

DM 2005 Project Implementation PROGRESS REPORT

[01/07/2006]

In order to ensure transparency, accountability, as well as to share lessons learned, we will post this Progress Report on the Development Marketplace website at www.developmentmarketplace.org. However, if you would like to share any sensitive information with us, you can do so in section VI. The information provided in this part of the report will be handled as confidential and will not appear on the DM website.

I. Background Information

DM Project Number and Title	DM 1602 – Environmental Radio Soap Opera for Rural Vietnam
Report Author's Name (if different from Team Leader)	
Total Award	US\$ 131,800
Amount Disbursed to Date	US\$ 32,950 (25 % of the Total Award)

II. Progress Against Milestones

i) List the milestone objectives in the first column as expressed in the Project Agreement. The second column should indicate the current status of each milestone objective. In the third column, please provide quantitative data and qualitative information describing the status of the project against that particular milestone.

Milestone Objectives (Copy from the Agreement)	Status (Completed/ In Progress)	Descriptive Information on the Status
<input type="checkbox"/> (1) Stakeholder Workshop to introduce project, develop workplan, and pledge commitments in participation;	Workshop held In HoChiMinh City Aug 4-5 2005	Involved 20 participants from VOH, MARD, WB, World Vision, Cantho radio and TV, Cantho extension, Cuulong Delta Rice Research, IRRI and Leyte State Univ, Philippines. Workplan revised and commitments to dates, time and resource agreed upon by stakeholders.
<input type="checkbox"/> (2) Audience Analysis with focus group discussion, survey instrument, pretesting, and data analysis;	Audience analysis FGDs held, survey conducted and data analyzed. Report in progress.	604 farmer respondents interviewed. Audience analysis results showed that farmers mainly use TV for news, entertainment and feature films and radio for news, agricultural information and drama. Many farmers know about air and water pollution problems but had not done much to reduce them because they did not know what to do.
<input type="checkbox"/> (3) Participatory Design/Creative Workshop to review audience analysis, develop drama themes, form script writing team, develop story lines, values grids, and character maps;	Design workshop held Dec 6-8, 2005. HoChiMinh City, Vietnam	Involved 26 participants from MARD, Univ Economics, Cuulong Delta Rice Research, VOH, World Vision, Inst Agric Res., WB, IRRI. FGD and Audience analysis results presented. Script writing team formed, initial values grid and initial character map developed for a new radio soap. <ul style="list-style-type: none"> - A new story with new characters (new character map and values grid) for the environmental radio soap opera developed. - 104 episodes of the new drama series planned, focusing on environmental issues with new characters to be broadcast on the Voice of Ho Chi Minh City, Radio Cantho and Radio Angiang. The

<input type="checkbox"/> (4) Target area identified	Identified. Audience analysis conducted in the areas	tentative title is Que Minh Xanh Mai or “Forever Green Homeland”. Cantho province in districts Vinh Thanh and Phong Dien. The soap opera will be launched first on 2 June in Hanoi MARD office to be followed by field launching in Cantho city on 5 June 2006.

ii) If you did not achieve some of your stated milestone objectives, please explain the reasons.

All milestones achieved.

iii) Has your project’s overall accomplishments to date exceeded the original plan?

Yes No

If Yes, describe your achievements:

III. Overall Project Progress

i) What have been the main challenges of your project to date? What, if any, adjustments have you made to your original business plan in order to overcome the challenges and meet your objectives?

Challenges:	Adjustments:
Developing new content for soap opera Getting technical specialists and script writers to do together. Audience analysis showed that TV is more popular than radio for both entertainment and information.	Some funds to be allocated for such activities Increase advertising activities in launching

ii) Have any of your objectives changed or have you added new objectives since you signed your Project Agreement? If Yes, explain the changes.

Yes No

iii) Do you have any concerns about meeting your next milestone objectives?

