

SINGHA DURBAR: CREATING POSSIBILITIES FOR COLLABORATIVE POLITICAL CULTURE IN THE PUBLIC IMAGINATION

(Final Viewership Evaluation Report, 2018)



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Executive Summary

1. Singha Durbar TV series, a multimedia, dialogue and policy think tank engagement project sought to create possibilities for a collaborative political culture in the Nepali public imagination. The initiative aimed to:
 - a. Increase public awareness of government mechanisms at the local and the national level, and to foster constructive citizen-government engagement,
 - b. Foster dialogue at multiple levels in order to create a shared national vision for leadership and governance, and
 - c. Promote positive role models for leadership and governance through popular culture.
2. The overall objective of this viewership survey was to gather information and assess the impact of the 26 episodes (across two seasons) of the television drama Singha Durbar and to assess the viewers' change in attitudes and perceptions of leadership and governance by using verifiable indicators (against the project log-frame). The sample (n=3025) was disaggregated by gender, education, age and location to obtain a better understanding of the attitudes and perceptions of different groups across Nepal.
3. Overall, as compared to the baseline survey, the reach per se has decreased but the retention of viewers has increased.

Right after the promulgation of the Constitution in 2015 (or even right before the promulgation of the Constitution), the expectation and anticipation for change and prosperity was high among the general public. This was also largely reflected in the viewership of the first season of Singha Durbar. But even after three years of enactment of the Constitution, the implementation has not moved at the desired pace. The fact that the Federal Government is yet to complete the review of first 339 Acts that are necessary to complete the transition to the implementation the Constitution means that while there has been some progress, the country is largely at the same juncture of political transition as it was at three years ago. This seems to have caused a dip on the level of expectation and anticipation that people were holding. The decline in viewership is perhaps a manifestation of that declining excitement in people's psyche regarding the long political transition.

The high retention, on the other hand, could mean that those who were retained had matured as consumers of the content of the drama and perhaps the initial high expectations and anticipations had distilled down as people began to realise the real-life challenges facing the government. These viewers consequently found the contents of the second-year iteration of the drama more realistic and thus even more appealing.

4. The initiative has been successful in meeting the goals of increasing the public's awareness about government mechanisms at all levels and of promoting positive role models for leadership and governance.
5. Overall, the roles, duties and authority of central government and local governments, fundamental right and importance, and challenges as well as opportunities of the Prime Minister were characterized as memorable themes from the drama. An overwhelming number of respondents, categorized women leadership (63%) as the most memorable theme.

6. Among the viewers who watched the drama, the characters of the drama seem to have resonated very well. Majority of the respondents could recall the characters from the drama. The data for the recollection of the most memorable theme of the program also signified women leadership.
7. Overall, leadership has been the foreground of the influential characters. The general public not only expects a sound leadership from these influencers after years of political uproar, but also expects that these political actors will collaboratively move towards the pursuit of national interest through complementary roles with the civil society actors.
8. Majority of the viewers were affirmative that Singha Durbar portrayed collaboration between civil society, private sector and government organization for the prosperity and development of the country.
9. The television series Singha Durbar has successfully impacted the perception of its viewers. After viewing the series, 74% viewers reported increase in their interest towards government activities.
10. Collaborative governance is a matter of interest for majority of viewers. Majority of people have faith that the collaboration between citizens and government while carrying out activities for nation's prosperity will be both effective and sustainable. Thus, in depth examination on the subject such that, the issues identified can be addressed in the program can be one of the major strategies to captivate the viewers towards the program.
11. The data evidenced that people are getting more aware about the importance of good political leader. The respondents characterized honesty, ability to listen and respect others, and ethics as major characteristics of good leadership. From the key informants' collective narratives, fairness and honesty were fundamental characteristics that the real-life leaders could derive from the reel-life leaders.

1. Introduction

1.1 Background

Promulgation of the new Constitution of the Federal Democratic Republic of Nepal marked a significant change in Nepal's administrative architecture – moving away from the unitary system of governance to a devolved federal system. There were doubts whether this constitution would be implemented at all, given the opposition that erupted following the announcement of the passage of the constitution by a majority vote. However, the successful elections of all three levels (Federal, State and Local) of government in lengthy five phases have now raised hopes that this country will finally achieve the long-awaited political stability. We are now at the beginning of implementation phase of the federalism in Nepal.

Going forward, certain institutions such as good governance, rule of law, accountability and inclusion (to name a few) will be some of the key determinants of success of the new Constitution for the need for one was felt in the absence thereof. In the meantime, coming fresh out of a decade-long armed conflict and then another decade-long transitional process, getting the politics right became the primary agenda of the entire nation. During this time, every other issue took a backseat to politics. As a result, Nepal only has a very limited experience on each of these aforementioned key determinants. It is therefore necessary to begin a discourse on, and parallelly start implementing ideas of collaborative leadership, inclusion and rule of law as each of these will greatly affect, whether or not we achieve, the new shared national goal of sustainable peace, good governance, development and prosperity through the Federal Democratic Republican system of governance as enshrined in the Constitution.

1.2 Introduction

Singha Durbar TV series is a multimedia, dialogue and policy think tank engagement project. The overall goal of this initiative is to create possibilities for a collaborative political culture in the Nepali public imagination. The overarching theme of Singha Durbar, a television drama produced by Search for Common Ground, is good governance and leadership; it depicts how an inclusive government can function well during challenging times, how various arms of the federal government actually tackle and address important issues, and how collaborative leadership is able to resolve differences without violence.

The fictional government in the media tackles nationally-relevant issues within a framework of good governance and the rule of law.

The specific objectives of this initiative are (i) to increase public awareness of government mechanisms at the local and the national level, and to foster constructive citizen-government engagement, (ii) to foster dialogue at multiple levels in order to create a shared national vision for leadership and governance, and (iii) to promote positive role models for leadership and governance through popular culture. The project seeks to accomplish these goals by affecting changes in the attitudes and perceptions of the audience. The program anticipates to instill the belief in the audience that 'positive leadership' and 'good governance' encompass the values of inclusion, transparency, honesty, and collaboration across dividing lines; increase their understanding of how the government functions at local and national levels, thereby increasing their understanding and interest in becoming actively involved in civic engagement.

This report is a post intervention evaluation of the Singha Durbar TV series and consists viewership survey, performed in order to assess the impact of the 26 episodes (two seasons) of ‘Singha Durbar’ television drama. It evaluates the perception of the general public towards the series and entails its reach, resonance and response.

The report is based on the response of survey questionnaire, Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs) conducted in 6 districts of Nepal – Morang (Biratnagar), Kathmandu (Kathmandu), Dhanusa (Janakpur), Kaski (Pokhara), Banke (Nepalgunj) and Kailali (Dhangadi) - with 3025 survey respondents, 10 key informants and 6 focus groups.

1.3 Methodology

Standard research procedures have been followed while preparing the following viewership report. Both quantitative and qualitative methods have been employed to ascertain the viewership and the impact of the intervention. The fieldwork was initiated only after obtaining the client’s formal approval on the research methodology, design and questionnaire.

1.3.1 Study Tools

As aforementioned, this study includes a mix of quantitative and qualitative module. Mostly, primary data has been collected and analysed to meet the specified objectives. The tools that have been used in the study are quantitative survey based on structured questionnaire which were conducted among the target audience. Further, for the qualitative study for internal evaluation of the project, a separate checklist given by SFCG was used and interviews were conducted based on the same. Electronic tablets and Droid Survey System were used throughout the survey. The data was then exported to the SPSS for analysis.

Desk Review:

The study also reviewed the baseline survey report, listenership/viewership report, quarterly progress reports, project proposal and all other relevant documents associated with the project.

Survey Questionnaires:

The study administered the survey questionnaires to 3,025 respondents in six districts across Nepal -- *Morang (Biratnagar), Kathmandu (Kathmandu), Dhanusa (Janakpur), Kaski (Pokhara), Banke (Nepalgunj) and Kailali (Dhangadi)*. Utmost care was taken to draw a representative sample.

There has been a growing trend in Nepal of people migrating from nooks and crannies to the district headquarters as they climb up the economic ladder. This is largely so because headquarters and rural villages differ distinctly in terms of public and private services available which in turn means that quality of life is significantly better in these headquarters. Furthermore, as the concentration of people is highest in the six cities we have picked, it can be said that they give us a representative sample of the entire nation.

Focus Group Discussion (FGD):

The study conducted 8 FGDs in total in the study area with the targeted group to understand their views toward Singh Durbar television program and to measure the result of the project as a whole, examining its relevance to evolving contexts, effectiveness in achieving the desired results, and sustainability in the community.

Table 1: Locations of Focus Group Discussions

Location	Number of FGDs
Morang (Biratnagar)	1
Kathmandu (Kathmandu)	1
Kaski (Pokhara)	1
Dhanusha (Janakpur)	3
Total	6

Key Informant Interview (KII):

The study also conducted 10 KIIs in total in the study area with relevant stakeholders of the project and determined, in consultation with SFCG, the relevance to evolving contexts, effectiveness in achieving the desired results and sustainability in the community.

Table 2: Locations of Key Informant Interviews

Location	Number of KIIs
Morang (Biratnagar)	2
Kathmandu (kathmandu)	2
Kaski (Pokhara)	3
Banke (Nepalgunj)	1
Kailali (Dhangadi)	1
Total	10

1.3.2 Study Audience

The study used probability sampling design to draw a representative sample of the study area to generalize the findings of the study. The survey adapted the 3-R framework: Reach, Resonance and Response that focused on three main dimensions while engaging with the target group i.e. individual household.

For the qualitative study to evaluate the Singha Durbar Project, FGDs with targeted group and KIIs with relevant stakeholders were conducted.

