

7. Progress against the Logframe

SFCG Nepal, in consultation with the Global DM&E Team of GTF project, developed a logframe for the *Hamro Team* project. The internal survey and FGDs were carried out based on the indicators developed for the TV series. The survey and FGD narratives suggest that *Hamro Team* has been successful in achieving the project’s objectives. The following logframe provides the questionnaires dedicated for the corresponding indicators and quantitative data generated from the survey for each indicator supported by the narratives from the FGDs. Qualitative indicators were reported based solely on FGD reports. However, maximum efforts have been made to generate data from both the quantitative survey as well as the qualitative FGD narratives to provide a more accurate analysis.

Note that the results in the logframe below pertain ONLY to the evaluation results of the Hamro Team TV program. They do not include results gathered from the outreach, training programs, and two radio programs that also accompanied the program.

Nepal –Logical Framework for GTF Project (*Hamro Team*)

Theory of Change:

By producing and broadcasting the dramas, and with accompanying outreach activities, SFCG's aim is to increase the awareness and skills of citizens to interact²⁴ in constructive ways (accountability 3) which will lead to their strengthened capacity to take on governance issues (accountability 6) and then take action by working with local officials (responsiveness 7 and 8)

Indicators	Means of Verification (MoV)	Research Question	Progress	Assumptions
<p style="text-align: center;">GOAL</p> <p>1. The engagement and actions of citizens with one another and with officials’ issues concerning governance, contribute to making both citizens and governments more capable,</p>				<p><i>Hamro Team</i> is aired without interruption, and outreach activities are also possible.</p>

24 Through actions with, responses and demands to local officials

accountable and responsive to one another in order that democratic processes progress.				
Number of viewers/participants who state that they are more likely to engage with one another and with the government on any of the themes addressed in the dramas or linked to related outreach activities	Survey Focus group or in-depth interviews		<p>The most active viewers of the show were respondents in the age group 13-14, as 46% of them advised their friends to watch the show and 33% of them discussed the show with their friends.</p> <p>10% of the total respondents cited specific examples from <i>Hamro Team</i> while addressing conflict issues in their community. Youth in the age group of 15-29 years were the most active in using examples from <i>Hamro Team</i>.</p> <p>A case from the Midwest reveals that a student who has shown a commitment toward making an inclusive union of campus units after being inspired by the Hamro team. Likewise, a youth club in the Kaski District now includes women in their club, whereas women were excluded before.</p>	
PURPOSE: 2. Citizens have increased knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.				
2.1. % of viewers/participants interviewed who demonstrate an improved knowledge and/or collaborative problem-solving ability around the themes dealt with in the dramas and addressed in the outreach activities (linked to viewership or participation in outreach)	Survey	How do you collaborate with people and solve issues related to themes addressed in dramas, such as youth engagement in local decision-making, playing by the rules, ethical leadership, corruption, gender inequality, interethnic conflict?	<p>From the external survey carried out in the urban areas (1800 samples), 33% of the total respondents who watched the show said that they got the message of teamwork. Likewise, 14% of the respondents stated that the message of Hamro Team was to promote female leadership.</p> <p>The internal survey showed that 36% of the total viewers said that the <i>Hamro Team</i> utilization of football as a means to deliver its message was a good idea. 17% of the total respondents reported that the content was linked to existing community issues and liked the messages of inclusion and team spirit message. 14% of the total viewers found that the serial was different from others and was based on a new concept in terms of both message and entertainment.</p>	<p>Conflict situation will not deteriorate to the extent that the civil society/ community collaboration is adversely affected</p> <p>Viewers first understand and accept the messages in the</p>

		<p>Do you believe you have the ability to solve problems through dialogue or other collaborative ways?</p> <p>What have you got from the main message from HT?</p>	<p>Finding from focus group discussions conducted among those who watched <i>Hamro Team</i> showed that there are many conflicts in their communities due to difference in political ideologies, ethnic origin and caste. Although the viewers had some level of understanding about the messages of the show, they suggested that watching Hamro Team has reaffirmed their beliefs. For example, viewers highlighted that, like in the show, females have limited opportunities to establish themselves as leaders. Some of the message they received were:</p> <ul style="list-style-type: none"> - Females can do very well in leadership positions - We must work together as a team to achieve a common goal. - Inter-caste marriage is possible and should be promoted. - If one has the will to succeed and works hard, s/he can realize his/her goal. - Second chances should be given so that people can rectify their past mistakes. <p>Geographical differences still exist in Nepali society and it is difficult to coexist with people of different cultures.</p>	<p>dramas</p> <p>Viewers translate messages of dramas into action</p>
ACCOUNTABILITY 3. Enhanced awareness and attitudes of viewers regarding the possibilities and responsibilities regarding their ethnic and national identities. (e.g. non-violent cooperation)				
<p>3.1. % of viewers interviewed and/or outreach participants who demonstrate a desire to improve ethnic (or other dividing line) relationships</p> <p>3.2 % of interviewees who report reduction in prejudice, or breaking down of stereotypes as a result of the</p>	Survey	<p>Are there any different perspectives that have emerged due to different caste/ethnicity, relationship?</p> <p>How has your perception of __</p>	<p>76% of the respondents who watched the show said that they have similar conflicts in their community and that they can be solved.</p> <p>A higher percentage (65%) of viewers disagreed that sometimes violence is the best method to solve conflicts compared (Non-viewers 60%)</p> <p>91% of viewers agreed that if people from different ethnicities understood each other, it would be easier to coexist (non-</p>	Viewers see / hear sufficient number of episodes to affect a change

