

2013 | By: Human rights Watch & Media Org



Bayan I Project Narrative Report

Afghan Youth Leadership Program

Organization overview

Mission

WHMO protect and promote human rights and dignity, as well as inform and strengthen individual and community capacity by creating an environments in which men and women are able to improve their standards of living through equitable and sustainable use of resources and improve service delivery of public sectors institutions and CSOs by building their institutional capacity so as to facilitate the process of long term development in Afghanistan.

Aims

- To participate and protect human rights and dignity and promote the vision of establishing a gender-balanced society
- To change policy and public opinion regarding a specific socio-economic and cultural situation
- Strengthen strategic partnership and put pressure on the government to be held responsive and accountable against its actions to the citizens.
- Strengthen the economic sustainability of individuals, families, and communities.

Themes

- Media Management and Journalism (MJ)
- Gender justice in conflict and peace
- Gender Governance and Accountability (GA)
- Human Rights and Democracy (HRD)
- Water, Sanitation, and hygiene (WASH)

Areas of Expertise

- Media campaigning and training
- Lobbying and advocacy for human rights and gender balance
- The organization of media campaigns, conferences, seminars, workshops, and other community dialogue
- Developing and facilitating training Programs
- Community development and mobilization

1. Project Introduction and Summary

Project Title	Bayan (Project no: A-02877-02-506600)
Project Goal	<p>As part of the Dutch NAP-2 1325, this one-year pilot project established a dedicated, indigenous social media platform - Bayan - and built effective partnerships between Dutch NGOs and Afghan Civil Society Organizations (CSOs) in order to promote enhanced public support for human rights, peace building, and women's leadership, with a specific focus on facilitating greater engagement of Afghan youth.</p> <ol style="list-style-type: none"> 1. Within the first three months, through a consultative project design process, project partners jointly agree on specific project activities to be undertaken in the first phase of the project. 2. Within the first three months, Bayan - the dedicated SMS-based social network - is designed, tested and implemented in Afghanistan for the use of project participants and their wider civil society networks. 3. Within the first year, participating civil society organizations strengthen capacity to effectively use the Bayan social media platform to promote engagement, discussion and advocacy around the issues of human rights, peace building and women's participation and leadership, particularly with Afghan youth. 4. By the end of the one-year pilot period, participating partner organizations jointly reflect on their use of the Bayan platform, assess its effectiveness as a tool for social change and identify key lessons to inform the development of a 2-year project extension.
Target Area	Afghan youth (female youth)
Project Region:	34 provinces
Donor Agency	Dutch Ministry of Foreign Affairs through Gender Concerns International, Oxfam, and Cordaid International
Implemented Organization:	Human rights Watch and Media Organization (WHMO)
Dates of Initiation and Completion:	From 1st June 2013 until 30th November 2013

2. Attachments:

Financial report	<input checked="" type="checkbox"/>
Pictures	<input checked="" type="checkbox"/>
Participants list	<input checked="" type="checkbox"/>

3. Executive Summary:

Bayan meaning to express oneself, in the official languages of Afghanistan, Dari and Pashtu, and as part of the Dutch NAP 1325, this six months pilot project build effective partnership between vibrant Afghan Civil Society Organizations (CSOs) in order to promote enhanced public support for human rights, peacebuilding and women's leadership with a specific focus on facilitating greater engagement of Afghan youth. The Dutch National Action Plan to implement Security Council Resolution 1325 on women, peace, and security emphasizes the importance of women's leadership and political involvement in peacebuilding efforts in conflict-affected countries. For Afghanistan, the aim of initiatives that are part of the NAP is to jointly facilitate the creation of an enabling environment for women's leadership and participation in order to promote more inclusive, just and sustainable peace recovery and reconstruction processes.

As per the project plan, the activities achieved from 1st June 2013 until 30th November 2013 were as follows:

4. Planned Objectives

Bayan was designed to create a discussion platform for Afghan Youth. By making young people aware about social issues and human rights issues, and by making them engaged in discussion on these topics, young people are able to understand the issues better. It is hoped that a better understanding and greater presence of women's rights and social topics in public discussions will also integrate them into politics and policy-making processes. If women's rights and social topics are integrated into Afghan social life, this can create a more stable and peaceful society. The objectives for the first six months of Bayan were the following: designing action plans, creating budgets, arranging staff, putting the system in place, developing campaigns, and launching/testing the SMS platform.

5. General Activities:

- Organization of 5 provincial training workshops for Afghan youth leaders on social conflict women leadership and peacebuilding.
- Producing and broadcasting 40 radio dramas and messages on different forms of family violence against women and girls, anti-corruption and peace building.
- Conduct social campaign with partner organizations

6. Executed activities

1. The 1st Round of 2-day workshop has been conducted on September 3, until September 4, 2013, in Kabul; the workshop was attended by 15 Afghan youth. The participants were selected from Journalist Unions and Kabul University.
2. The 2nd Round of 2 days training workshop has been organized on September 7 until September 8, 2013, in Parwan province, the participants were selected with local partner civil society organizations from Journalist Unions and Alberoni University. The total participants were 31 youth. The head of the Department of women affairs of Parwan province participated in the training workshop.
3. The 3rd round of 2 workshops in the Takhar provinces organized on October 01 until October 2, 2013, the total number of participants were 20 Afghan youths.
4. The 4th Round of 1-day training workshop held in the Kapisa provinces on October 23, 2013, the total number of participants was 150 Afghan youths, the workshop lasted for one day. The workshop was participated by a local government official from the Department of culture and Information, Department of Municipality and representatives of the provincial council.
5. The 5th Round of 2-day workshop conducted in the Nangarhar provinces on November 26 until November 27, 2013, the participants were selected from journalist unions and university and the total number of participants was 33 Afghan youths.