1.3.3 Study Location

As per the ToR shared by the client, the study locations for this study were decided as follows:

Table 3: Study Locations

<i>Cluster</i>	<i>Location</i>	<i>Orientation</i>
1	Kathmandu	Kathmandu
2	Kaski	Pokhara
3	Kailali & Banke	Nepalgunj
4	Morang & Dhanusha	Janakpur

1.3.4 Sample Size

As given in the ToR, a total of 3,025 samples from six districts were surveyed. To conduct the survey, simple random sampling method was used to choose the household in an area. The next household was chosen in an interval of 4-5 household. The total sample was divided in districts as per the weightage given to the population size of those districts.

Table 4: Sample Size

District	Population*	Proportionate Weightage	Allocated Sample
Morang	965,370	20%	591
Dhanusa	754,777	16%	473
Kathmandu	1,744,240	33%	1000
Banke	491,313	10%	298
Kailali	775,709	15%	461
Pokhara (city)	210,018	7%	202
Total	4,941,427	100%	3025

**Source: CBS, 2017, District and Ward level population statistics*

As given in the ToR, a total of 6 FGDs and 10 KIIs were conducted in the study area in consultation with SFCG. For this method necessary checklist was shared by SFCG.

1.3.5 The Significance of the Study

The study attempts to assess the role of the TV drama in changing awareness, attitudes, and the behavior of the respondents. Data gathered from study tools were fed directly into other frameworks and techniques that the research team employed to evaluate and ascertain the

effectiveness of the project Singha Durbar. As aforementioned, the survey used the **3-R Framework** that focuses on three main dimensions, which provide a well-rounded picture of what and how the changes are taking place.

1.3.5.1 3-R Framework

Here, *Reach* component looked into the geographic and demographic aspect of the research tools used. For an intervention to yield desired outcomes, it has to reach out to and make a mark across people coming from different backgrounds within the society. It is therefore that the researchers disaggregated the data collected based on location, gender, age and level of education of the respondents to get a well-rounded view on the reach of the intervention.

Secondly, *Resonance* looked into how well the intervention connected with the people and reflected the realities of the present time. Depending on the category of the target audience group, a multitude of issues would be relevant across the overall target audience spectrum. This component delved into the target audience's perception towards the intervention based on the activities, their contents and their usefulness.

Finally, *Response* looked into how well the interventions yielded desired actions from the target audience or to what extent the interventions were able to bring a positive change in responsiveness of the target audience.

1.3.5.2 Contextual analysis

As aforementioned, certain institutions such as good governance, rule of law, accountability and inclusion (to name a few) will be some of the key determinants of success of the new Constitution. But Nepal only has a very limited experience on each of these aforementioned key determinants. It is therefore necessary to begin a discourse on, and parallelly start implementing ideas of collaborative leadership, inclusion and rule of law as each of these will greatly affect, whether or not we achieve, the new shared national goal of sustainable peace, good governance, development and prosperity through the Federal Democratic Republican system of governance as enshrined in the Constitution.

Different key stakeholder groups stand at different levels of readiness and capacities to ensure that the new government architecture and new power dynamics work in favour of ensuring these goals as we make a transition to a functioning federal republic. The evaluation has also factored these ground realities.

1.3.5.3 Triangulation of the data

Finally, evaluation has focused minutely on the different signals that the quantitative and qualitative data gave, squared them with the aforementioned context of federalism, and triangulated these details before coming into a conclusion on the effectiveness and impact of the project.

1.4 Demographic Characteristics of the Respondents

The report is based on 3025 respondents, who were disaggregated as per their location, age, sex, caste, education and occupation. All the respondents were aged 15 years and above; most of them were between the age group of 15-29 (48%). The majority of respondents were from Kathmandu

District (33%). 63% of the respondents were male while only 37% were female. On the basis of origin of respondents, majority were Brahmin/Chettri (61%), followed by 16% Janajati, 5% Dalit, 4% Tharu while 14% represented other castes.

Figure 1: Respondents by Age

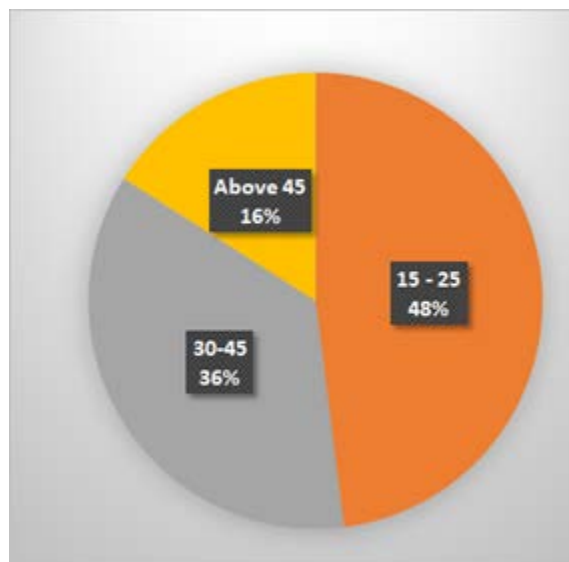
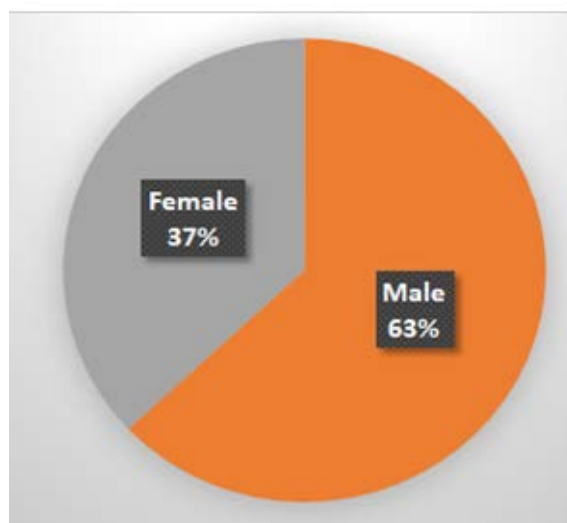
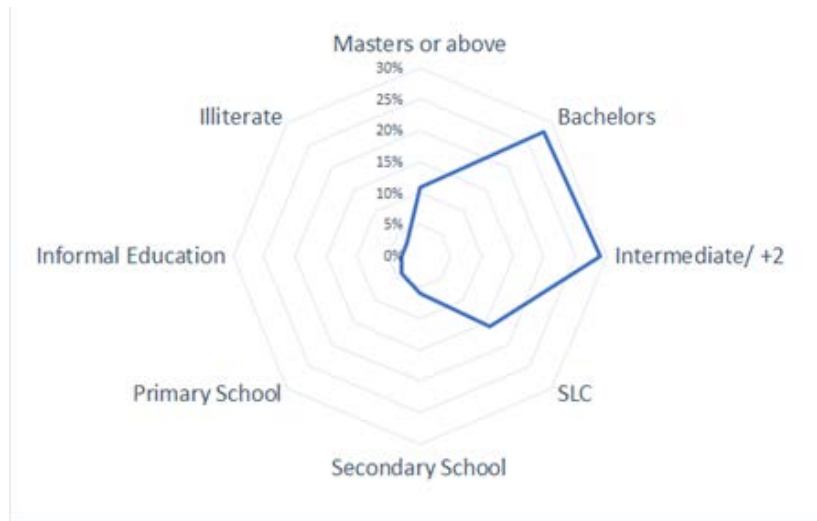


Figure 2: Respondents by Gender



Students with/in Intermediate/+2 level education represented the highest number of respondents (29%), followed by 28% bachelor's level student, 22% secondary school students and 11% Master's level students. 38% of respondents were youth leaders or engaged themselves in youth networks; others pursued occupations like human right activism/work (9%), teaching (8%), government job (6%), Non-Government Organisation (NGO) (6%), politics (7%), media (3%) and others.

Figure 3: Respondents by Level of Education



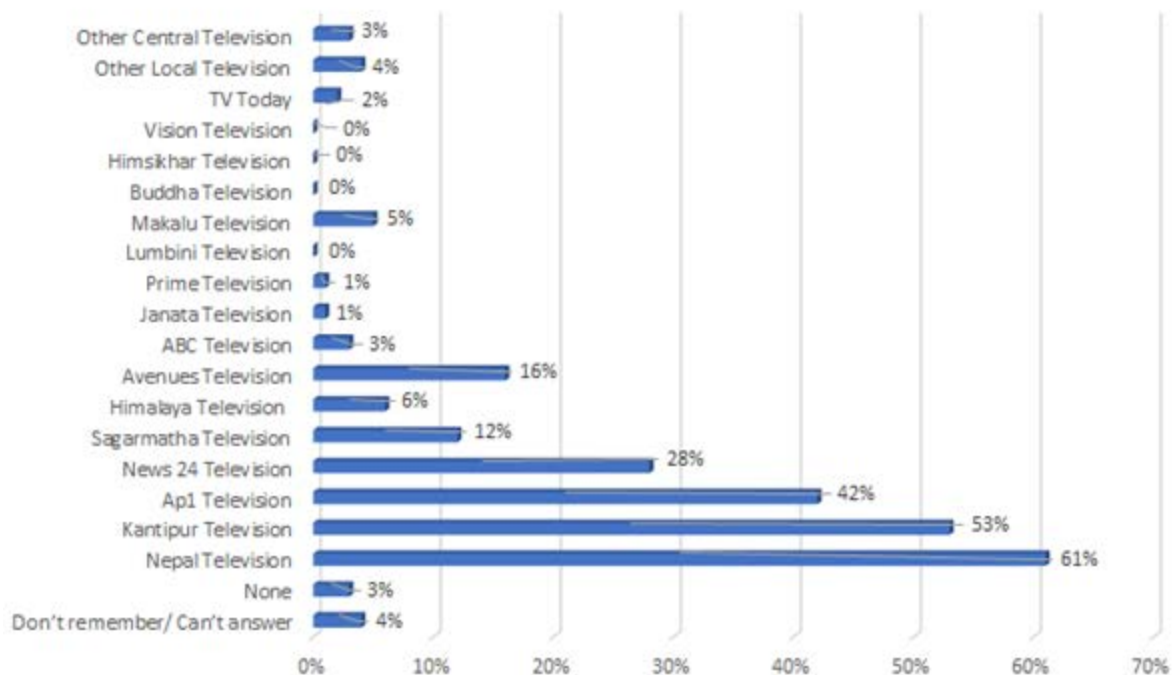
2. Reach

2.1 Most Watched TV Channels

Which Nepali television channel do you mostly watch? (multiple response)

The broadcasting of *Singha Durbar* on Nepal Television (NTV) is an optimal choice as the channel has a strong viewership base. As per the district-disaggregated data, the viewership for NTV, at present, accounts to 61% which depicts a substantial increase from the 2016 baseline survey where the viewership accounted to 28%.

