

International Labour Office - IPEC

Status Report – Pakistan Media Project II

July-December 2007

Project donor: Ministry of Foreign Affairs, Government of Norway								
Project title: Activating Media to Combat Worst Forms of Child Labour in Pakistan (Phase-II)								
Project number: P27006342005 ILO TC Code: PAK/06/02/NOR Donor Identification Code: (if available):		Reporting Dates		Preparation date:				
		From:	To:					
		01.07.07	31.12.07	31.01.2008				
Project budget: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: left;"><u>Source</u></td> <td style="text-align: left;"><u>Amount</u></td> </tr> <tr> <td>NORAD</td> <td>US\$ 1,186,070</td> </tr> </table>	<u>Source</u>	<u>Amount</u>	NORAD	US\$ 1,186,070	Start date¹: 1 Aug 2006 End date²: 31 July 2009 CTA/PC/PD start date: 1 st November 2006 National Project Manager was hired. CTA assumed supervision, June 2006	Evaluation dates:		
	<u>Source</u>	<u>Amount</u>						
	NORAD	US\$ 1,186,070						
		Planned as per project document/ Evaluation schedule	Proposed new dates (if any)	Actual dates carried out (if applicable)				
	Mid-term:	2008 dates yet to be decided		dd.mmm.yyyy				
Final:	2009 dates yet to be decided		dd.mmm.yyyy					
Contact official in IPEC/Geneva: Mr. Wahidur Rahman Senior Programme Officer- IPEC Ph: + (41-22) -799-6519 Fax: + (41-22) - 799-8771 Email: rahman@ilo.org		Person responsible for completing the report: Ms. Saba Mohsin Raza, National Project Manager ILO- IPEC Media Project Block C-1 Benevolent Fund Building,, Zero Point, Islamabad, Pakistan T: +9251 9252336-7 F: +9251 9252336-7 Email: saba@ilo.org						
Contact official in ILO Sub-regional Office for South Asia (New Delhi) Ms. Sherin Khan Senior Child Labour Specialist Ph: + 91.11.2460-2101 to 03, Ext.291 E-mail: khans@ilodel.org.in		Contact official in ILO Islamabad Office Mr. H.S Sujeewa Fonseka Chief Technical Adviser IPEC-Pakistan ILO Building, Sector G-5/2, Islamabad, Pakistan Tel: (92) 51 227 6456 up to 8 Ext. 241 Fax: (92) 51 227 9181 up to 2 E-mail: fonseka@ilo.org						
OBJECTIVES: (Objectives as stated in the approved project document ³ .) Development Objective: <i>To contribute to national efforts towards reducing and effectively eliminating worst forms of child labour in Pakistan.</i> Immediate Objectives: <i>Through the efforts of the project:</i> <ul style="list-style-type: none"> • The capacity of media professionals and institutions will be enhanced to effectively advocate for the implementation of hazardous labour laws and the enforcement of the ILO convention on the worst forms of child labour (C 182). • Two annual national awareness campaigns on worst forms of Child Labour would be launched to mobilize public opinion for its elimination. • An effective mechanism will be established through institutionalization for strategic media actions for the promotion of public mobilization and information campaigns against the worst forms of child labour. 								

¹ Start date as indicated in the donor approved project document.

² End date as indicated in the donor approved project document. If these dates have been formally revised, indicate revised dates with "Revised" in brackets after the date.

³ If the objectives have been formally revised and approved by the donor, indicate "Revised" in brackets after the relevant objective.

I. OVERALL PROGRESS OF THE PROJECT

A. Summary:

Assessment of the overall achievement of the project at this stage and progress towards major defined impact.

Overall progress:

The involvement of media is essential for the continuing progress in combating child labour in Pakistan. It is particularly important to raise public awareness on the issue and make the general masses knowledgeable about the negative consequences of child labour and the subsequent impact on the country's development process. Such involvement would enhance the sustainability of impact of the efforts which have been made over the last 12 years to free Pakistan from all Worst Forms of Child Labour (WFCL). These efforts have included initiatives on the effective use of media, i.e. newspapers, radio and television.

Raising awareness of adults and children on the negative consequences of the WFCL is an integral part of the TBP strategy to change prevalent attitudes towards this phenomenon. Awareness raising is critical on two accounts. First, targeted awareness raising of government policy makers, functionaries, and other stakeholders, including employers' and workers' representatives is essential in motivating the government to take strong steps against child labour. Second, increased public awareness could result in direct reduction in incidences of child labour by influencing people's individual decisions.

