

# Internal Ex-Post Evaluation for Grant Aid Project

conducted by Senegal office: October, 2011

Country	The Project of Reinforcement of TV broadcasting capacity of Radiodiffusion Télévision Sénégalaise (RTS)
Senegal	

## I. Project Outline

Project Cost	E/N Grant Limit: 726 million yen	Contract Amount: 724 million yen
E/N Date	June, 2005	
Completion Date	September, 2006	
Implementing Agency	Radiodiffusion Télévision Sénégalaise (RTS)	
Related Studies	Basic Design Study: March, 2004 to August, 2004	
Contracted Agencies	Consultant(s)	Yachiyo Engineering Co.
	Contractor(s)	N/A
	Supplier(s)	Kanematsu Corp.
Related Projects (if any)	<p>Japanese cooperations:</p> <p>Grant Aid: Construction of new building of RTS (1986/1987) and Provision of TV programs to RTS “<i>Foruniture de programmes de TV à la RTS</i>” (1989)</p> <p>Technical Cooperation: Dispatch of long-term expert (1993-1995) and trainings in Japan</p> <p>Other donors’ cooperations:</p> <p>Italy: grant aid for replacement of obsolete equipment granted by Japan (1998)</p> <p>World Bank: Satellite transmission (2000)</p> <p>Taiwan: grant aid for editing equipment and vehicles (2002)</p>	
Background	<p>TV broadcasting by ground wave is one of the essential media to provide necessary living information to the people in Senegal because of the low literacy rate. RTS is the sole public land broadcasting organization in Senegal, which covers 80% of the national land, to broadcast programs in not only French but also various ethnic languages including Wolof language. In order to promote information transmission to the public through public broadcasting, RTS has been implementing “Plan de développement de la RTS 2003-2006” (The Development Plan of RTS 2003-2006) aiming at vitalization of information communication, digitalization, diversification of contents, and promotion of efficiency. In particular, the efficient production of TV programs dubbed in ethnic language, including Wolof, was a key issue for RTS in order to disseminate information nationwide since the limited number of population in the country understand French, the common language of Senegal, and were literate. Under this situation, the government of Senegal requested the government of Japan to support replacement of the obsolete analogue equipment by digital one, which is necessary for efficient dubbing and improvement of the quality.</p>	
Project Objectives	<p>Outcome</p> <p>To improve and continue TV broadcasting by RTS by replacement of equipment for TV broadcasting.</p>	
	<p>Outputs</p> <p>Japanese Side</p> <ul style="list-style-type: none"> <li>- Main control system</li> <li>- TV studio system and lightning equipment</li> <li>- News Studio and lightning equipment</li> <li>- Field recording system, editing systems, audio post production system, format conversion system, and measurement instrument and spare items</li> </ul> <p>Senegal Side</p> <ul style="list-style-type: none"> <li>- Demobilization of existing equipment</li> <li>- Installation of temporary studios</li> <li>- Construction for expansion of power supply to the editing room</li> <li>- Interior finish work of the editing room</li> <li>- Preparation of temporary yard for equipment</li> </ul>	

## II. Result of the Evaluation

Summary of the Evaluation
<p>The obsolete facilities and equipment which were basically analog system had hampered high quality TV program production by RTS, including dubbing the TV programs in ethnic language. Therefore, it was a key issue for RTS to introduce a digital system in order to modernize the program production and to improve production technology.</p> <p>This Project has achieved the increase in the number of hours and programs broadcasting in ethnic languages (Wolof, Fulani, Soninké, Sérère, and Mandingue) by utilizing the upgraded equipment and technologies. As for sustainability, problem has been observed in terms of financial, technical and operation and maintenance aspects due to the limited capacity to maintain the digital equipment, the insufficient own revenue from the operation, and the lack of regular maintenance of some equipment. For relevance, the project has been highly relevant with Senegal’s development policy, development needs, as well as Japan’s ODA policy. For efficiency as well, both the project period and the project cost were within the plan.</p> <p>In the light of above, this project is evaluated to be highly satisfactory.</p>

<b>1 Relevance</b>				
This project has been highly relevant with the Senegal's development plan (Vitalization of information communication as set in the RTS Development Plan), development needs (the needs for living information through the TV broadcasting among the people in Senegal), as well as Japan's ODA policy, at the time of planning and ex-post evaluation. Therefore its relevance is high.				
<b>2 Efficiency</b>				
Both project period and project costs were within the plan (ratio against the plan: 100%, 91%). Therefore, efficiency of this project is high.				
<b>3 Effectiveness/Impact</b>				
The Project has achieved its objectives of the increase in the number of hours and programs broadcasting in ethnic languages by RTS. The number of hours broadcasting in ethnic languages increased from 28 hours/month in 2004 to 32 hours/month in 2006, and it further increased to approximately 52 hours/month in 2011 which was higher than the target value of 48 hours/month.. In addition, as of 2011, RTS broadcasts 20 minutes news in Wolof language twice a day for every day, 10 minutes news and information program in 5 languages (Wolof, Fulani, Soninké, Sérère, and Mandingue) twice a day for Monday to Friday, and 30 minutes information program in the 5 languages once a month. Because the equipment installed by the Project increased the productivity of RTS, RTS can produce more programs. During the period from the project completion to the time of ex-post evaluation, RTS produced at least 10 to 15 new programs in total with using the equipment installed by the Project. Therefore, its effectiveness/impact is high.				
<b>Quantitative Effects</b>				
	2004 (Base Year)	2006	2011 (Target Year)	
Indicator: No. of hours broadcasting in ethnic languages, including Wolof language, except French by RTS	(Actual) 28 hours/month	(Actual) 32 hours/month	(Plan) 48 hours/month	(Actual) Approximately 52 hours/month
(Source: JICA Follow-up Survey Report, April 2011)				
<b>4 Sustainability</b>				
Although RTS utilized the equipment provided by the Project well, some of them have not functioned or malfunctioned due to the degradation by sand dust as well as insufficient regular maintenance of the digital equipment installed by the Project. Those damaged equipment are now replaced or repaired by the JICA's follow-up Grant Aid Assistance and their lives are expected to extend to 2016. The structure of implementing agency is sustained in the similar manner of the implementation period and the technical level of the maintenance staff is sufficient for operate and maintenance of the conventional equipment. However, the skills and knowledge of the maintenance staff are not enough to properly operate and maintain the digital equipment despite that one of them is now attending a training program in Japan in order to improve his technical knowledge as a part of the JICA's follow-up assistance. In addition, RTS relies on the government financial support due to the insufficient own revenue to cover the necessary operation and maintenance cost including cost to purchase spare parts and regular maintenance. In 2010, RTS received the government subsidy of 2 billion CFA. Therefore, sustainability of the project is fair.				

### III. Recommendations & Lessons Learned

#### Recommendations for Implementing agency:

It is strongly recommended that RTS should make efforts to ensure sufficient annual budget for operation and maintenance cost. Also RTS is needed to implement regular maintenance required by the technical guides for each equipment in order to ensure their expected lives. In addition, it is necessary for the government of Senegal to continuously provide financial support for RTS in order to cover their operation and maintenance cost as a public broadcasting organization.



News Studio replaced by the Project



Main Control System replaced by the Project