Figure 4: Most Watched Television Channels



The survey data evinced that the NTV, with 61% viewership, was the most popular television channel among respondents. This was followed by Kantipur Television (53%), API Television (42%), News 24 Television (28%) and Avenues Television (16%) as the second, third, fourth and fifth most-viewed channels respectively. Likewise, both male (60%) and female (61%) respondents preferred Nepal Television as compared to other television channels. 57% of youth respondents (aged 15-29 years), 62% of adult respondents (aged 30-45) years and 69% of the elderly respondents (aged 45 years and above) predominantly favored NTV. Similarly, a higher proportion of hill-ethnic respondents (68%) watched the programs on NTV while Terai respondents (50%) preferred Kantipur Television over NTV.

2.2 Reach of Singha Durbar

2.2.1 Popularity of Singha Durbar Television Drama

Have you heard about Singha Durbar television drama?

The data illustrated that out of the total respondents, 22% of them had heard about *Singha Durbar*. Among them, majority of the respondents who had heard about the program were from Morang (26%) followed by respondents from Kathmandu (26%), Kaski (23%) and Dhanusha (20%). While there was no significant difference between the share of male (23%) and female (20%) respondents and different age groups who had knowledge about the existence of the television drama, a significant difference could be found in awareness regarding the television drama based on different educational levels.

Table 5: Number of Respondents Who Have Heard About Singha Durbar Television Drama

	Morang		Dhanusha		Kathmandu		Kaski		Banke		Kailali		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Yes	141	28	64	20	191	26	45	23	18	10	54	14	513	22
No	355	72	249	80	551	74	151	77	170	90	331	86	1807	78
Total	496	100	235	100	742	100	196	100	188	100	385	100	2320	100

The fact that the television drama *Singha Durbar* was an educational program and not purely an entertainment program appears to have a significant bearing on its reach. Definitely, as an individual acquires more education, s/he becomes more aware about the governance of the country. It appears that this is also the category of audience that *Singha Durbar* was able to most resonate with, and rightly so. As per the survey, the higher the educational level of the respondent, the higher was the likelihood of a respondent having heard about the program.

Table 6: Number of Respondents Who Have Heard About Singha Durbar Television Drama

	Illiterate		Primary/Informal education		Secondary education		SLC/+2		Bachelors or above		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Yes	4	11%	12	9%	20	17%	217	20%	260	27%	513	22%
No	31	87%	116	91%	95	83%	845	80%	720	73%	1807	78%
Total	35	100%	128	100%	115	100%	1062	100%	980	100%	2320	100%

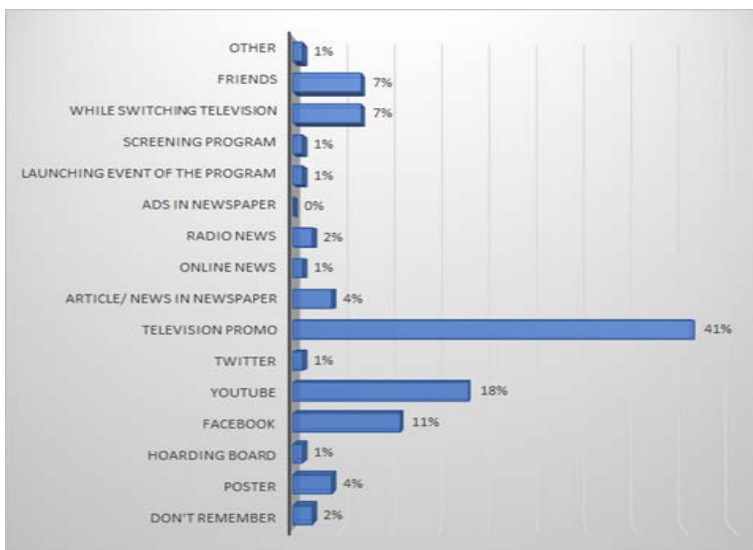
Individuals with at least Bachelors level education represented the largest proportion of respondents (27%) who had heard about the drama, followed by students with at least SLC or (Grade 10) +2 level education (20%). This can also be explained by the fact that, educated respondents may have more access to information technology, social network, and social media sources.

2.2.2 Source of hearing about Singha Durbar

If you have heard about it, from where did you come to know about Singha Durbar?

The data evidenced that the reach through television platforms has almost doubled, with an aggregate of 41%, in the course of two years.

Figure 5: The source from Where the Respondents First Heard About Singha Durbar Television Drama



The majority of respondents heard about the program through television promotions, making it the most popular platform to multiply both the reach and the audience of the program. Out of the respondents who first heard about the program through television promotions, the highest response was in Morang district (55%) followed by Kathmandu (45%). 18% of the respondents heard about the program through YouTube making it the second-most useful source for the promotion of the drama. YouTube's share has increased substantially from 4%, in 2016, which illustrates the need to push the intervention through multiple media platforms.

There is no significant difference between the genders of the respondents who first heard about the TV series. However, the district-disaggregated data as per the age group of the respondents depicts that the elderly respondents heard about the program through Television promotions and through friends while the youth respondents heard about the program through social media websites such as YouTube and Facebook. This indicates that we should leverage and capitalize on these emerging platforms to increase the program's promotion among the youth. As compared to the baseline survey, the reach through YouTube has shown a substantial rise while that through Facebook has plummeted.

2.2.3 Viewership of Singha Durbar Series

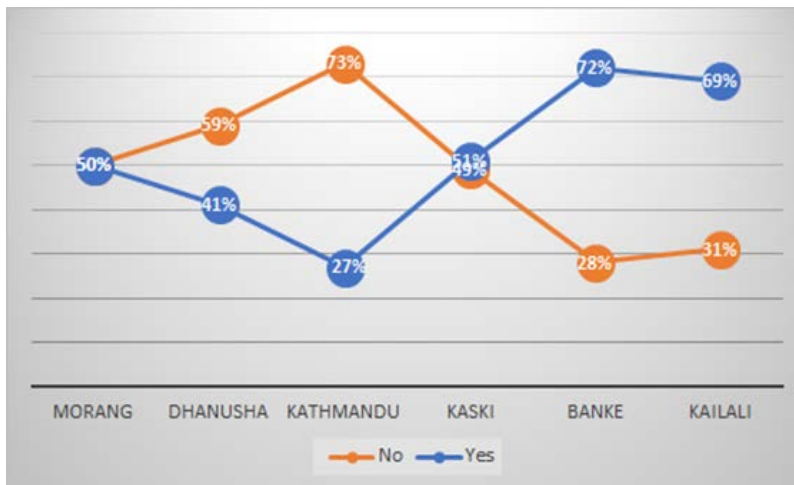
Have you watched Singha Durbar television drama?

Right after the promulgation of the Constitution in 2015 (or even right before the promulgation of the Constitution), the expectation and anticipation for change and prosperity was high among the general public. This was also largely reflected in the viewership of the first season of *Singha Durbar*. People believed that Singha Durbar would also reflect these schemas.

Having said that, even after three years of enactment of the Constitution, the implementation has not moved at the desired pace. The fact that the Federal Government is yet to complete the review of first 339 Acts that are necessary to complete the transition to the implementation the Constitution means that while there has been some progress, the country is largely at the same juncture of political transition as it was at three years ago. This seems to have had a big impact on the level of expectation and anticipation that people were holding.

The survey found that the overall viewership of *Singha Durbar* television series was 7.3%. As per the district-disaggregated data, the districts of Morang (12.01%) and Kaski (11.3%) showed the highest number of viewership. Banke has the least number of viewers with only 4.3% of aware respondents, who have actually watched the series. These could be manifestations of the declining excitement in people's psyche regarding the long political transition.

Figure 6: District - Wise Viewership of Singha Durbar Television Series



There is no significant difference in the viewership based on gender. *Singha Durbar* is rated as the most popular television series among the adult respondents (aged 30-45) with a 48% viewership, followed by the young respondents (aged 15-29) with a 45% viewership.

Figure 7: Viewership of Singha Durbar Television Series Based on Age-group

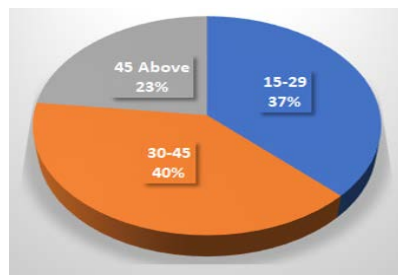


Table 7: Number of Respondents Who Have Heard About Singha Durbar and Watched

	Illiterate		Primary/ Informal education		Secondary education		SLC/+2		Bachelors or above		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Yes	3	75%	8	67%	9	45%	93	43%	109	42%	222	43%
No	1	25%	4	33%	11	55%	124	57%	151	58%	291	57%
Total	4	100%	12	100%	20	100%	217	100%	260	100%	513	100%

Once the people have heard about the program, there is a good likelihood that they also watch the program. This shows that promotion and successive positioning of the drama in people’s minds was a very successful endeavor. A 45%, 43% and 42% conversion rates among secondary education graduates, SLC/+2 graduates and Bachelor’s level graduate or above respectively shows a strong positioning of the drama among highly literates.

Among the uneducated respondents, on the other hand, three-fourth of the respondents who had heard about the program actually watched the show. However, the total number of respondents who had initially heard of the programs within the ‘illiterate’ category seems insignificant to draw any major conclusion.

