 2013-2017 by establishing community radio stations. Specific indicative outputs and activities as follows:

Output 1 : Rural Pakistani women in KP and Baluchistan are empowered with better access to information - non-formal, distance education (through community radios). Radio programmes and audio material for and by communities are recognized – both at community and governmental level- as empowering tools and gender sensitive programming is developed with special focus on youth, education and basic services.

Indicative activities:

- Develop initial mapping to understand where radio programmes are most needed, where communities lack access to basic services more and where infrastructure allows communities to get involved
- Build common understanding and ownership from provincial and federal government on community radio, advocacy strategy is developed to demonstrate the advantages for communities of community focused radio
- Awareness raising initiatives to sensitize rural communities about radio and audio materials as learning tools
- Develop non-formal education curricula including gender modules for audio versions or development of edutainment programmes for young girls etc - based on UNWOMEN – TC (Training Center) training programmes, resource materials on GE (Gender Equality) & women empowerment are revised and developed, BSS (Basic Social Services) specialists and gender champions are involved in this process.
- Develop content and conduct presentation skills workshops (one in KP, one in Baluchistan) for radio volunteers.
- Develop programme content (radio dramas, news reports/features/documentaries/interviews/editing skills / panel discussions/dialogues/vox pop) with local radio for communities on various issues of women/youth at local level such as health, education, livelihood opportunities, agriculture, rights awareness etc.
- Recruit two national UN Volunteer specialists and two national UN Youth Volunteers to: coordinate and support local community volunteers at district level.
- Establish platform for knowledge sharing and exchange of best practices from neighboring countries
- Develop knowledge products on basic services for women for wide dissemination, possibly through podcasts

Output 2 : Enhanced and increased capacity of (female youth) volunteers and staff of radio stations and local female community members exercising local governance through community volunteering:

- Capacity building workshops and programme mentoring of female and youth on radio programmes productions and broadcasting techniques at local radio stations for female and youth volunteers is provided.

- Initiate community development volunteering at village/district level through community centers and universities, sustainable partnership and establish community ownership
- 30 community volunteers are mobilized to actively support the project activities and take ownership over content and continuation with local government support
- Training is provided for developing and managing volunteering activities and ICT development for female youth at technical universities, their voices and participation are translated into decision making power in community and government
- Different community groups including self-support groups (GBV victims, single mothers), thematic advocacy groups (gender equality, girls education, SRH rights) interest groups (yoga clubs, IT, music, entrepreneurship) that are formed as the result of community radio programmes, will be offered with group coaching, individual mentoring, pairing, on-sight and distance technical assistances by the *volunteer* experts.
- Effective feedback mechanisms, incl. letter correspondence, hotlines, online discussions will be actively sought, and facilitated with the help of the Peer audience networks and the Editorial board composed of youth, women, on-line volunteers
- Help-seekers may be referred to appropriate protection/ shelter and health services through the hotlines, operated by the community radio stations, where such services are locally available
- Women and Information departments are sensitized to integrate gender equality, volunteering and ICT training with their programmes and through registering community volunteers
- 1 International UN Volunteer mobilized to coordinate community volunteering and capacity building with 4 NUNVs at district level