<p>programs</p>	<p>Survey using Likert scales</p> <p>Qualitative Focus group discussions</p> <p>Case studies</p>	<p>changed?</p> <p>Would you like to improve your relations with people from other ethnic groups?</p> <p>Why do you want to improve them?</p> <p>How do you intend to improve them?</p> <p>Describe any actions you have taken in the last 6 months to foster better ethnic/ caste relations</p>	<p>viewers = 86%).</p> <p>82% of viewers and non-viewers alike agreed that even severe conflicts can be solved by dialogue.</p> <p>One of the major differences observed between the viewers and non-viewers during the FGDs was that the viewers drew parallels between the causes and effects of existing conflicts due to the different identities, which was clearly presented in <i>Hamro Team</i> while the non-viewers were not able to identify the causes and differences of the conflict. In fact, the majority of the viewers during focus group discussions pointed these out by citing some examples regarding the importance of the heterogeneous community in peace process while non-viewers did so to a much smaller extent.</p> <p>Some viewers reconstituted an inclusive youth club in their community in response to the same action in <i>Hamro Team</i> so that they would be able to enhance their mission/vision and further contribute to the development of their community.</p>	
<p>ACCOUNTABILITY 4. Officials, who have watched/ listened to the drama or participated in outreach activities and have increased their commitment to serve their constituencies</p>				
<p>4.1 % of officials' interviewed who have demonstrated their commitment to address corruption, local violence, and the rights of marginalized groups (including caste/ gender), as a result of the drama or outreach activities</p>	<p>Survey</p>	<p>How do you respond to demands of citizens for action or accountability on corruption, local violence, rights of marginalized groups,</p>	<p>41% of viewers agreed that active engagement of citizens in the political process is necessary to make the government more transparent and to influence political decisions.</p> <p>The FGD in Janakpur revealed that the responsive authorities (such as representative of DDC, political leaders, VDC secretary and media persons), felt that the story line of the serial was</p>	<p>Additional co-funding will be raised to directly target district level officials for outreach</p>

<p># of articles, talk shows, social media or other media programs about the drama that discuss the themes addressed in it (e.g. leadership).</p>	<p>Case studies</p>	<p>and person suffering from class and gender divide?</p> <p>Has your response changed over the last 6 months?</p> <p>What contributed to the change</p>	<p>incredibly pertinent in dealing the issues of Madhesi community. In the same way, they felt greater accountability in dealing with gender equality issues and the present conflicts based on different geographical identities.</p> <p>Member of Local Peace Committee said, “This serial shows that women have big role in conflict transformation. The female protagonist in the show gives a young man second chance allowing him to improve his life and correct his past mistake. Women have the ability to find solution even in difficult situation and to bring people together.”</p> <p>The internal survey showed that 74% of viewers believed that the content was linked to existing community issues and found the messages inclusion and team spirit relevant. The series helped them gain knowledge and ideas necessary to move forward in life. Likewise, about two-third (63%) reported that the series is very enjoyable and informative in dealing with local conflicts. The majority of the officials expressed their commitment to influence the pertinent agencies to translate and broadcast the show again from an appropriate TV channel. Representatives from the District Development Committee (DDC) and Village Development Committee (VDC) secretary expressed that they have been using the story and cases of actors as examples in discussion with others.</p>	
<p>ACCOUNTABILITY 5. Citizens believe that they have a role to play in improving leadership at multiple levels</p>				
<p>5.1 Interviewees who demonstrate attitude and or behaviour change towards fostering rule of law and other themes addressed in the dramas and outreach</p> <p>% of interviewees who believe that leadership should be merit-based and</p>	<p>Survey using closed questions and Likert scales</p> <p>Focus group discussions will qualify</p>	<p>Did you discuss the story with others by giving examples from the story (HT, Radio program)?</p> <p>Does your experience match those of any</p>	<p>19% of the total youth reported that they found the story useful in understanding conflict and linked it with existing conflicts in their communities. Female respondents were found the most active citing examples from <i>Hamro Team</i>. 9% of the total youth in the age group 13-29 years felt their lives match a character’s role in the story.</p> <p>About one-third (32%) of the respondents in the age group 13-</p>	