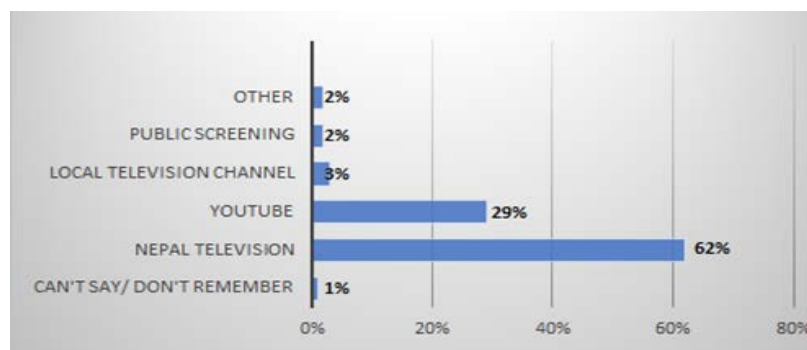
2.2.4 Source of Watching Singha Durbar Television Drama

If you have watched the series, which source did you watch it from?

YouTube can be said to be one of the most emerging and popular medium through which *Singha Durbar* can broadcast itself. It has already become the most prominent source for viewing the television series in few districts and the trend is likely to increase further.

Among the respondents who watched *Singha Durbar*, the highest proportion of 62% watched it on NTV. YouTube is the second most popular source, as 29% respondents used this medium to watch the program. Other popular sources included, local television channels and public screening. Dhanusha and Kaski were the two exception where people used social media such as YouTube more than television to view the show. In these districts 23% and 44% watched the drama on television respectively, whereas the proportion of YouTube users was 42% and 52% respectively.

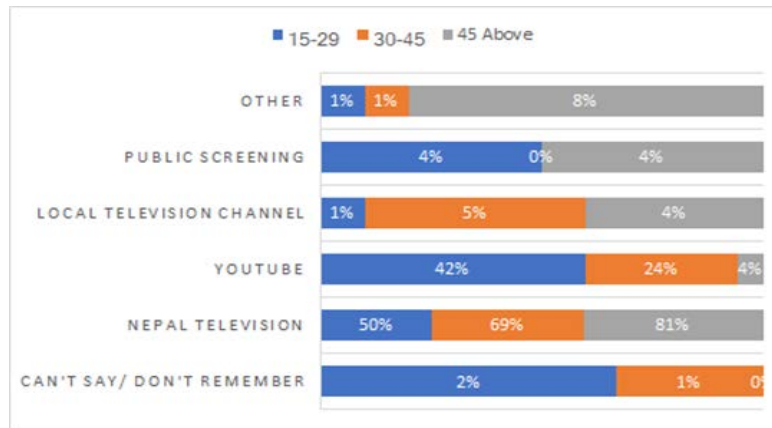
Figure 8: Sources of Watching Singha Durbar Television Drama



The male respondents compared to female respondents use multiple platforms to view the show. Females use NTV or YouTube as a source to watch the drama. On the contrary, males use other sources such as local television channels and public screening as well.

Majority of population who view the program in NTV, were aged 45 and above. 42% of respondents who belonged to the age group of 15-19 used YouTube as the medium to watch the series.

Figure 9: Source of Watching Singha Durbar Based on Different Age Groups



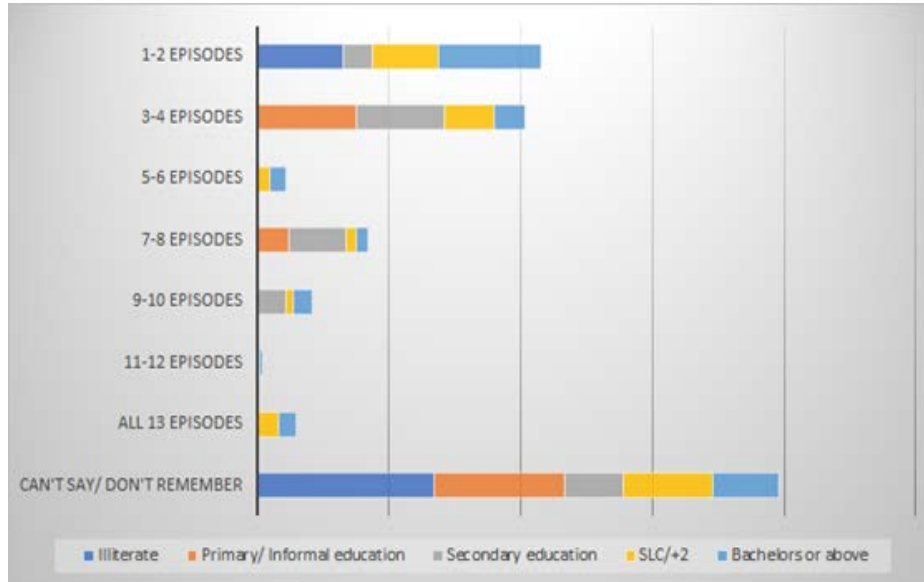
There is no significant difference on source of viewership based on educational level. However, uneducated respondents did not use YouTube as a medium to watch the program.

2.2.5 Number of Episodes Watched by Viewers (up to the time of the study)

How many episodes have you watched?

The district-disaggregated data showcases that 30% of the viewers watched 1-2 episodes while an equal percentage of viewers do not remember the number of episodes they watched. An additional 17% of the viewers watched three to four episodes and 7% of the viewers watched all 13 episodes. The data for viewership across the districts evinced wide disparities in viewership between and among the regions. In Kaski, 48% of the viewers watched 1-2 episodes, 17% of the viewers watched 3-4 episodes and 4% of the viewers watched all 13 episodes. This shows the disparity within Kaski district. Likewise, 60% of the viewers in Kathmandu watched 1-2 episodes as compared to only 11% in Kailali. This demonstrates the significant difference that exists in viewership across the districts.

Figure 10: Number of Episodes Watched (Data Disaggregated as per Educational Level)



The content of the drama seems to have a very appealing effect in the beginning for viewers across all categories. This is exhibited by high viewership rates across all categories in the first couple and then the next couple of episodes. Among secondary school students in particular, this appeal has been found to last longer as evidenced by the highest retention rate as we reach the fourth episode. But this appeal seems to be declining as more episodes air.

There is no significant difference the number of episodes watched or even retention on the basis of age group. Approximately 30% of viewers from all age groups watched 1-2 episodes. However, 6% of the viewers aged 15-29 years, 9% of the viewers aged 30-45 years and none of the viewers aged 45 years and above watched all 13 episodes.

Moreover, the program has a stronger retention rate throughout the season among people who have attained a bachelor's degree (followed by at least grade 10-level education), despite the declining trend. On the contrary, viewership is non-existent after 1-2 episodes amongst the uneducated mass.

Overall, as compared to the baseline survey, the retention has increased from 5% to 7%. This could be primarily because of the fact the content is more reflective of and relevant to the current political scenario. The qualitative data also supports this claim. All the respondents have agreed that they enjoy Singha Durbar extensively as it incorporates political and societal components currently relevant to Nepal.

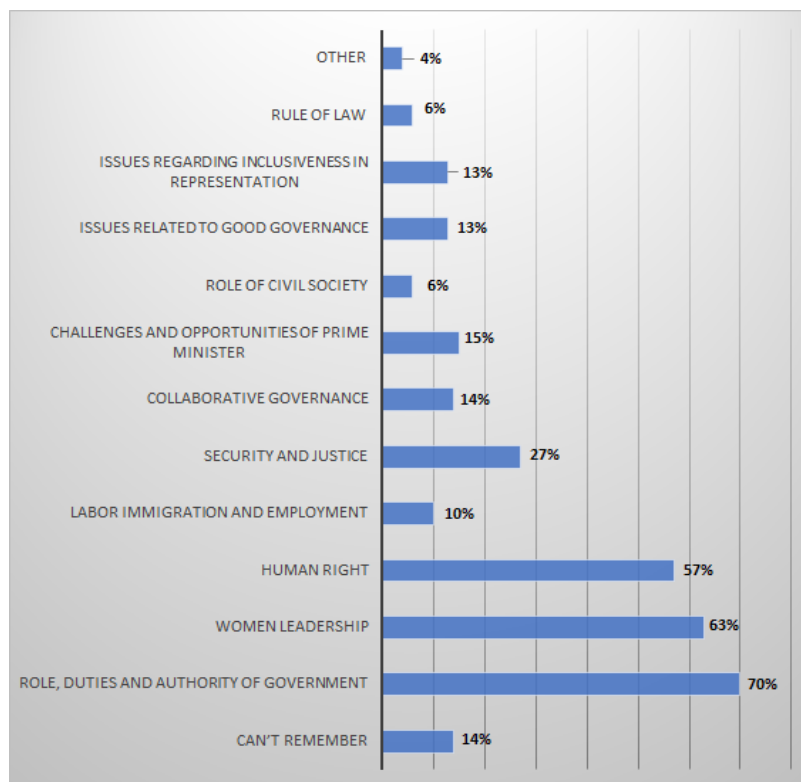
3. Resonance

3.1 Memorable Theme

What did you learn from the series?

The initiative has been successful in meeting the goals of increasing the public's awareness about government mechanisms at all levels and of promoting positive role models for leadership and governance.

Figure 11: Memorable Themes of Singha Durbar Television Series



Overall, the roles, duties and authority of central government (35%) and that of the local government (18%), fundamental right and importance (18%) and challenges as well as opportunities of the Prime Minister were characterized as memorable themes from the drama. An overwhelming number of respondents, however, categorized women leadership (63%) as the most memorable theme. As compared to Dhanusha (39%) and Banke (39%), there exists a greater furor for the women leadership in the districts of Kaski (78%) and Kailali (68%), Morang (68%) and Kathmandu (64%).

Generally, there are similarities between the most memorable themes for both male and female viewers. However, as compared to the female viewers, the male viewers considered roles, duties and authority of the central government (37%), challenges and opportunities of a prime minister (16%) and right to education (11%) as the most memorable theme. Female viewers on the other hand, considered 'women leadership (68%) as the most memorable theme followed by roles, duties and authority of the central government (29%) and local government (20%).