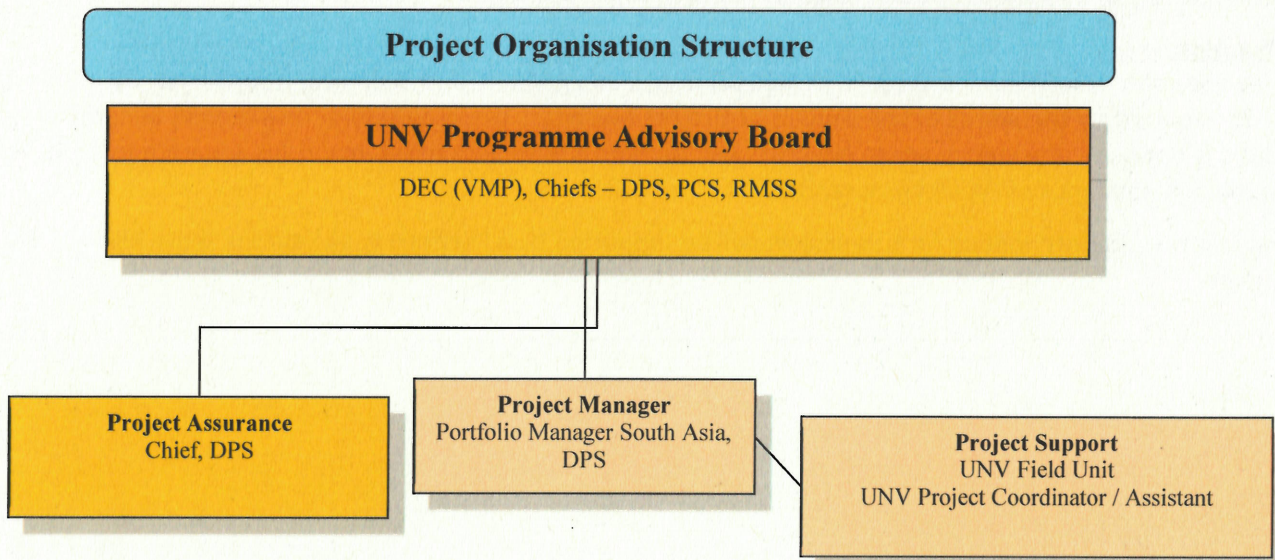
<ul style="list-style-type: none"> - Sensitization meetings in 2 districts - TBD # of beneficiaries/community volunteers and/or religious leaders participating in sensitization meeting, by sex and age - KP and Balochistan provided coverage through radio project to TBD # of listeners (listeners figure), TBD # of radio programmes, # of beneficiaries - TBD # of marginalized women, youth, community members included into the planning and implementation of activities - TBD # of volunteer stories 	<p>1.4 Sensitize community and stakeholders for building trust and securing support towards community radio and to mobilize volunteers</p> <ul style="list-style-type: none"> • Conduct district/provincial level workshops, meetings, drama, FGDs for sensitizing the community and stakeholders and recruit community volunteers • Develop IEC materials to promote community radio and community volunteers and increase visibility of the project activities and achievements. Quarterly newsletter on the project highlights is developed. Advocacy and communication strategy for the project is developed. 	<p>UN Women/ UNV</p>	<p>UNV \$40,090 UNESCO \$10,000</p>	<p>13,090 37,000</p>									
<p>1.5 Programme content is developed (radio dramas, news reports/ features/ documentaries/ interviews/ editing skills / panel discussions/ dialogues/ vox pop) with local radio for communities on various issues of women/youth at local level such as health, education, livelihood opportunities, agriculture, rights awareness etc</p>	<p>1.6 Purchase of Radio equipment and set up stations at Balochistan and KP/using existing radio facilities/air time</p>	<p>UN Women / UNV</p>	<p>UNV</p>	<p>10,000</p>									
<p>1.7 Continuation of regular radio programmes</p>	<p>1.8 Conduct endline survey at KP and Balochistan</p> <ul style="list-style-type: none"> • Develop DoAs/ToRs • Advertisement, interview and consultants personnel on board <p>1.9 Build community forum and connect with local NGOs and government for continuation of radio activities after phase out of the project</p>	<p>UN Women UNWOMEN</p>	<p>UN Women UNV \$10,000 UN Women \$14,000</p>	<p>10,000 14,000</p>									

<p>Output 2 Enhanced and increased capacity of (female youth) volunteers and staff of radio stations and local female community members exercising local governance through community volunteering</p> <p>Baseline: 0</p> <p>Indicators:</p> <ul style="list-style-type: none"> - Length of audio materials developed and endorsed by Editorial Board - # of workshops on presentation skills for volunteers organized - # of community volunteers mobilized and trained - # of trainings for developing and managing volunteering activities and ICT development for female youth at technical universities <p>Targets:</p> <ul style="list-style-type: none"> - 13 hour (13 modules) of audio materials developed and endorsed by Editorial Board - 4 Workshops on presentation skills for volunteers - 30 community volunteers mobilized and trained - 2 trainings for developing and managing volunteering activities and ICT development for female youth at technical universities 	<p>1.10 Organize five workshop at Balochistan, KP and Islamabad on policy advocacy for community radio in Pakistan</p> <p>1.11 Celebrate International Women Day/volunteer day with focusing Radio</p>																		<p>4,000</p>
	<p>2.1 Revision and adaptation of existing training programmes (UNWOMEN-TC), and development of additional modules (soft / life skills incl: empathy, decision making, critical thinking, preventing GBV and effective communication) for development of audio versions: honorarium for local media, BCC, education, gender, livelihood experts, specialists, community champions</p> <ul style="list-style-type: none"> • Hiring of expert to develop radio programmes/modules • Production of audio edutainment programmes for different audiences incl. young girls, unmarried and married women, and their partners • Development of radio spots, and monthly "Orange Sessions" where voluntary, young artists are invited 																		
	<p>2.2 Conduct presentation skills workshops (2 in each district) for radio volunteers.</p>																		
	<p>2.3 Capacity building workshops, trainings, and programme mentoring of female and youth radio community volunteers on radio programmes productions and broadcasting techniques at local radio stations for female and youth volunteers</p>																		<p>5,000</p>



