

# **Rapid Perception Survey on “Bikash ko Bato”**

**March, 2016**

**A Joint RAP and MEL Report**

## Table of Contents

Introduction .....	3
Objective of the Rapid Survey.....	3
Methodology.....	4
Findings.....	5
General Characteristics.....	5
Radio Ownership and Listening Habits.....	5
Level of understanding.....	7
Knowledge Transfer to RAP Interns .....	8

### Tables

Table 1: Sample distribution .....	4
Table 2: Educational level of the respondents.....	5
Table 3: Radio ownership and listening habit.....	6
Table 4: Listening of “ <i>Bikash ko Bato</i> ” by different groups.....	7
Table 5: Level of understanding about “ <i>Bikash ko Bato</i> ”.....	8
Table 6: Usefulness and awareness raised by “ <i>Bikash ko Bato</i> ” .....	8

### Figures

Figure 1: Most favoured radio programme categories .....	6
Figure 2: Listening habits of “ <i>Bikash ko Bato</i> ” by education .....	7

## Introduction

Rural Access Programme 3 (RAP 3) is the continuation of the UK Aid-funded comprehensive poverty alleviation programme conceived in 1999. Rural access programme (RAP) uses the construction of transport infrastructure as an entry point for improving the lives of the poorest and most marginalised people in remote areas of Nepal – communities with limited access to goods and social services.

Now in its third stage, RAP's implementation has involved construction of tracks, trails and roads using labour-intensive, environmentally sound and climate resilient methods; alongside complementary socio-economic interventions.

Following effective completion of the design and initial implementation phase (RAP 1) and further implementation phase (RAP2), RAP 3 is building upon what has already been achieved while drawing new focus from lessons learned. Specifically, RAP3 is concerned with improving asset management of the local road network (LRN) and economic infrastructure; short term employment creation and longer term income generation; capacity and institutional development; and disaster resilience.

In this backdrop it is also equally important to reach out the people with improving the consistency, transparency, openness and clarity of message sharing between the RAP team itself and the communities RAP 3 work with. RAP 3 has formulated a communication strategy to sort out the communication gaps and to fulfil the objectives of the programme in a transparent way. The communication strategy includes the “10 RAP Principles – that guide all activities and communications”. Also to reach out to the local people and beneficiaries in the programme districts RAP 3 has supported Antena foundation to run radio show.

A RAP 3 radio show – provisionally entitled *Path to Development* being produced each week in Kathmandu and aired on local FM radio stations in each of our districts. The show is produced by the Antenna Foundation – a Nepali NGO with significant experience working with donors and aid programmes on public service broadcasting for development issues. The magazine-style show is driven by local people and the development issues that most affect them. Public service announcements will go out in all of the districts encouraging people to call a toll-free number and leave a voice message with their thoughts and experiences on what's working and what's not with the RAP 3 programme. These issues collated centrally and fed into the show, which also contain content on broader development issues affecting communities in our districts. The aim of the radio show is to increase the participants and listeners to weekly RAP radio show, clarify program objectives, and to increase awareness, support and trust in RAP.

In this context RAP 3 has assigned a rapid survey to establish the baseline values on the RAP 3 radio show – “*Path to Development*”.

## Objective of the Rapid Survey

The main objective of the survey was to establish the baseline values for the radio show *Path to Development* more frequently known as “*Bikash ko Bato*”. Apart from this the study is aimed to transfer the knowledge to RAP interns on data collection tools using smart phones.

## Methodology

In order to establish the baseline values of the radio program “*Path to Development*”, a sample survey was conducted. Among the RAP3 working districts, Dailekh was selected purposively. Respondents of the survey were selected from the RAP3 beneficiaries who are engaged with Road Maintenance Group (RMGs), and Socio-Economic Development (SED) beneficiaries. Apart from those indirect beneficiaries were also interviewed.

A total of the 133 sample households were selected randomly. Of those 53 were from road maintenance group, 31 from socio-Economic development groups, and remaining 49 were from indirect beneficiaries of the RAP3. The table below details the sampling distribution.

**Table 1: Sample distribution**

Sample Distribution	n (%)
RMG Households	53(39.9)
SED households	31(23.3)
Other Households	49(36.8)
Total	133(100)

The data collection was done using the smart phones on open data kit (ODK) platform. The RAP3 interns were trained for 1 day on using the smart phone for data collection purpose.