The youth (64%) as well as the adult respondents (64%) recalled women leadership as the most memorable theme from the drama. The elderly respondents (54%) however, scored lower in the same category. This small drop as we shift towards elderly generation could very well be because this age group has had the least exposure directly, or indirectly to women leadership and is also lesser familiar with the idea of women empowerment as the younger age group. This indicates that the intervention could be pushed in a way that is considered more receptive for the elderly generation. Nevertheless, the elderly respondents remembered the roles, duties and authority of the central (50%) and the local government (19%) as the most memorable theme. The data also shows that there does not exist a significant difference between the memorable themes recalled by the young and the adult respondents.

Moreover, the level of education also correlated with the extent to which the respondents could recall the themes of the drama. The data illustrated higher educational attainment directly related to the better recollection of the drama themes. The content must thus, be targeted towards the uneducated group to increase the impact of the drama.

The rise of women leadership as the most memorable theme can be attributed to the behavioral changes initiated by democracy. Historically, mainstream politics was male-dominated while after the wake of democracy, the basis has been shifted towards merit. Likewise, the transition from a unitary to a federal structure has stimulated interest regarding the roles, responsibilities and authority of the central and the local government among the general public.

Majority of the key informants pointed out that the increased women representation was the most liked theme in Singha Durbar. The collective narratives rightly stated that women, if provided with equal prospects, can take higher order political responsibilities just as their male counterparts. The data also signaled that the series redresses the under-representation of women in decision-making. One of the key informants stated “*The show exhibits a sizeable representation of women in Nepal’s male-dominated political landscape.*” Additionally, the viewers enjoyed the theme related to the role, duties and authority of the government. They stated that the series represents an efficient government that counters corruption, weak legal structure and ambiguous rule of law.

3.2 Recollection of Characters

Do you remember any character of the TV drama?

Among the viewers who watched the drama, the characters of the drama seem to have resonated very well. Majority of the respondents could recall the characters from the drama. 77% of the respondents were very well aware about the characters while only 23% of the respondents couldn’t recall the characters. Out of these respondents, the viewers from Kathmandu (94%), Morang (83%), Kaski (74%) and Kailali (73%) recalled the characters of the drama. On the contrary, the viewers from Dhansuwa and Banke (46% each) could not recall the same.

Likewise, there does not exist a significant difference in the ability to recall the characters among the male and the female respondents. However, the female respondents (80%) were marginally more aware about the characters as compared to the male respondents (76%). The data also illustrates that approximately 75% of the respondents from all the age groups can equally recall the characters from the series. Also, there exists a positive correlation between the level of educational attainment as well as the recollection of the characters from the program. Thus, the program must focus its attention towards the less educated mass so as to influence the viewers.

3.3 Influential Characters

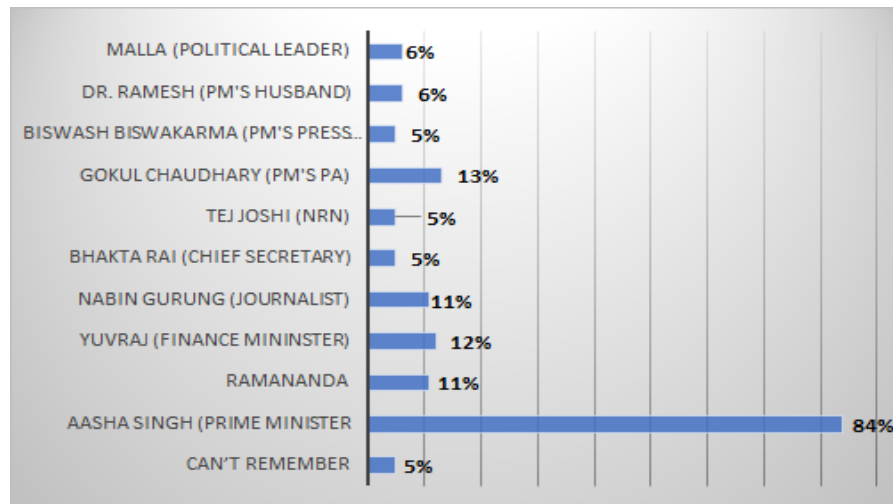
Which character did you get inspired from?

With the advent of democracy, the public is more concerned about who steers the government as they wish to see an orchestrated role of these elected representatives. This change can be attributed to the increasing inspiration that the *Singha Durbar* viewers are deriving from the elected representatives rather than the nominated representatives. This is primarily the reason why Asha has consecutively been at the forefront of inspirational characters.

The results evince that Asha (84%), the Prime Minister, was the most influential character in the drama. The data for the recollection of the most memorable theme of the program also signified women leadership. This helps us to draw parallels between the influence that the female Prime Minister has had on the viewers. Viewers also found Gokul (13%), Yuvraj (12%), Nabin (11%) and Ramananda (11%) as other influential characters in the drama. A significant difference was found among the viewers of different districts concerning the inspiration people drew from different characters.

With regards to gender, the character Asha inspired a greater number of female viewers (89%) as compared to male viewers (82%). However, the male viewers were influenced to a greater extent by Nabin (14%), Tej (7%) and Bhakta (6%). Also, Asha successfully inspired all age groups of viewers. The character was considered inspiring by 80% of the young respondents, 87% of the adult respondents and 90% of the elderly respondents. Gokul was also scored as a popular and influential character, amongst all the age groups, in the drama. The young viewers also rated Yuvraj (17%) as an inspiring character.

Figure 12: Most Influential Characters of Singha Durbar Television Series



3.4 The Most Influential Aspects of the Characters

Which aspects of the characters influenced you?

Overall, leadership has been the foreground of the influential characters. The general public not only expects a sound leadership from these influencers after years of political uproar, but also

expects that these political actors will collaboratively move towards the pursuit of national interest through complementary roles with the civil society actors.

Similarly, the viewers, in response to the KII, attributed Asha Singh as the most influential and inspiring character in the tv series as her character reflects all the qualities that are essential to be an exemplary leader. According to the viewers, Asha has not only stood out as a strong character but also has supported women's political inclusion that has helped reconfigure the existing power structures. As stated by one of the key informants, "*Asha Singh rightly mirrors that even women can take up political and leadership roles.*" Likewise, Ramananda Jha and Yuvraj Jha have also been able to garner considerable attention of the viewers as they have represented the *Madhesi* community in good order.

A major share of the respondents regarded examples of women with good leadership qualities and good leadership (53% each) as the most influential aspect of the characters. This was followed by the decision-making capacity without bias or influence (26%), collaboration with parties/leaders with the best interest for the country (21%) and collaborative leadership skills (15%). Good leadership was the most influential feature for the viewers of Morang (68%), Dhanusha (33%) and Kailali (52%). Likewise, examples of women with good leadership qualities was considered as an imperative aspect of character for the viewers in Kathmandu, (55%), Kaski (67%) and Banke (50%).

Similarly, there does not exist a significant difference between the male and the female viewers on their assessment of the most influential aspect of the characters. However, the female viewers (60%) scored more on women with good leadership as compared to male viewers (49%). Even the viewers from the different age groups showed the same results. Likewise, approximately 50% of viewers from all age groups considered examples of women with good leadership qualities and good leadership as the most influential aspect of the character in the drama.

3.5 Viewers Perspective on Portrayal of Collaboration

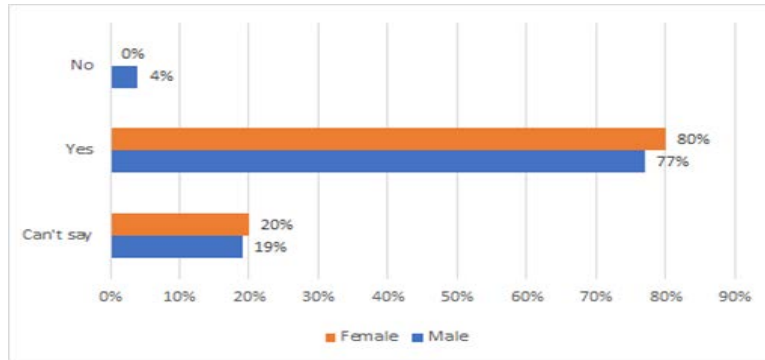
(between civil society, private sector and government organization in Singha Durbar Television Series)

Has the series been able to portray the collaboration between civil society, private sector and government organization for the prosperity and development of the country?

Majority of the viewers (78%) were affirmative that *Singha Durbar* portrayed collaboration between civil society, private sector and government organization for the prosperity and development of the country. Among all the districts, respondents from Kathmandu (86%) and Kailali (89%) districts were more inclined towards this statement. There was no significant difference between the perception of male (77%) and female (78%) respondents. As per the data disaggregated according to age group, viewers above 45 years (84%) and between 30-45 years (83%) were more in favour of the series portraying collaborative governance. There was a moderate difference in the response provided by viewers of different educational background, however, majority of them were in favour of the series.

The data evinces the aforementioned claim that the elected representatives need to collaborate with the civil society for a prosperous Nepal.

Figure 13: Viewers Perspective on Portrayal of Collaboration between civil society, private sector and government



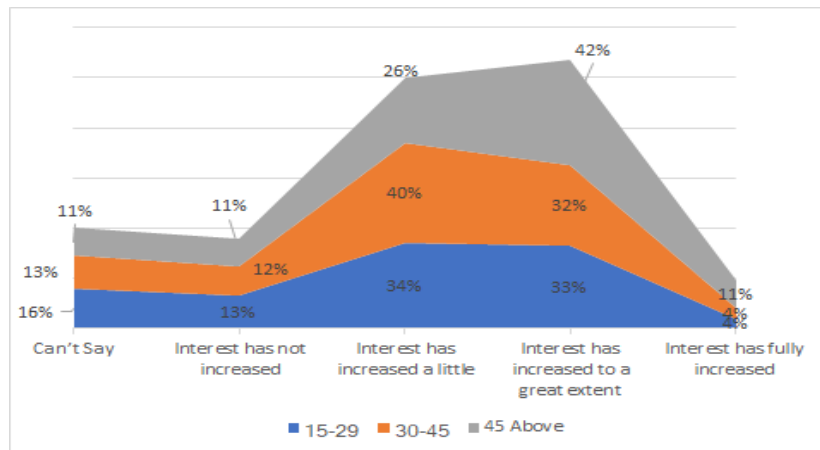
3.6 Increased Interest of Viewers on Governmental Activities

Has your interest in governmental activities increased post watching the series?

