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**PSC. Nepal. PSC Workshop for Programme, PSC and Project Officers. Kathmandu, Nepal, 10-13 March 1980.**

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Notes

**4 pp.**

**The document gives a brief outline of the objectives, methodology of the workshop, discussing constraints and making an assessment of the situation with PSC in Kathmandu, as well as making recommendations and offering additional suggestions.**

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UNICEF, KATHMANDU (NEPAL)

PSC Workshop for Programme, PSC and Project Officers

10 - 13 March 1980

Outstation participants: Mr. R.R.N. Tuluhungwa (New York HQ)  
Ms. R.S. Ismail (New Delhi)  
Mr. G.K. Dutia (New Delhi)

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1. OBJECTIVES:

The Workshop was organised with the following objectives:

- (a) Integration of PSC services into programme areas;
- (b) Orientation of programme and project staff in PSC programming process;
- (c) Orientation of PSC staff in communication needs of programmes;
- (d) Joint Review of PSC needs of individual programmes, and setting of priorities (i) for each programme area, (ii) between programme areas for the country programme as a whole;
- (e) Review of Nepal Office PSC Service capability and related need for backstopping support.

2. METHODOLOGY:

The following approach was adopted to achieve flexibility and encourage the maximum participation in review and decision-making:

- (a) Subject matter was kept flexible;
- (b) Programme/Project Officers were encouraged to state or define the purpose and expected outcome of the workshop;
- (c) PRO-25 programming guidelines were used as a format for review and discussion on how to identify PSC needs in the programming process;
- (d) An actual programme of the country office was used as a case study for identification of the PSC programming process compatible with the PRO-25 format, and for pin-pointing specific PSC inputs and interventions;
- (e) During individual (Programme Officers - PSC Officers) discussions, programme documents were studied to identify stages and components where communication inputs were required.

To allow maximum opportunity for highlighting specific programme/PSC requirements, mornings were devoted to individual consultation with programme sections and afternoons to joint workshop discussions.

3. CONSTRAINTS:

Lack of time, plus the size and varied staff backgrounds of the group limited the scope and depth of the workshop.

- (a) One constraint was the low participation of field officers who could have provided additional insights based on field experience;
- (b) Lack of time did not allow for a workshop session devoted to a PSC programme exercise on a programme area other than the sample (goitre control) taken up for examination. It would have been beneficial for the workshop participants to have taken another programme (e.g.: education) and made their own programming outline, incorporating a complete PSC component. Additional time would also have permitted the division of the large group into two sub-groups to work on these exercises, and then compare their ideas and outlines.
- (c) A further constraint was the lack of preparatory material such as daily summaries, agenda revisions, and programme information for participants to study during mornings. Had it been possible to provide these, participants would have been able to raise more questions and provide more comments during the afternoon sessions. (In this respect, it would appear the time was a major constraint and the optimum period for such a workshop would seem to be six rather than four days).

4. ASSESSMENT:

- (a) An awareness of the importance of PSC in programmes already exists in the country office but the need for strengthening the understanding and practice of PSC was still to be met.
- (b) The perception of the 'what and how' that comprise the PSC Service has been enhanced by the workshop.
- (c) Programme officers' participation was commendably active and constructive.
- (d) The cross-fertilization of ideas, opinions and insights among officers was good and incisive.
- (e) The workshop helped to identify priorities and crystallise PSC needs of the country programme.

- (f) Time-bound priorities and ways of using the PSC Service to meet commitments were identified for further follow-up discussion and action.
- (g) The workshop succeeded in clarifying that such commitments and time-bound targets can be differentiated from core communication needs of the country programme. (Time did not permit a detailed comparison of time-bound priorities with overriding communication needs, e.g., comparing the need for promotion of nutrition education with the need to prepare supplementary readers for the education programme by a certain date).
- (h) On the whole, the workshop led to the realisation of the necessity of setting behavioural objectives and the related recommendations of PSC inputs to achieve such objectives for the success of programmes.
- (i) Through individual consultations and discussions, the workshop showed PSC staff a way by which a consultative team approach to programme planning and implementation could be developed.
- (j) Requesting participants to evaluate the workshop was good in ensuring a first follow-up exercise.

The workshop highlighted the country officers' need for strengthened PSC services in (i) planning support, (ii) extension training ability and (iii) enhanced use of government and other indigenous resources.

- (k) The potential value of field officers in providing data and insights for PSC and programmes was identified but could not be explored adequately as they did not articulate their ideas and/or reactions.

5. RECOMMENDATIONS:

- (a) Following on the priority listing of PSC needs in terms of pending commitments and time-bound programmes, a qualitative listing of priorities based on major communication needs for the Nepal country programme, could profitably be undertaken by the office. This comparative listing would on the one hand confirm with certain time-bound tasks, and on the other hand, provide the basis for a communication strategy for both information and PSC workplans, emphasizing the major subjects on which advocacy and extension education should focus.

- (b) Institutionalisation of the consultative process in the form of regular joint programme and PSC reviews. This would enhance the inter-programme exchange of ideas and would provide an ongoing context for the one-to-one consultations between PSC and individual programme areas.

This would also lead to a detailed and synchronised PSC plan based on specified priorities and ongoing joint monitoring of progress.

- (c) Strengthening of the PSC services to meet the programme needs.

6. ADDITIONAL SUGGESTIONS:

- (a) Should further consultation and orientation needs be expressed in response to the workshop evaluation questionnaire, the possibility of a refresher workshop or other orientation session should be examined.
  - (b) The participation of the programme staff in similar PSC orientation workshops in other countries/offices may be considered.
  - (c) The Information/PSC Section in New Delhi Office would be willing to provide the following backstopping support as required by Nepal Office:
    - (1) Technical facilities for design, production etc.
    - (2) Consultancy on a regular basis.
    - (3) Assistance in identification of external resources and facilities.
    - (4) Provision of a check-list of available resources and facilities in New Delhi and beyond.
    - (5) Provision of short-term orientation for training for specific skills.
    - (6) Liaison support and technical advice on specifications, supplies etc., as required.
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