<p>collaborative</p> <p>% of interviewees that believe women can also play leadership roles</p> <p>% of interviewees who can describe qualities of a collaborative leader (visionary, inclusive, participatory, bringing people together for common goal, integrity, follows rule of law, committed, etc)</p>	<p>and explain the quantitative data</p> <p>Case studies on specific examples will demonstrate changes in actions.</p> <p>Survey</p>	<p>actors/characters? If so, how?</p> <p>What did you do after watching <i>Hamro team</i>?</p> <p>Who was your favorite and least favorite character? Why?</p> <p>Is it possible for a female to lead a male team? If Yes or No- Why? How has your view on this changed?</p> <p>How do you deal with the people who argue different perspective regarding their thoughts, principle and interests?</p> <p>Is it possible to reach common ground and common understandings?</p> <p>What types of characters helped to bring positive/</p>	<p>29 years advised their friends to watch the show and more than one-fourth (26%) of them discussed the show with their friends.</p> <p>84% of viewers in the age group 13-14 years who watched the show said that they believe that a woman can lead a male team. 100% in this age group who watched the show believed in female leadership while only 47% of the non-viewers in this age group held the same belief.</p> <p>In a patriarchal society such as Nepal, accepting women as a lead character is a significant change. The main protagonist of the show, Seema, performed the role of football coach. 57% of the total respondents liked the character and perceived that a woman can lead a male team while it is still not such enough practice observed in Nepal. The character is the most popular among all age groups and even higher percentage of male respondents liked the character. Likewise, the character and story presented in the serial, like a young people represented from disadvantaged community in the football team, a person whose dream was to form a unique Nepali team, a young person who previously involved in an armed group and whose aimed in life is to be a good football player, a team member represented from a religious minority community etc are found most appropriate to bring positive impact.</p> <p>There are radically different perceptions observed in the FGD about methods of conflict resolution. Significantly, more viewers felt that dialogue and understanding is the best way to resolve a conflict, whereas the majority of non-viewers felt forceful means are the best way to resolve a conflict.</p>	
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		negative result? Questionnaire on Leadership		
ACCOUNTABILITY 6. Strengthened capacity of partner CSOs to address governance issues and engage youth				
6.1 Number of partner CSOs – including partner media outfits- who can showcase how they have addressed the themes highlighted in the dramas in their other programs	In-depth interview and focus group discussions.	What has working on Hamro Team brought you? (open-ended question) What technical skills have you gained? (open-ended question) How have you addressed the themes of <i>Hamro Team</i> ? What changes have you made to the way you work with this experience? # of case studies disaggregated by type of CSO and location	During the FGDs, most of the partner organizations reported that they feel more comfortable dealing with local conflicts and a greater ability to resolve them through utilization of <i>Hamro Team</i> examples. They also felt that their facilitation skills in complex situation increased because of <i>Hamro Team</i> without any formal capacity enhancement. The partners’ NGOs stated they now use examples from <i>Hamro Team</i> in their work, whereas before they used hypothetical examples. Most of the partners expressed that they are now better able to deal with the conflict related to geographical identity (<i>Pahadi/Madhese</i>), inter-caste marriage and female leadership. A Journalist said during the discussion held in Bardiya: <i>“This show is actually should be shown to both youth and their parents. If youth are unable to find their abilities, it’s the responsibility of the parent to show them the way. In addition parents have to understand and support the dreams and aspirations of youth.”</i>	CSOs discover innovative ways to address governance issues and implement them
RESPONSIVENESS 7. Citizens work with local officials on issues addressed in dramas and outreach activities				
7.1 Interviewed viewers report enhanced commitment to work with officials on issues raised in the dramas (reintegration, corruption, collaborative leadership, rule of	Survey	Have you had any interactions with local government officials in the last 6 months	22% of the total youth have been interacting closely with the local authorities in regard to youth and peacebuilding-related activities. The FGDs conducted among the viewers revealed that more than two-thirds of participants found that their	Citizens develop the skills and motivation to engage with elected officials on

<p>law, youth engagement in decision making, gender caste or other discrimination, working towards common goal, etc.)</p> <p>Interviewed viewers who report actions taken to address issues raised in the dramas/outreach.</p>		<p>(yes/no)?</p> <p>What kind of interactions (open-ended question)</p> <p>How do you judge the responsiveness of government officials to your demands or interactions? (Lickert scale-very responsive to not at all responsive)</p> <p>How was this interaction different to previous interactions you have had?</p>	<p>ability and willingness to deal with the local governments in demanding budgets for youth-led initiatives at the local level has increased due to the impact of <i>Hamro team</i>. Youth networks, local government officials and media have been previously identified as the most responsive actors in facilitating the peace process at the local level.</p> <p>Member of Local Peace Committee said during the discussion in Bardiya: <i>“This serial shows that women have big role in conflict transformation. The female protagonist in the show gives a young man second chance allowing him to improve his life and correct his past mistake. Women have the ability to find solution even in difficult situation and to bring people together.”</i></p>	<p>new/improved policies around good governance.</p>
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