The television series *Singha Durbar* has successfully impacted the perception of its viewers. After viewing the series, 36% viewers found a slight increase in their interest towards government activities, 33% realized that their interest increased to a great extent and 5% viewers accepted that government activities started engrossing them fully. Among the 5% viewers, majority represented Kathmandu district. Among the group whose interest increased to a great interest, a higher proportion of respondents were from Dhanusha district.

There was no significant difference between data disaggregated as per the gender of the respondents. However, as evidenced by the data the interest on governmental activities among the viewers above 45 years old was very high.

Figure 14: Increase of Interest on Governmental Activities After Watching Singha Durbar Television Series(Age Disaggregated Data)



As depicted by the district disaggregated data for the educational level, the viewers who have completed their undergraduate degree were more interested in governmental activities after watching the series compared to viewers who have completed SLC/+2.

4. Response

4.1 Discussion of Singha Durbar Television Series with Others

After watching Singha Durbar, have you discussed it with others?

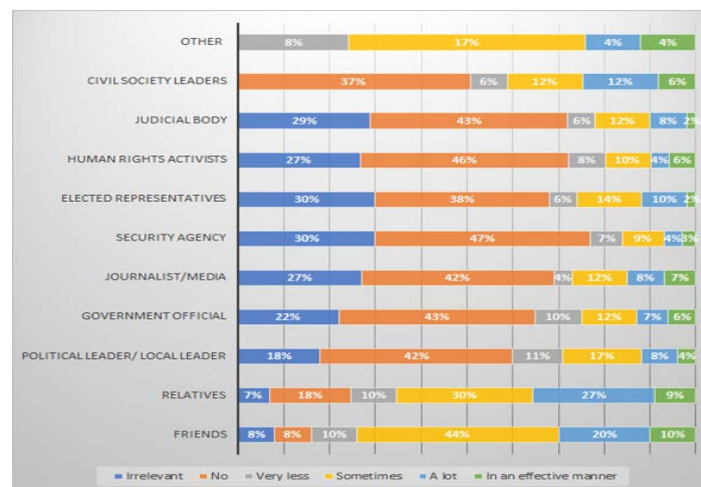
The effectiveness of the impact of Singha Durbar television drama on the viewers was measured by analyzing the use of insights from the drama by the respondents in their everyday life. The application of the drama content in the life of the viewers presents a positive impact, which articulates that Singha Durbar has been able to raise awareness regarding governance practices among the viewers. 41% of the respondents who have watched the television series discussed about it with others. 52% respondents from Morang, 46% from Dhanusha and 43% from Kailali have discussed it with other individuals. Based on the disaggregation on gender, 43% of male whereas 35% of female discussed about it. 15-29 is the active age group who discussed about the series with others.

In Nepal, the television series that are based on pure entertainment theme have the highest reach and engagement. The statistics of these series hover around 50-60%. In this scenario, *Singha Durbar* being a purely educational television series, having 41% engagement rate depicts satisfactory result.

53% of the respondents were positive about the fact that characters and issues presented in the serial have provided them with a basis to discuss about good governance and collaborative leadership, whereas 9 % of them remained neutral. The effectiveness of the television drama on this front has increased from before as only 46% agreed to this statement. 52% of the respondents also perceived the series as worthy to be discussed about.

Among the active viewers of the series, majority discussed about it with their friends and relatives. 10% and 9% of the respondents effectively communicated, 20% and 27% discussed a lot and 44% and 30% respondents sometimes discussed about the series with their friends and relatives respectively. Friends and relatives are the most accessible people, and thus majority of respondents have discussed about the television series with them.

Figure 15: Discussion of Singha Durbar Television Series with Others



29% respondents have discussed about the television series with political and local leaders. *Singha Durbar* has thus been able to create some impact such that people desire similar scenario in their real life. Apart from them, many respondents also communicated about the series with government officials, journalists and civil society leaders.

As per the response of key informants, the instances manifested in the television series is in many ways relevant to the current scenario of Nepal, which provides them with a basis to communicate about it with others. Majority of the informants believed that the manifestation of political scenario in *Singha Durbar* was the most relevant one when compared to the present condition of Nepal. They stated that the series has incorporated the political challenges that are currently persistent in the country. Majority considered that the fight between political parties to secure their seats in the parliament was very relevant. The narratives of the series which depicted the problems faced by people involved in foreign employment was also considered to be very relevant by some of the Key Informants. They could relate to problems like lack of employment opportunities in the nation and problems caused by higher incidence of brain drain. The series also seems to have clearly portrayed the difficulties faced by general public due to the constant political turmoil. The response generated from Focal Group Discussions (FGD) also depicts similar scenario. The FGD respondents also highlighted that the issues related to agriculture and its security is also depicted very relevantly. As per one of the key informants, the manifestation of the difficulties faced by Nepali farmers, despite the fact that Nepal has been represented as an agro-based country in *Singha Durbar*, was very pertinent to the current landscape.

4.2 Perception of Viewers

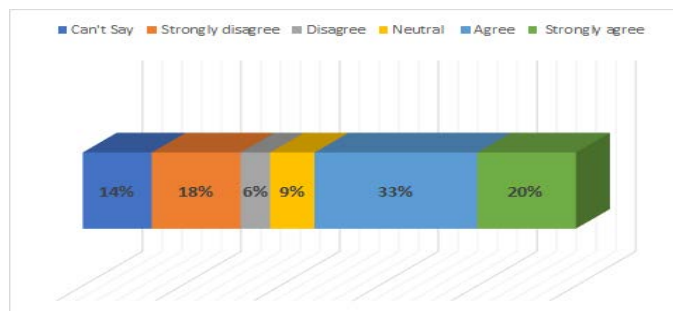
4.2.1 Perception of Viewers on Citizen-Government Collaboration

Have the issues presented in the serial provided you with a basis to discuss about good governance and collaborative leadership? Do you think collaborative governance for nation's prosperity is effective and sustainable?

Collaborative governance is a matter of interest for majority of viewers. Thus, in depth examination on the subject such that, the issues identified can be addressed in the program can be one of the major strategies to captivate the viewers towards the program.

Majority of people have faith that the collaboration between citizens and government while carrying out activities for nation's prosperity will be both effective and sustainable. Majority of viewers (31% strongly agree) and (29% agree) also believe the same. However, 23% of viewers do not apprehend to this idea.

Figure 16: Incorporation of Governance and Collaborative Leadership in *Singha Durbar* Television Series



20% of viewers strongly agree and 33% agree that Singha Durbar has incorporated these issues and shown that collaborative governance is very beneficial for the nation whereas 24% do not agree on it. The data compared with 2016 report has declined, as in 2016, 70% people agreed that the show incorporated issues related to good governance and collaborative leadership. In 2016, Nepal had recently moved into federalism and people had high expectations from it, making them believe that collaborative governance will lead a nation towards prosperity. However, after three years of practice, people have started realizing the many challenges that persists in the way and perhaps that is the reason that the people feel that the relevance of issues related to collaborative governance shown in *Singha Durbar* has decreased.

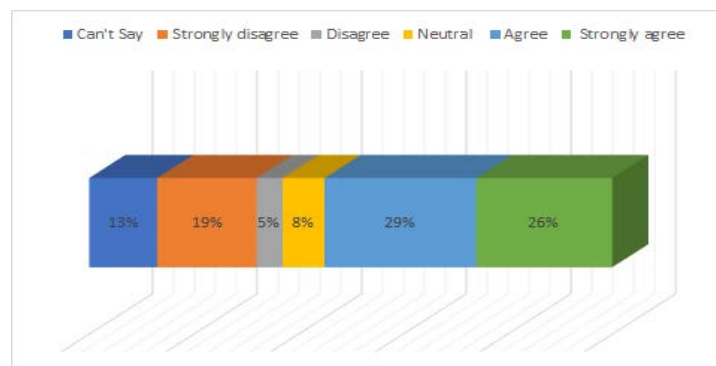
4.2.2 Perception of Viewers on Good Political Leadership

Has the series presented an effective example of good political leadership through the story and characters?

Many viewers have perceived the ideologies of good political leadership from the drama. This is a matter of great interest for a broader category of audience. Moreover, the ideas portrayed on such series is imprinted on the viewers. Thus, the inclusion of issues related to political leadership is of immense importance.

55% of viewers believe that the stories and characters presented by the television drama, has presented an effective example of good political leadership. However, *Singha Durbar* has not been able to captivate 24% of the viewers. 8% viewers remain neutral and prioritizing the need to broadcast relatable issues on this subject can help change the perception of these viewers positively.

Figure 17: Incorporation of Good Political Leadership in Singha Durbar Television Series



The data evidenced that people are getting more aware about the importance of good political leader. 65% viewers and 62% non-viewers of the television series responded that if both male and female were to stand as candidates in the election, they would choose their leader as per the leadership quality that each of the candidate possess.

The respondents characterized honesty (67%), ability to listen and respect others (31%) and ethics (29%) as the major characteristics of good leadership. Even though there was no significant difference between the viewers and the non-viewers, the viewers scored higher on all the attributes that are imperative to become a good leader. This signifies that the television series has been able to obtain a stronghold on the audience and has provided them with a better understanding on the aspects of good leadership.