A structured questionnaire was used to collect the relevant data on demographic characteristics; education level, radio listening habits, and understanding of the radio show “*Path to Development*” etc.

## Findings

### General Characteristics

Of the sampled households the highest proportion were literate but with no formal schooling, followed by secondary level of education, and almost 13 percent were illiterate.

The overall summary of the ethnicity details that of the total respondents highest proportion was of Cheetri followed by Dalit (23%). And of the total 55 percent were male respondents.

**Table 2: Educational level of the respondents**

<b>Level of education</b>	<b>% (n)</b>
Illiterate	12.8(17)
Intermediate	9.8(13)
Intermediate or Above	3(4)
Literate but no formal schooling	28.6(38)
Primary (1-5)	17.3(23)
SLC	6(8)
secondary (6-10)	22.6(30)
<b>Ethnicity</b>	
Bramhan	10 (13)
Chhetri	59 (78)
Dalit	23 (31)
Janjati	8 (11)
<b>Sex of the Respondents</b>	
Male	55 (73)
Female	45 (60)

Source: Rapid Survey 2016

### Radio Ownership and Listening Habits

The respondents were asked about the ownership of the radio and listening frequency. Almost 81 percent of the households owned radio and of them 75 percent listen to the radio. Almost two third of the respondents stated that they listen to the radio every day, followed by few times in a week by 28 percent, and other 9 percent of them listen either once a week or some time in a month. The timing to listen the radio is highest in the morning followed by evening/night and least in the after afternoon.

This showed that there is high possibility of reaching to the people in remote areas by radio and the convenient time to air the program is either in the morning or evening/ nights.

The results are presented in table 3.

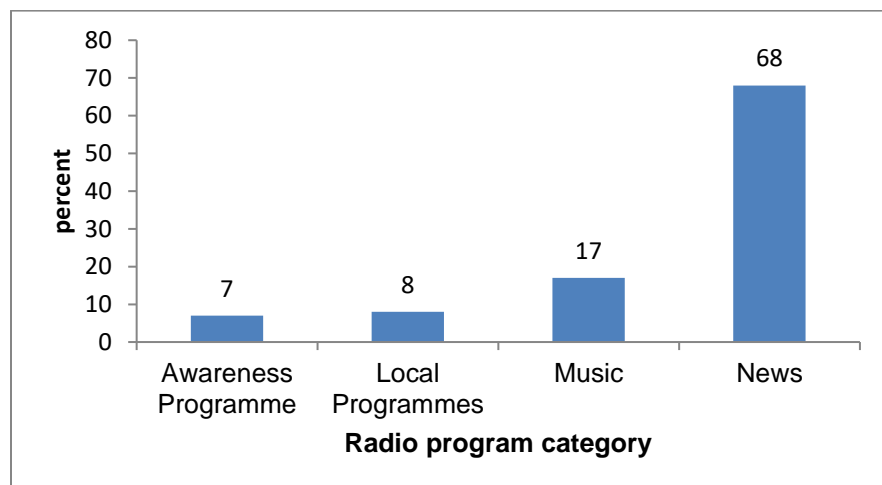
**Table 3: Radio ownership and listening habit**

	% (n)
Households having radio	80.5 (107)
Listening Habit	75.2(100)
<b>Frequency of listening</b>	
Everyday	64(64)
Few times in a week	27(27)
Once a week	4(4)
Some times in a month	5(5)
<b>Radio listening time in a day</b>	
Any time in the day	21(21)
Mostly in afternoon	2(2)
Mostly in evening/night	35(35)
Mostly in morning	42(42)

Source: Rapid Survey 2016

The most favoured radio program as stated by the respondents was news, followed by music and local programs. Whereas the awareness program aired by the radios were least favoured.

**Figure 1: Most favoured radio programme categories**



Source: Rapid Survey 2016

The radio program “*Bikash ko Bato*” aired by the antenna foundation was listened by 19 percent of the respondents in aggregate. This proportion was highest for indirect beneficiaries than the direct beneficiaries. Since the radio show is in its initial phase hence less proportion of the listeners to the program might be attributed to lack of knowledge about the show time and content.

