

**DM 2005 Project Implementation  
PROGRESS REPORT**

[06/30/2006]

**I. Background Information**

<b>DM Project Number and Title</b>	<b>DM 1602 – Environmental Radio Soap Opera for Rural Vietnam</b>
<b>Report Author’s Name (if different from Team Leader)</b>	
<b>Total Award</b>	US\$ 131,800
<b>Amount Disbursed to Date</b>	US\$ 72,490 ( 55 % 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.

<b>Milestone Objectives (Copy from the Agreement)</b>	<b>Status (Completed/ In Progress)</b>	<b>Descriptive Information on the Status</b>
<input type="checkbox"/> (1) 20 episodes of soap opera written and pretest conducted.	First 20 episodes of soap completed and broadcast.	On air twice a week on Radio HCMC from June 11 AM 610 KHz and Radio Cantho from June 19 AM 837 KHz and FM 97.3 MHz.
<input type="checkbox"/> (2) Baseline survey conducted	Baseline FGDs were held, questionnaire instrument prepared, pretested and survey completed.	600 farmer respondents interviewed. Baseline survey showed Baseline survey results showed that while farmers know some sustainable agricultural practices and about air, water, and soil pollution, important knowledge and attitude gaps still exist. Most farmers did not know the link between too much insecticide use and pest resurgence and drinking water pollution and straw burning and air pollution. These present opportunities for the drama scriptwriters to address these issues in future scripts.
<input type="checkbox"/> (3) Pre launch preparations: Campaign planning workshop, Campaign materials printed, Campaign design workshop/ develop campaign/publicity strategy	Campaign planning and design workshops held back-to-back in Cantho Feb 22-24, 2006.	35 participants from MARD, Cantho Univ, Cuulong Delta Rice Research, VOH, World Vision, Radio Cantho, WB, province extension, IRRI. Audience analysis results presented. Prototype poster, leaflet developed for pretest. Logo designed. Pre launch activities planned and program for launching days developed. 1200 posters and 20,000 leaflets printed and distributed.
<input type="checkbox"/> (4) Soap opera launched	New environmental radio soap opera called Que Minh Xanh Mai launched to commemorate World Environment Day 2006.	In Hanoi, the soap opera was launched on June 2, 2006 in MARD conference room by DG of IRRI, Dr R. Zeigler, WB country director, Klaus Rohland and vice minister Dr Bui Ba Bong.  In Can Tho City, the soap opera was launched by the vice chairman of the Peoples’ Committee. Baseline survey results presented.

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

### 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:
Both audience analysis and baseline showed that TV is more popular than radio for both entertainment and information. Ensure that the soap opera is reaching farmers	A TV advertisement was used on TV Can Tho 2 weeks before launch  A monitoring management survey will be conducted in September to make help make adjustments Radio clubs will be formed by extension

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

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 e.g. <input checked="" type="checkbox"/> International: BBC News on Dec. 3-4, 2003
<input type="checkbox"/> Local: <input type="checkbox"/> National: <input type="checkbox"/> International:	<input type="checkbox"/> Local: <input type="checkbox"/> National: Launching on ministry website <input checked="" type="checkbox"/> International: IRRI Bulletin Feb 20-24 on Message design Workshop IRRI Bulletin – Launching day.

Explain the Award/Recognition or the Media content:

Soap opera launch announced on Ministry of Agriculture and Rural Development website.

Attach web links/news clips, if available:

[http://www.agroviet.gov.vn/pls/portal/url/page/bo\\_nn\\_ptnt](http://www.agroviet.gov.vn/pls/portal/url/page/bo_nn_ptnt)  
<http://bulletin.irri.cgiar.org/bulletin/2006.07/default.asp>  
<http://bulletin.irri.cgiar.org/bulletin/2006.21/default.asp>

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: Radio Cantho <input type="checkbox"/> National Government: <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)
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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

## **Annex I. Project Expenses for this Reporting Period**

	<b>Items</b>	<b>Sub-Totals (USD)</b>
<b>1</b>	<b>Personnel</b>	12,418
<b>2</b>	<b>Materials and Equipment</b>	99
<b>3</b>	<b>Training &amp; workshops</b>	18,569
<b>4</b>	<b>Travel</b>	0
<b>5</b>	<b>Evaluation/Information Dissemination</b>	21,540
<b>6</b>	<b>General Administration/Overhead</b>	
<b>7</b>	<b>Other</b>	
	<b>Total Expenses</b>	<hr/> 52,626