From the key informants’ collective narratives, fairness and honesty were fundamental characteristics that the real-life leaders could derive from the reel-life leaders. Besides, priority to national interest was considered an important feature. The informants mutually expressed that the leaders must not place their personal interests or their party interests above the interest of the country and its people. Moreover, the interviewees also stated that the leaders must have a keen understanding of the different factions in their governance in order to form an inclusive political institution. One of the key informants expressed that “*a true leader must have the capacity and desire to unite the people of his country and must refrain from dividing the people and the country for political reason.*”

Table 8: Characteristics of a Good Leader (major responses)

	Non-Viewers		Viewers		Total	
	N	%	N	%	N	%
Honesty	1870	67%	146	66%	2016	67%
Ethical	790	28%	82	37%	872	29%
Unify and lead everyone	806	29%	64	29%	870	29%
Someone who listens and respects	871	31%	66	30%	937	31%
Someone who can influence others positively	737	26%	59	27%	796	26%
Who can face challenges and deal with crisis	667	24%	58	26%	725	24%
Ability to put aside personal and political interest while decision making	753	27%	76	34%	829	27%
Farsighted and goal oriented	741	26%	87	39%	828	27%
Not involved in any form of corruption or criminal activities	674	24%	77	35%	751	25%

4.2.3 Perception Towards Women Leadership

Do you think a female can be prime minister of Nepal in the future?

Nepal is open to the idea of women leadership. In the 2016 survey, a highly significant percentage of the respondents (86%) believed that Nepali society would accept a female prime minister. The statistics in 2018, has improved further, making the acceptance of women as a prime minister of the nation to almost 100%.

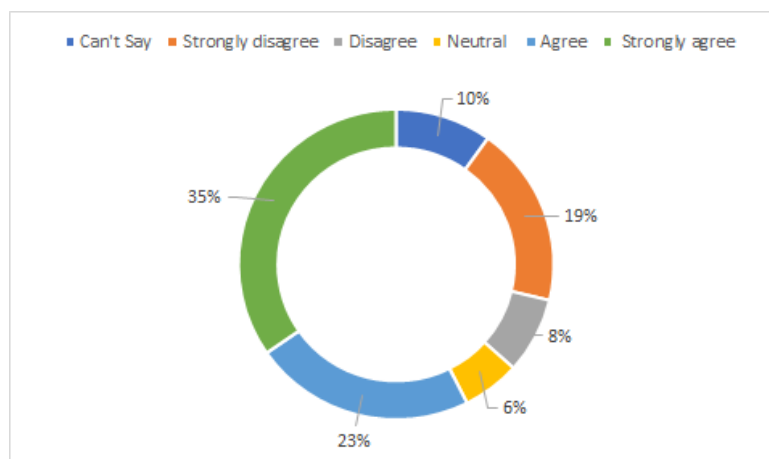
Table 9: Perception Towards Women Leadership

	Non-Viewers		Viewers		Total	
	N	%	N	%	N	%
Can't say	77	3%	4	2%	81	3%
Yes	2684	96%	216	97%	2900	96%
No	42	1%	2	1%	44	1%
Total	2803	100%	222	100%	3025	100%

There is no significant difference between the viewers and non-viewers on this subject matter, 96% of non-viewers and 97% of viewers do not have any problem in accepting women as their Prime Minister. However, only 58% of viewers believe that women can be as capable a leader as a man and 56% of the viewers believe in inclusive decision making for a lawful society. Despite of the fact that the figure depicts majority, more awareness regarding capabilities of a women leader needs to be addressed by the television series.

The data depicts that people in Nepal are more permissive when it comes to accepting their leaders. As long as the selection process is democratic, the citizens are likely to accept any Prime Minister without any regards to their gender. However, if viewed historically, men have had more political experience than female. Thus, citizens are likely to take men as better leaders as it is easier for them to navigate. Women need time and more experience to completely understand he process. Thus, the citizens of Nepal will accept a women Prime Minister however, their perception on women as equal leader to men still needs to change.

Figure 18: Perception Towards Women Being as Capable A Leader as Men

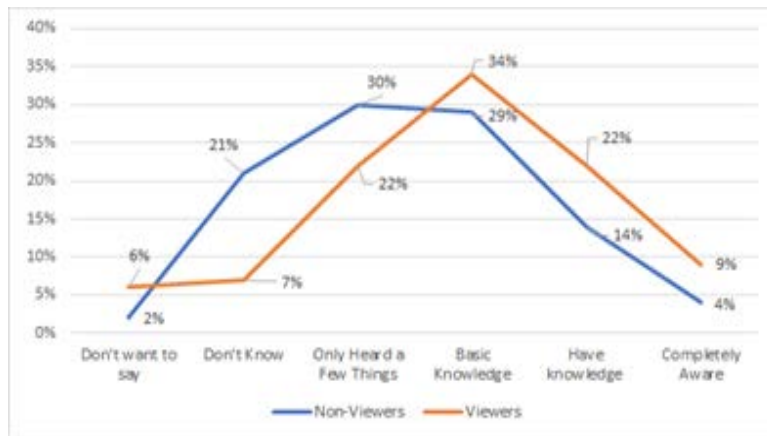


4.2.4 Perception of Viewers Towards Local Government

Q. How aware are you on local government's role and responsibility?

The majority of the respondents had a general understanding of the role of the local government. The data evinced that 29% of the viewers had basic knowledge, 15% of the viewers had knowledge on most things and 4% of the viewers had a better understanding of the local government. According to the district-disaggregated data, it can be inferred that viewers of *Singha Durbar* had greater knowledge regarding the roles and responsibilities of the local government as compared to the non-viewers. 34% of the viewers reported on having basic knowledge, 22% of the viewers had knowledge on most things while 9% of the respondents were completely aware of the roles and responsibilities of the local government.

Figure 19: Knowledge on Roles and Responsibilities of Local Government



The majority of respondents had some knowledge regarding the overall role and responsibilities of local government. Even though the figure does not demonstrate a considerable difference between the viewers and the non-viewers, it can be established that a larger portion of the viewers responded better to almost all the stated roles of local government and showed a higher understanding of its roles and responsibilities.

Table 10: Perception on Roles and Responsibilities of Local Government

	Non-Viewers		Viewers		Total	
	N	%	N	%	N	%
I don't know/ can't say	106	5%	1	1%	107	5%
Municipal Police	441	21%	50	26%	491	21%
Cooperatives	329	15%	38	20%	367	16%

F.M	162	8%	26	13%	188	8%
Primary and secondary education	886	41%	89	46%	975	42%
Basic health and cleanliness	940	44%	93	48%	1033	44%
Establishment of village council, municipality council, district council, local court, arbitration and mediation	977	46%	114	59%	1091	47%
House and land ownership certificate	304	14%	32	17%	336	14%
Agriculture and animal husbandry, agricultural production, animal health and cooperatives	593	28%	60	31%	653	28%
Management of senior citizens, differently-abled people	489	23%	58	30%	547	23%
Unemployment	465	22%	54	28%	519	22%
Establishment, management and continuation of agricultural trade	302	14%	37	19%	339	15%
Drinking water, small scale hydro projects, alternative sources	582	27%	60	31%	642	27%
Disaster management	211	10%	31	16%	242	10%

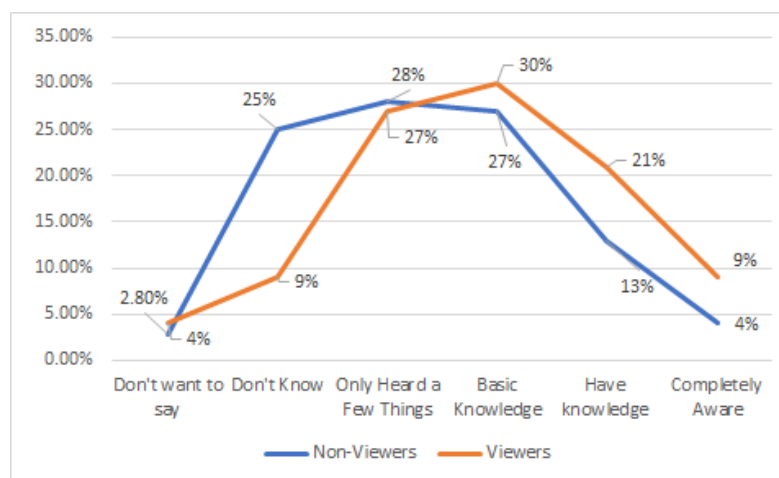
Local tax (property tax, house tax, house/land registration amount, vehicle tax), service tax, tourism cost, advertisement tax, business tax, land tax, fine, entertainment tax	530	25%	64	33%	594	25%
Local facts and writings	180	8%	34	18%	214	9%
Others	101	5%	14	7%	115	5%
Total	2143		194		2337	

4.2.5 Understanding of the Role of Central Government

Are you aware of federal/ central government's role and responsibility?

Similar to the data on local government, the majority of the respondents had a decent understanding on the roles and responsibilities of the central government. 30% of the viewers had basic knowledge as compared to 27% non-viewers, 21% of the viewers and only 13% of the non-viewers had knowledge on most things and 9% of the viewers had a higher understanding of the central government than compared to 4% of the non-viewers. Likewise, the data indicates that the viewers of the program clearly had a better understanding on the roles and responsibilities as compared to their non-viewer counterparts.

Figure 20: Knowledge on Roles and Responsibilities of Central Government



According to the district-disaggregated data, a major share of the respondents who watched the series had a good understanding regarding the roles and responsibilities of the central government. Even though the non-viewers were aware about the tasks that are to be performed by the central government, the viewers scored much higher in almost all categories showing an even better understanding of the roles and responsibility of Central Government.

