

Research Study: Evaluation of Effectiveness and Outcomes of Nepal Network of FM Stations (A Study conducted to evaluate the Project implemented by PANOS South Asia and Communication Corner)

Funding Partner: PANOS South Asia

The broader objective of this study commissioned by PANOS South Asia (PSA) to IGD is to study the effectiveness of PSA in the capacity of Technical Management and Production Capacity Building of Nepal Network of FM stations project; to gauge successes achieved by CC in the task of enhancing technical capacity of Radio and Satellite Network of Nepal and to measure success in achieving the goal of bringing about people's participation and inclusion by empowering the media.

The objectives of the study are

- To evaluation is to evaluate the implementation of the various activities under the project and the overall achievement of the project goal
- To study the effectiveness of PSA in the capacity of Technical Management and Production Capacity Building of Nepal Network of FM Stations Project
- Gauge success level achieved by CC in the task of Enhancing Capacity of Radio and Satellite Network of Nepal.
- Measure success in achieving the main project goal of bringing about people's participation and inclusion by empowering the media.

Methodology

Basically, qualitative approach was employed to conduct the study. In depth interviews and focus group discussion were used as major qualitative tools to collect relevant tools and information.

- **Sampling Design**

The FM Stations had been selected from the five development regions representing both plains, hills, and mountain tracts of the country. Care had been taken to ensure that the FM radios represented both community and commercial.

	Region	District	Radio Stations	Type
Eastern	Terai	Sunsari	Saptakoshi FM	Commercial
		Jhapa	Kanchanjungha FM	Commercial
		Jhapa	Saptarangi FM	Community
	Hill	Illam	Illam FM	Community
Central	Terai	Chitwan	Synergy FM	Commercial
	Mountain	Dolakha	Kalika FM/Radio Tribeni	Commercial
	Hill	Makawanpur	Radio Palung	Community
			Pratidhwani FM	Commercial
	Mountain	Dolakha	Radio Kalinchok	Community
Western	Terai	Rupandehi	Radio Lumbini	Community
			Butwal FM	Commercial
	Hill	Palpa	Radio Madanpokhara	Community

			Shreenagar FM	Commercial
		Kaski	Annapurna FM/Machhapuchhre FM	Commercial
			Himchuli FM	Community
Midwest	Terai	Banke	Bageswari FM	Commercial
			Radio Bheri Aawaj	Community
	Hill	Surkhet	Bulbule FM	Community
			Radio Bheri	Community
Far-West	Terai	Kanchanpur	Suklafata FM	Community
		Kailali	Dinesh FM	Commercial
			Ghodaghodi FM	Community
	Mountain	Acham	Radio Ramaroshan	Community

- **Target Group**

- I. Producers, Managers and Technicians of FM Radio Stations –

This TG provided with information on the effectiveness of the project in achieving the goal of capacity building of broadcasters. A total of 50 IDD's was carried out across 25 FM Stations. FM Stations were drawn randomly from an exhaustive list of FM Radio Stations provided by PSA. Due representation of all the five Developmental Regions and three ecological zones shall be borne in mind while sampling the Stations. However, the IDD's were carried out in the same districts as the FGD's among the Community.

A balance of Commercial and Community Radio was sought to be achieved.

- II. Listeners Groups / Communities - Communities would be contacted in order to estimate the level of success achieved towards the goal of mass inclusion / participation at the grass roots level.

The mode of contact here will be FGD's. Trained moderators will be recruited for the purpose. Representation of various groups will be taken care of at this phase to avoid over/under representation of a particular community.

A total of 30 FGD's will be carried out across 15 districts.

The Major Key Findings

- It was found that all stakeholders/informants for this study reported that technical equipment supports have enhanced the technical capacity of the FM stations.
- Most of the radio technicians feel that their FM stations are in better equipped condition technically than before, and the FM stations' technical capacity has improved.
- All the FM station managers reported that the new media technology have improved program transmission and recording in terms of increased reliability to satellite link for broadcasting of the central programs, improved transmission quality and easy recording.
- The new media technology and the central programs have increased the coverage area and popularity of the radio stations. The listenership have increased.
- The direct access to the central programs is cost-effective for the local FM stations, and it has also increased financial sources for some FM stations.