Yes No

If Yes, what are the concerns and how do you plan on addressing those challenges?

iii) Although this is an interim report, are there any development outcomes or results of your activities to date that you would like to call attention to?

iv) Reminder: In accordance with Paragraph 3.1.1 of the Project Agreement, each project team is required to submit a statement of account showing the use of the funds within three months after the last disbursement. As a part of periodical expenditure review exercise, please provide an annex with un-audited summary of expenses during this reporting period.

IV. Ancillary Achievements

i) Have you or has your organization received any awards/recognitions or media attention as a result of your DM-funded project during this period?

Yes No

If Yes, please specify the sources and identify the names.

Award /Recognition	Media
<input type="checkbox"/> Local: <input type="checkbox"/> National: <input type="checkbox"/> International:	e.g. <input checked="" type="checkbox"/> International: BBC News on Dec. 3-4, 2003 <input type="checkbox"/> Local: <input type="checkbox"/> National: <input checked="" type="checkbox"/> International: : <i>Nature</i> 435 , 723 (9 June 2005), CGIAR Story of the Month (July 2005), Agence France Presse (June 2005), New Agriculturist (05-3), Digital Opportunity Channel, IRRI Bulletin (2005.22 and 49)

Explain the Award/Recognition or the Media content:

News in Nature June 2005 Vol. 435.
 Vietnam News – May 28, 2005
 IRRI Bulletin 30 May - 3 June No. 2005.22 “Environment Radio Drama project wins World Bank’s Development Marketplace 2005 Award”
 IRRI Bulletin 12-16 December No. 2005.49 “Vietnam develops new story and characters for Environmental Soap Opera”

Attach web links/news clips, if available:

<http://irribulletin/bulletin/2005.22/default.asp>.
<http://irribulletin/bulletin/2005.49/default.asp>
<http://www.cgiar.org/monthlystory/june2005.html>.
<http://www.pacificvillage.org/villagevoices/vietnamstudent05/archives/000773.html>.
<http://www.nextbillion.net/newsroom/2005/05/30/vietnam-receives-wbs-award-for-innovative-environment-project>.
<http://www.irri.org/media/hotline/hljun2005.asp>.
www.nature.com/news/2005/050606/full/435723a.html
www.cgiar.org/enews/enews_july2005.pdf.
www.cgiar.org/monthlystory/june2005.html

--

ii) Has your organization made any new partnerships as a result of this project during this reporting period?

Yes No

If Yes, specify type of the organization from the list below and describe nature of the partnership:

<input checked="" type="checkbox"/> Local Government: Cantho province <input type="checkbox"/> National Government: <input checked="" type="checkbox"/> NGO: World Vision <input type="checkbox"/> Bilateral Development Agency:	<input type="checkbox"/> Multilateral Development Agency: <input type="checkbox"/> Private Corporations: <input type="checkbox"/> Other: e.g. <input checked="" type="checkbox"/> Multilateral Development Agency: Development Marketplace of the World Bank (financial partnership and technical assistance)
---	--

iii) Sustainability and scalability after completion of the DM fund are top of the DM Team’s priorities. Has your organization leveraged new funding or secured future funding during this reporting period?

Yes No

If Yes, provide the following information.

Funding Sources: Names of the Organizations
 Amounts Funded/Committed: US\$ 000,000

V. Requests to the DM

i) Do you have any comments on the overall process and support provided by the DM Team or Project Liaison?

None

ii) If your contact information has changed, please provide us with the new information.

Contact Name:	
Title:	
Organization:	
Primary Email Address:	
Secondary Email Address:	
Organization's Website	
Phone:	
Fax:	
Address:	
Postal Code:	

Annex I. Project Expenses for this Reporting Period

Items	Sub-Totals (USD)
1 Personnel	8000

2	Materials and Equipment	1000
3	Training & workshops	9000
4	Travel	6000
5	Evaluation/Information Dissemination	4000
6	General Administration/Overhead	2000
7	Other	
	Total Expenses	32000