

**DM 2005 Project Implementation
PROGRESS REPORT**

[03/05/2007]

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\$ 112, 030 (85 % 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
Completed (1) Soap opera on the air (2) At least 20 episodes broadcast (3) Another 30 episodes written and recorded (4) On-the-ground extension support groups setup (5) Review and planning workshop	95 episodes of soap completed and broadcast. Another 10 written. A total of 105 episodes. 9 on-the-ground radio clubs established Workshop held on 8 Feb 2007 in Can Tho city	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. Available on website http://www.voh.com.vn/newssound/newssound.cfm?catid=75&mypage=4 Each radio club has membership of between 30 to 50 20 participants from MARD, Cantho Univ, Cuulong Delta Rice Research, VOH, Radio Cantho, WB, province extension, IRRI. Monitoring survey results presented. Workplan for rest of project developed.

(6) Organize audience contests, listener groups	Visit actors day held in Can Tho March 2007	
(7) Launch website	Website in VOH	http://www.voh.com.vn/newssound/newssound.cfm?catid=75&mypage=4
(8) Conduct post test surveys with focus group discussions, data analysis, and reporting	Focus group discussions conducted in April 2007. Post test questionnaire prepared. Post test survey to be carried out in July after completion of all broadcasts.	Pre-post analysis will be conducted to assess impact of the environmental radio program. From the FGDs, farmers became more aware of climate change effects, the need to avoid water contamination, need to reduce pesticide and fertilizer use.

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?

XX Yes No

If Yes, describe your achievements:

Originally planned for broadcast by the VOH, the soap opera is now on air in Cantho Radio as well

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:
Ensure that the soap opera is reaching farmers	The radio clubs had helped in extending reach
Ensure that educational content is technically correct	A technical-scriptwriter committee established.

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. 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: IRRI Bulletin 30 April on visit of VOH to IRRI Featured in Communication Initiative. Link below.

Explain the Award/Recognition or the Media content:

The Communication Initiative invited us to contribute as a feature in their website. Jan 2007.

Attach web links/news clips, if available:

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 http://bulletin.irri.cgiar.org/bulletin/2007.17/default.asp http://www.comminit.com/expereinces/pds2007/experiences-4096.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 <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 as of 2007 February 28

	Items	Sub-Totals (USD)
1	Personnel	29,865
2	Materials and Equipment	65,068
3	Training & workshops	19,168
4	Travel	7,356
5	Evaluation/Information Dissemination	
6	General Administration/Overhead	
7	Other	
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	Total Expenses	121,457