After receiving training producers, directors, writers and other concerned from TV and radio, journalists, university students of mass communication departments will create awareness among masses by producing dramas, discussions/talk shows, spots/jingles and publishing stories, news briefs as well as feature articles on child labour, based especially on areas of worst forms of child labour. Contents have been developed reflecting the National Time Bound Programme and other ILO-IPEC interventions and strategies. The multiple strategies used under the ILO-IPEC programmes in Pakistan are comprehensive and strongly inter-linked. These strategies include launching preventive measures, withdrawing child labourers from workplaces, providing them with social protection interventions such as education, recreation, vocational skills training, counselling, health support, other referral services, etc., mobilizing communities, parents, employers and other stakeholders, and, more importantly, empowering families socially and economically as a measure of guaranteeing the physical, moral and psychological growth of these children. These interventions are instrumental in delivering many success stories, out of which the elimination of child labour from the soccer ball industry, surgical instruments manufacturing and the carpet industry can be cited as significant.

With the successful launch of Phase-II of the Media Project, entitled "Activating Media in Combating Worst Forms of Child Labour in Pakistan (2006-2009)" the process of imparting training to media managers started from April 2007 with the aim of sensitizing them on child labour. Hence 498 media managers, from print and electronic media in public and private sectors, received training on various issues pertaining to child labour in the country.

All capacity building workshops and training programmes aim at enhancing the capacity of media professionals to effectively advocate for the implementation of hazardous labour laws and the enforcement of the ILO Convention No. 182 on the Worst Forms of Child Labour and No. 138 on Minimum Age of Employment. During the reporting period, fourteen workshops have been conducted for sensitizing the media personnel from TV, radio and print media who are from public and private spheres. As a result, the media persons have begun highlighting the child labour issues in their work and news coverage and stories about child labour have often been telecast in TV, broadcast in radio or published in national and regional newspapers.

After proposals for media products for TV and radio were studied by the Project Creative Teams (PCT) and Project Coordination Committee (PCC), the Action programmes (APs) for PBC and PTV were approved in December 2007 and the contract between ILO and the PBC & PTV authorities was signed.

Achievements:

1. **Capacity building Workshops:** Of the 29 provincial and national capacity building workshops/meetings with media managers planned for 2007, 16 were organized. As noted below, the workshops planned for end of the year could not be organized because of the emergency and security situation. They have been scheduled for 2008. In the 16 capacity building media workshops organized for media managers from print and electronic media in private and public sector, 498 media managers participated. Details are given below:

- **7 Capacity building Workshops for Radio Personnel of Pakistan Broadcasting Corporation (PBS) & FM Channels:
(216 Radio Personnel received training against targeted 140 media managers):**

- i) Lahore 19 June 2007 ;
- ii) Multan 21 June 2007;
- iii) Peshawar 24 July 2007;
- iv) Quetta 27 July 2007

- **5 Capacity building Workshop for TV Personnel from Pakistan Television (PTV) and Private channels: (153 TV Personnel received training against targeted 100 media managers):**

- i) Karachi 19 July 2007;
- ii) Peshawar 25 July 2007;
- iii) Quetta 28 July 2007;
- iv) Lahore 28 August 2007;
- v) Islamabad 31 October 2007.

- **2 Capacity building workshop for Print Media Journalists (64 participated):**

- i) Lahore 29 August 2007;
- ii) Peshawar 8 September 2007

While seven one-day workshops for 210 media personnel were planned, only two workshops were held in Lahore and Peshawar during August-September 2007 in which 64 participated. The remaining **five** workshops (planned during November- December 2007) were postponed due to the imposition of Emergency and the subsequent political situation in the country. These workshops are re-scheduled as below:

- Karachi 20 February 2008;
- Islamabad 14 March 2008;
- Multan February 2008;
- Hyderabad 23 February 2008;
- Quetta 29 February 2008

- **One day Capacity building briefing sessions for Editors/Columnists (21 participated):**

- Peshawar 5 November 2007

While five one-day capacity building briefing sessions for 100 Editors and Columnists were planned during the period November- December 2007, only one activity was conducted in Peshawar on 5 November in which 21 renowned editors and columnists from national and regional newspapers participated. Special editorials and columns were published in a section of press after this activity. **Four** of the workshop were postponed due to Emergency and political situation in the country. These four briefing sessions will be conducted as per the following schedule:

- Karachi 21 February 2008;
- Quetta 28 February 2008;
- Lahore March 2008;
- Islamabad. March 2008

• **One Training Programmes for University students (44 participated):**

- Peshawar 5 November 2007

Six training programmes for 180 university students in Karachi, Quetta, Lahore, Multan, Peshawar and Islamabad were planned during November – December 2007, however only one activity was conducted for the students of Mass Communication department University of Peshawar in which 44 students participated and shared their ideas on child labour issue. Other **five** training programmes that were postponed due to the political situation in the country will be conducted as scheduled below:

- Karachi 22 February 2008;
- Quetta 27 February 2008;
- Lahore 15 February 2008;
- Multan February 2008;
- Islamabad. March 2008