Management Arrangements

The UNV Programme Advisory Board will serve as the Project Board and will be chaired by the DEC and include as permanent members: Chief of Communications Section (CS), Chief of Development Programming Section (DPS), Chief of Finance Section (FS), Chief of Peace Programming Section (PPS), Chief of Partnerships Section (PS), Chief of Results Management Support Section (RMSS), and Chief of Volunteer Knowledge and Innovation Section (VKIS). The Programme Coordination Section (PCS) will serve as a Secretariat to the Project Board.



Project Board:

The Project Board is the group responsible for making by consensus management decisions for a project when guidance is required by the Project Manager, including approval of project plans and revisions. In order to ensure UNV's ultimate accountability, Project Board decisions should be made in accordance to standards¹ that shall ensure best value to money, fairness, integrity transparency and effective international competition. In case a consensus cannot be reached, final decision shall rest with the Chief of DPS. Project reviews by this group are made at designated decision points during the running of a project, or as necessary when raised by the Project Manager. This group is consulted by the Project Manager for decisions when PM tolerances (normally in terms of time and budget) have been exceeded.

Based on the approved Annual Work Plan (AWP), the Project Board may review and approve project quarterly plans when required and authorizes any major deviation from these agreed quarterly plans. It is the authority that signs off the completion of each quarterly plan as well as authorizes the start of the next quarterly plan. It ensures that required resources are committed and arbitrates on any conflicts within the project or negotiates a solution to any problems between the project and external bodies. In addition, it approves the appointment and responsibilities of the Project Manager and any delegation of its Project Assurance responsibilities.

Project Manager:

The Project Manager with support from the UNV Programme Officer will have the authority to run the project on a day-to-day basis and is responsible for day-to-day management and decision-making for the project, within the constraints laid down by the Project Board. In addition, the Project Manager will ensure that the necessary programming, financial and legal procedures are followed. The Project Manager will also assume the responsibility of liaison / interface with different UNV sections and other partners, to coordinate the implementation and monitoring of the project. The Project Manager's prime responsibility is to ensure that the project procedures

¹ UNDP Financial Rules and Regulations: Chapter E, Regulation 16.05: a) The administration by executing entities or, under the harmonized operational modalities, implementing partners, of resources obtained from or through UNDP shall be carried out under their respective financial regulations, rules, practices and procedures only to the extent that they do not contravene the principles of the Financial Regulations and Rules of UNDP. b) Where the financial governance of an executing entity or, under the harmonized operational modalities, implementing partner, does not provide the required guidance to ensure best value for money, fairness, integrity, transparency, and effective international competition, which of UNDP shall apply.

follows the results specified in the project document, to the required standard of quality and within the specified constraints of time and cost.

The Project Manager for this project will be Portfolio Manager for South Asia at UNV headquarters.

Project Assurance:

Project Assurance is the responsibility of each Project Board member; however, the role is delegated to the Chief of DPS. The project assurance role supports the Project Board by carrying out objective and independent project oversight and monitoring functions. This role ensures appropriate project management milestones are managed and completed. Project Assurance has to be independent of the Project Manager; therefore, the Project Board cannot delegate any of its assurance responsibilities to the Project Manager.

Project Support:

The Project Support role provides project administration, management and technical support to the Project Manager as required by the needs of the project or Project Manager. The provision of any Project Support on a formal basis is optional. It is necessary to keep Project Support and Project Assurance roles separate in order to maintain the independence of Project Assurance.

The administrative support needed for this project will be supported by a Portfolio Associate for South Asia at UNV headquarters.