The topics of the workshops were consisting of:

- Building theoretical knowledge of the participants, through the provision of information in regard to the social media's role in developing peacebuilding, conflict resolution, gender governance, anti-corruption and women's rights relevant information on youth leadership and different forms of violence against women;
- Skill on how to register with Bayan and how to use Bayan in order to share peacebuilding, different forms of family violence against women and other important issues in the country.
- Participants were given a plan to follow up to develop Bayan system, for the follow-up action, they will follow three issues:
 - 1) Each of them registered and join new users to develop their Bayan groups.
 - 2) Each of them developed key messages for sharing with Bayan on family violence.
 - 3) They presented their ideas and suggestion for the future plan on the Bayan system.

Key Result of the Workshops:

- Enhanced knowledge and skills of the 249 participants on how to log on with Bayan weblog and how to use and tackling the Social media's role in peacebuilding, conflict resolution, gender governance and women's rights.

- Improved linkages among Journalists Unions, university students for future collaboration on social media's role in ensuring peace and women's rights.
- Developed Training follows up plan, where the participants have committed and planned activities to be implemented in follow up to the workshop and they reported the result of their actions to WHMO that trained other youths regarding the BAYAN system.
- Based on the final evaluation of the workshops the participants have expressed their satisfaction both in terms of content and also the methodology of the training, including its applicability to their daily work.

According to the final evaluation, the participants were happy with the result of the workshops, facilities, quality of the training and delivery methodology.

7. Workshop outputs/outcomes:

- 249 Afghan youths from five provinces have been trained on the Bayan system, women's rights, and leadership and providing them with the knowledge, skills, and tools needed to use for promoting advocating women's rights through local radios and social media.
- As a follow up to the training, participants from each of 5 provinces have developed are follow up plan to promote and advocate women's civil and political rights in their respective provinces.
- Senior officials have been involved in the opening of the workshop.
- Pre and post-workshop questionnaires have been delivered to participants in order to assess changes in the attitudes of the participants. The findings turned out to be very encouraging. The participants expressed satisfaction with the quality and delivery of the training and strong interest in developing the tools (radio stations, SMS, Face book, Twitter) to address the problems related to women's rights and family violence in their home communities.

8. Organization of Media Campaign:

During the reporting period, 20 radio dramas and 20 radio messages have been produced and broadcasted from the 1st of June until 30 August 2013. The programs have broadcasted about reducing of different forms of family violence against women and girls.

During six months of the project, the radio dramas and messages broadcasted in 34 provinces through 53 local radio stations, which had a positive impact on radio listeners because the majority of Afghan youth both male and female have been listening to radio programs in the community.

Program topics:

- Marriage in underage Life
- Marriage in underage Life

- Exchanging daughters between families
- Islam, unacceptable traditions and women rights
- Recognizing of violence aspects
- Marriage against the will of couple
- Domestic violence according to Islam
- Reasons for Domestic Violence
- Reasons for Domestic Violence
- Kinds of Domestic violence

9. Organization of Social Media Campaign:

WHMO launched a social media campaign through facebook page and Bayan weblog SMS system. The campaign messages have provided about human rights with special focus on UN securities resolution 1325 about women, peace, women right to education, children's right, child labor, their education, addiction, women right to vote, women political participation and right to live in peace and security.

10. Challenges and problems of WHMO

Bayan started considerably later than planned and had shorter time to implement all the activities originally scheduled. WHMO experienced technical issues with the Bayan website and the mobile network for SMS. For example, SMS messages could only be sent in an English font, which made sending messages in local language difficult. User demand appeared larger than expected. For this reason, technical difficulties needed to be solved. There was also a lack of discussion among users, and the registration process on the website turned out to be too complex for some potential users. Publicity and visibility of Bayan did not have much space in project implementation.

11. Recommendations

We recommend that messages start to discuss wider social issues, not only women's rights. We expect that when other social issues are also discussed, users will be more interested in Bayan, and use it more. Bayan could also be expanded into a news forum on women's rights. Bayan could also see the possibility of making public advertisements on women's rights for radio and TV. Another possibility is to make a short movie on women's issues and broadcast it via Bayan on Youtube, Facebook, Twitter and other media platforms. Lastly, there should be more involvement of women's organizations and for more visibility for Gender Concerns and its partners through communication planning during the next phase of Bayan.

12. Lessons learnt

Technical problems should have been expected due to the fact that Bayan was new and the nature of the electronic/media use. This caused delays in implementing program components. In the end, however, WHMO was able to implement all components of the program and was reasonably successful in registering users. Now that users are registered, the problem of a lack of discussion can be addressed. New ways must be invented to encourage people to interact more deeply in discussions about social issues that are presented through Bayan media platforms. Also, women's organizations must be approached to learn from Bayan lobby methodology.

13. Bayan Activities Photos



Picture 1: Nangarhar Workshop



Picture 2: Parwan Workshop



Picture 3: Kapisa Workshop



Picture 4: Interview with Kabul University lecturer



Picture 5: Round Table with MPs and scholars



Picture 6: Radio drama actors/actresses