2. **Production of Media Products:** The Project Management Team remained busy in the preparation of Action Programmes (APs) for the production of media products for PBC and PTV. These proposals were sent to ILO HQ for approval in the month of October. The proposals along with agreements were sent to the concerned authorities in PBC & PTV for signatures in December; however the action by PTV & PBC is still awaited. The Project Manager is following up the process.
3. **TORs of Media Items:** The Project Management Team has also developed the terms of reference to initiate the publication of various media items for press. The publication will be a part of media campaign to combat child labour and to establish a media network amongst the private and public news agencies such as APP, ONLINE, EPI, etc..
4. **Print Media Coverage:** 24 media stories/articles for print in English/Urdu and regional languages newspapers and magazines are planned to be published. In order to raise awareness among general public through the print media, this activity was planned to be sub-contracted as per project document. Expressions of Interest were invited from a number of companies. After the Project Management Team finalized the terms of reference to outsource the activity for the publication of 24 stories/articles and for conducting 12 small research studies on child labour issue in the country, a company, Pal & Associates was sub-contracted on 1st November 2007 for this activity. It will be completed by 30 May 2009.
5. **Interviews on TV and Radio Channels:** Special efforts have been made to broadcast/telecast the interviews of members of Pakistan Workers and Employers Federations and ILO project managers on TV and radio channels after every capacity building workshop to highlight the efforts of the Government, ILO, Workers & Employers Federations in media.
6. **Media Watch:** The Project has an inbuilt independent media monitoring mechanism called the media watch. In order to receive feed back on all media products an e-mail address for this activity has been developed mediaproject@gmail.com In addition to this a P.O Box 1946 Islamabad has been hired. The project office is directly responsible to monitor broadcast of media items produced by PTV, PBC and other Production houses and the publication of articles in Urdu, English and regional language newspapers. All participants of capacity

building workshops were asked to share these addresses with the audience regarding programmes on child labour to receive feed back and their suggestion which would help the project team to get the programmes prepared more effectively.

7. **Media Coalition:** Concerted efforts will be made to facilitate and support the broad based media coalition on child labour. The coalition will consist of interested and committed journalists nationwide. Selection will be made after they participate in the capacity building workshops for journalists. TORs for this activity are being developed.
8. **Focus on gender mainstreaming:** Emphasis has been made to focus on gender mainstreaming in all activities of the project, hence the female participation was encouraged in the workshops. Since mostly the female writers, directors and producers in electronic media are vehemently working on social issues including child labour issue, therefore they were sensitized on the issue with an aim to create awareness among masses, policy makers and all concerned about the sensitivity of the issue in a more pragmatic manner. These training programmes were also focused on raising awareness among media persons on gender concerns in child labour, in particular the “status of girl child” and the involvement of girl children in hidden forms of child labour such as domestic child labour, commercial sexual exploitation on children, etc.
9. **Budget for 2008-2009 revised:** No-cost increase budget revision was made to facilitate the attainment of project targets. A total of 68 training programmes were planned to be conducted in various cities, (29 capacity building workshops for TV & Radio producers, writers, directors, Journalists and University students and 39 consultative meetings/training programmes for media managers and stakeholders) during the period 2006-2009. Hence keeping in view the requirement for frequent travel to accomplish this activity, budget was revised accordingly.

Financial Status of the Project:

The project started organizing media workshops before the production of media products; hence a number of capacity building workshops were conducted across the country. An adequate amount of the budget has been utilised, including incidentals, office equipment, staff salaries, payments to the Media Mark and Pal & Associates etc. A fuller account of the financial status of the project has been provided separately in the excel sheet (as per format provided by the Donor) along with this progress report for the period July - December 2007.

The progress for the period July- December 2007 is outlined below:

1. Action Programmes proposals for media products for TV & radio completed and approved;
2. Agreements with PTV and PBC finalized and sent for signatures;
3. TORs to sub-contract the activity of writing articles/research in the press completed;
4. Expression of Interests were invited for the selection of an agency to carry out the work of publishing articles in national and regional newspapers across the country;
5. Selection of an agency Pal & Associates for publishing 24 stories/articles and 12 small scale research on WFCL completed;
6. Two one-day capacity building workshops for radio personnel conducted;
7. Five one-day capacity building workshops for TV personnel conducted;
8. Two one-day capacity building workshops for print media journalists conducted;
9. One capacity building briefing session for editors and columnists conducted;
10. One training programme for university students conducted;
11. Concept note for the production of media products for TV and radio finalized;

12. One liner (script for TV dramas) analysed;
13. Budget for 2008-2009 revised.

II. PROBLEMS AND ISSUES

Workshops postponed: The capacity building workshops were planned to be completed by December 2007 as per the project work plan, however the activities in November-December had to be postponed due to the imposition of Emergency and media curbs which led to political crises in the country. Subsequently the assassination of Ms. Benazir Bhutto, a veteran political leader of the country aggravated the crises.

The situation was beyond the project's control. Beside the situation being critical, the target group for the training i.e. media personnel, journalists, editors, columnists and university students were engaged in the protest and coverage of the political activities. Hence, the project monitored the situation and the workshops have been re- scheduled accordingly.

III. RESPONSE TO DONOR COMMENTS FROM LAST REPORT

The donors have expressed satisfaction on the progress made so far and pleased to approve the last report vide their letter no 814 – Tsh/07 dated 07 January 2008.