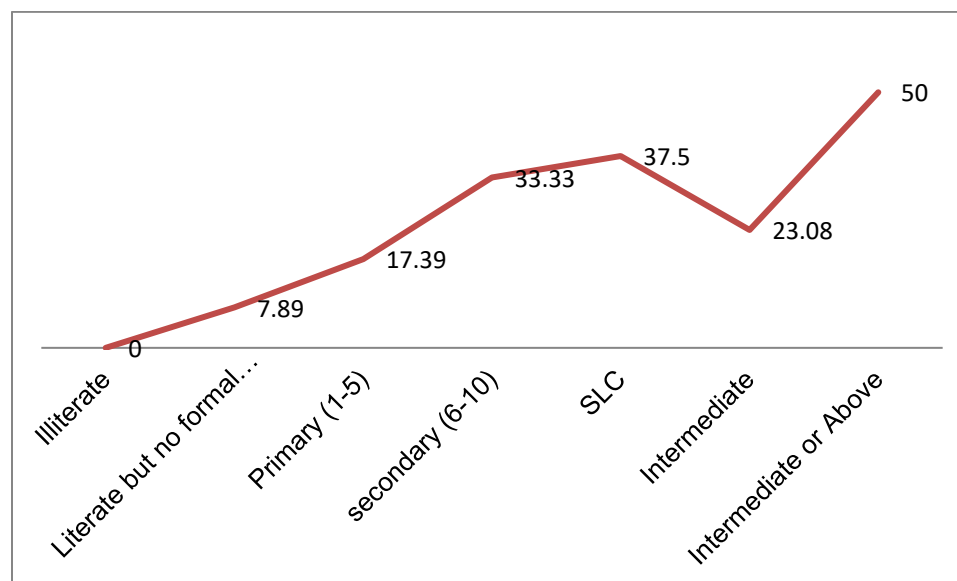
**Table 4: Listening of “Bikash ko Bato” by different groups**

	RMG members %(n)	SED members %(n)	Indirect RAP Beneficiaries %(n)	Total %(n)
Listened “Bikas ko Bato “	17(9)	19.4(6)	20.4(10)	18.8(25)
Not listened	83(44)	80.7(25)	79.6(39)	81.2(108)

Source: Rapid Survey 2016

Further when listening of the radio program is compared to the education level it is found that educated people were more likely listen to the radio program. No illiterates listen to the radio program “Bikash ko Bato”. This indicates the need for penetration of the program to this class.

**Figure 2: Listening habits of “Bikash ko Bato” by education**



Source: Rapid Survey 2016

### Level of understanding

The table xx presents the level of understanding on the radio show “Bikash ko Bato” among the listeners. Of them highest proportion stated that they understood well and the message is clear (36 %), other 28 percent each said they have had some level of understanding about the program.

More than two third of the respondents who listen to the radio show also encouraged others to listen “Bikas ko Bato” and only 32 percent of them discussed about it with others.

**Table 5: Level of understanding about “Bikash ko Bato”**

<b>Level of understanding</b>	<b>%(n)</b>
Did not Understand	8(2)
Had Little understanding	28(7)
Understood But Not Well	28(7)
Understood well/Message is Clear	36(9)

Discussed about BKB with others	32(8)
Encouraged others to listen BKB	76(19)

Source: Rapid survey 2016

Respondents who listened to radio show were further investigated about usefulness and awareness increased by it. The respondents found the program useful in general with 36 percent stating it very useful. Also the result showed that it was helpful in raising the awareness. The results are presented in table X.

**Table 6: Usefulness and awareness raised by “Bikash ko Bato”**

<b>Usefulness of the radio show</b>	<b>%(n)</b>
Moderately Useful	24(6)
Useful	40(10)
Very Useful	36(9)

<b>Awareness raised by BKB</b>	
Very Much	44(11)
To Some Extent	48(12)
Not at All	8(2)

Source: Rapid Survey 2016

### **Knowledge Transfer to RAP Interns**

The RAP3 interns and office managers from Dailekh, Jumla, and Kalikot have participated in the training session. The session details about the methods to collect data on smart phones using open data kit (ODK) platform. A one day intensive training was conducted and thereafter they collected data using smart phones. They acquired knowledge on collecting, editing, and sending the data by using smart phones. It is assumed that the interns will be able to collect data on smart phones in future.