Table 11: Perception on Roles and Responsibilities of Central Government

	Non-Viewers		Viewers		Total	
	N	%	N	%	N	%
I don't know/ can't say	116	6%	7	4%	123	6%
Protection and armies	702	35%	71	37%	773	35%
War and security	320	16%	39	20%	359	16%
Central police, police force, national intelligence bureau, peace and security	954	47%	99	51%	1053	47%
Central planning, central bank, currency and banking, financial policy, foreign aid, aid and loan	784	39%	99	51%	883	40%
Foreign and diplomatic affairs, international relations, UN related	656	32%	74	38%	730	33%
Feudal bureaucratic services, legal justice, other governmental services	615	30%	73	38%	688	31%

Central bureau of statistics	373	18%	38	20%	411	18%
Central university, central level academy, university standard and regulation, central library	527	26%	60	31%	587	26%
International trade, exchange, ship ports, quarantine	335	17%	43	22%	378	17%
Airplanes, International airport	179	9%	27	14%	206	9%
Citizenship, Passport, Visa, Immigration	419	21%	38	20%	457	21%
Atomic energy, atmosphere, space related	110	5%	18	9%	128	6%
Federal parliament, federal executive, local level related issues, specific structures	476	23%	58	30%	534	24%
Formation of civil and criminal law	268	13%	39	20%	307	14%
Others	119	6%	11	6%	130	6%
Total	2036		193		2229	

4.2.6 Perception towards Good Governance

What do you understand by good governance?

There is no significant difference in the comprehension of the concept of good governance in part of both viewers and non-viewers. However, the data illustrates that the viewers are marginally better informed in most areas as compared to the non-viewers. 55% of the viewers stated absence of corruption as a fundamental prerequisite for good governance. Likewise, transparency (32%), accountability of government towards the public (30%) and rule of law (30%) were among the few other factors that were mentioned as important for good governance to prevail.

The Key Informants and Focus Group discussants presented their opinion that the features like non-discriminatory governance, accountable governance and non-corrupt officials were most importance characteristics depicted in *Singha Durbar* which if applied in the practical scenario of Nepal, would be very beneficial. After watching *Singha Durbar*, majority of people believed in non-discriminatory and inclusive governance, where the general public and the government can come together to work for the betterment of the nation. They expressed their perception about, how understanding the general public and including them while making decisions can be a great step towards practicing good governance.

Some of the key informants also strongly advocated that accountability is very necessary for good governance. One of the key informants stated that the narratives presented in *Singha Durbar* had highly prioritized the importance of government being accountable to the general public. This means that after viewing the television series, viewers would become more aware about what makes a good government and thus have started desiring for one.

Non-corrupt and honest officials were also among the most desired characteristics that people seek in good governance. Apart from this, the Key Informants portrayed contention towards nepotism and favoritism that persists in the current system of Nepal. The informants also demonstrated a strong desire to have cooperative government who have respect towards rule of law. The FGD respondents highly believed that rule of law is yet another significant factor that should be existent in good governance.

The viewers of *Singha Durbar*, having these perceptions regarding good governance, proves that the television series has been positively impactful.

4.2.7 Perception towards Civic Engagement

How important do you think civic engagement is?

Majority of respondents believe that civic engagement is important for governance. More than 80% of people believe that civic engagement is extremely important or is important to a great extent. The statistics extracted from viewers of 'Singha Durbar' television series shows more agreement towards the subject matter than the non-viewers. This depicts the level of impact and awareness the television series has been able to create on the general public.

5. Discussions

The second-year iteration of the television drama Singha-Durbar has been successful in scoring a higher retention of viewers. As has been seen in many instances in the preceding sections, the drama has been able to positively affect attitude and perceptions of people towards many components of good governance, leadership and collaborative approach for attaining a shared vision of a community as members of a political unit. This section features researchers' reflections over the relevance, effectiveness, good practices and impact that this drama was able to deliver, or is likely to deliver in the very near future vis-à-vis some of the findings of the study.

5.1 Relevance

Overall, people appear to have found the drama relevant on two major fronts – the timing of the drama and the content and characterization of key actors in the drama.

Timing wise, the drama was aired at just the right time in Nepal's political juncture. Coming right out of a long post-war transition period and around the promulgation of the new Constitution, Nepalese people had very high hopes and aspirations from Federalism. 2015 marked Nepali people's first experience with a democratic republic which was also viewed as a harbinger of change in favour of strong leadership, rule of law, accountable governments, inclusion and collaboration between different state and non-state actors in pursuit of a peaceful, just and prosperous nation. Having said that, the change was instrumental and not everybody readily comprehended the gravity of change. People were hopeful but were not able to see the link between the political transition and how that would translate to making positive changes in the lives of the people. In that sense, the drama was a great intervention to help people see the missing link – making them aware about the implications of the political change at individual level. For example, the program showed people how citizens can hold governments (local, state and federal) accountable, or how the private sector, civil society actors and the government could collaborate for the greater good of the nation. The drama was thus very relevant given the political context.

Likewise, people also found the drama relevant because it was successful in mirroring the ground realities of Nepali societies and showing a way to navigate through the various challenges. From the feud between various political parties and clever political maneuvers to reach positions of power to lack of economic opportunities within the country pushing the citizens to look for opportunities beyond national borders, to problems of lack of food security and malnutrition, all connected well with the viewers because they captured well the realities of common Nepali populace.

Moreover, for these precise reasons, people not only connected with the contents of the drama but also discussed and debated about these contents with their families, friends, neighbours and local leaders, as evinced by the surveys and reflections of key informants.

5.2 Effectiveness

The drama has been able to successfully show to people how a collaborative leadership and coalition culture can help craft amicable solutions to some of the most pressing challenges facing the Nepali society today, like labour migration and youth employment (among many). It has also highlighted the role of civil society in upholding rule of law and making justice accessible to all. With regards to federalism, it has shed light on how that affects the lives of people as against the

unitary system of governments, and what are the fundamental rights of people and how they can avail those rights to live a dignified life and pursue prosperity.

The contents of the drama resonated well with the people and left a sound imprint of positive attributes of multiple stakeholders among viewers. It showed how collaboration can be forged across these various stakeholders. People's understanding of the roles and functions of various levels of governments has enhanced, their perception of good governance has enhanced and people increasingly believe in the value of civic engagement. These shows that the drama was has been effective.

5.3 Good Practices and Short-term Impact

As reflected by the viewership survey, FGDs and KIIs, the drama has not only made people aware about (say) roles of different levels of government, but also encouraged them to discuss and debate about the presentations and lessons of the drama regarding their (local leaders') roles and duties with others (including local political leaders) and seek answerability and accountability from them. These are not just good practices that the drama has instilled in the people, but are largely impacts of the program for these are going to be the determinants of a functioning federal democratic republic.

A major and overwhelming impact of the drama has been seen around the perception on women as leaders. People are ready to accept a merit-based leader irrespective of gender and are in fact very open to the idea of women leadership.

Another impact of the drama is that people are more in favour of elected representatives rather than political nominations. This also goes on to show people's support for democracy. People have also grown to value collaborative efforts more.

Furthermore, the study has shown that viewers are more aware about the functions of different levels of governments than non-viewers. This is a very important component of a democracy for as people see more free and fair regular elections, they are going to gauge the quality and effectiveness of the actions of their leaders through this lens which will, in turn, be instrumental in guaranteeing that democracy delivers.

6. Conclusion and Recommendations

6.1 Conclusion

The survey found that the overall viewership of Singha Durbar has decreased, while the total retention of audience who have watched the television series has increased from the preliminary survey done in 2016. The increased retention can be considered as a positive indication about Singha Durbar's pertinence.

Singha Durbar Television Series was a commendable initiative, which aimed at promoting good governance and leadership by influencing the attitude and perception of its audience, making them more aware about the political and societal scenario of Nepal. In the four years of its operation, Singha Durbar has been able to create adequate impact in the Nepalese society. The viewers of the television series have increased knowledge regarding different tiers of government, their roles and responsibilities, the issues and challenges that persists in the political landscape of Nepal and many other political aspects that is imperative to be known by the citizens. Moreover, the efforts to better inform the audience by presenting issues that are more relevant to the Nepalese context has been extremely beneficial as people have started communicating the ideas, problems and its pragmatic/possible solutions with friends, relatives, government officials, journalists as well as civil society leaders. This depicts the fact that Singha Durbar has been able to influence the behavior of its audience such that, majority of them are intrigued by the shared contents and thus have started to show interest on governmental activities.

The audience of Singha Durbar have perceived the characters presented in the television series as their role model. This has increased the number of people who seek features like honesty, collaboration, ethics, non-corrupt, goal – oriented, decisive and influential, in their political leaders. This signifies that the television series has been able to obtain a stronghold on the audience and has provided them with a better understanding on the aspects of good leadership. Singha Durbar has also been able to make its viewers realize the importance of aspects like citizen-government collaboration, good governance, responsibility of civil society, rule of law and human rights. Openness towards women leadership can also be attributed to the television series. It also has prioritized inclusive governance as one of the most important means to realize prosperity.

The television series has thus played a considerable role in changing the attitudes and perceptions of its audience.

6.2 Recommendations

- The program could be aired through multiple television channels instead of just one in order to enhance the reach.
- The viewership through YouTube has increased substantially from 4%, in 2016, which illustrates the need to push the intervention through multiple media platforms.
- As compared to the baseline survey, the reach through YouTube has shown a substantial rise while that through Facebook has plummeted. Directly uploading the series' content on Facebook rather than redirecting YouTube's link on Facebook, can be one of the ways to address this concern whilst increasing the reach and the engagement of *Singha Durbar*

- The elderly viewers scored lower women in leadership category. This small drop (compared to other age groups) as we shift towards elderly generation could very well be because this age group has had the least exposure directly, or indirectly to women leadership and is also lesser familiar with the idea of women empowerment as the younger age group. This indicates that the intervention could be pushed in a way that is considered more receptive for the elderly generation.
- 8% viewers remain neutral and prioritizing the need to broadcast relatable issues on this subject can help change the perception of these viewers positively.
- The program had a narrower reach among illiterate respondents. Moreover, the level of education also correlated with the extent to which the respondents could recall the themes of the drama. The data illustrated higher educational attainment directly related to the better recollection of the drama themes. The content must thus, in the coming days, also concentrate on reaching out to the illiterate group more effectively.
- There is more room for the program to capitalize on existing advertising and marketing platforms. Such types of programs could also be shown in the schools and neighborhoods through public screening.
- The program is very effective but it is centralized on the city centres. It would be more effective if the program can shift its focus towards the youth and the general public from the village area.