

Country Name	Project for Capacity Building on Human Development Television (HDTV) Programmes
People's Republic of Bangladesh	

I. Project Outline

Background	<p>In Bangladesh, the vast majority of the country had access to television programming. However, most of the programming, consisted of news or entertainment, or shopping programmes from other Asian countries, Europe, or the United States. The unprofitable nature of educational programming made it difficult for commercial broadcasters to provide such content. In addition, while internet penetration continued to grow, television remained the most readily accessible visual media technology for especially those in rural areas. Therefore, there was a great need for Bangladesh Television (BTV), the national TV broadcasting corporation of Bangladesh, to produce and broadcast educational programmes based on the development needs and culture of Bangladesh.</p> <p>The Access to Information Program (A2I), under the leadership of the Prime Minister's Office, launched a media platform, Human Development TV (HDTV), to use television broadcasting from a human development perspective. This project was implemented to promote HDTV.</p>		
Objectives of the Project	Through (i) establishing a structure for HDTV content development, (ii) strengthening the capacity of the HDTV production team and (iii) introducing effective methods to utilize HDTV in education and enlightenment activities, the project aims at producing and regularly broadcasting high quality HDTV programmes, thereby contributing to the improvement of education and enlightenment activities through HDTV.		
	<div><div>1. Overall Goal: Education and enlightenment activities are improved through HDTV.</div><div>2. Project Purpose: High quality HDTV programmes are produced and regularly broadcasted through public channels.</div></div>		
Activities of the project	<div><div><div><div>1. Project site: Dhakka</div><div>2. Main activities: (i) establishing a structure for HDTV content development, (ii) strengthening capacity of HDTV production team and (iii) introducing effective methods to utilize HDTV in education and enlightenment activities</div><div>3. Inputs (to carry out above activities)</div><div>Japanese Side</div><div><div>1) Experts: 17 persons</div><div>2) Trainees received: 24 persons</div><div>3) Third country training: 25 persons (in Vietnam), and 5 persons (in Thailand)</div><div>4) Equipment: video editing software, editing machines, cameras, studio recording related equipment, etc.</div><div>5) Local cost: hiring of local staff, etc.</div></div></div><div>Bangladeshi Side</div><div><div>1) Staff allocated: 30 persons</div><div>2) Facilities and equipment: project room, TV studio, studio camera, lighting equipment, etc.</div><div>3) Local cost: programme production costs</div></div></div></div>		
Project Period	(ex-ante) February 2015 – August 2017 [30 months] (actual) March 2015 – April 2019 [51 months]	Project Cost (Japanese side only)	(ex-ante) 390 million yen, (actual) 479 million yen
Implementing Agency	Bangladesh Television (BTV)		
Cooperation Agency in Japan	NHK International, Inc.		

I. Result of the Evaluation

<Special Perspectives Considered in the Ex-Post Evaluation>

Though not verified at the time of project completion, the continuation status of indicator 3 of the Project Purpose is verified under the Overall Goal as the indicators are the same.

1 Relevance/Coherence
<p>[Relevance]</p> <p><Consistency with the Development Policy of Bangladesh at the Time of Ex-Ante Evaluation ></p> <p>The project was consistent with the development policy of Bangladesh at the time of ex-ante evaluation. Television broadcasting is the main media to which the public is exposed. The Access to Information Program (A2I), under the leadership of the Prime Minister's Office (A2I has been renamed to Aspire to Innovate and it is now under the Information and Communication Technology Division (ICT Division), the Ministry of Posts, Telecommunications & Information Technology), launched a media platform, HDTV, to utilize TV broadcasting from the perspective of human development. Specifically, in addition to creating its own content, HDTV was also to collaborate with budgeted content allocated to ministries and local governments for media awareness, and to promote broadcasting.</p> <p><Consistency with the Development Needs of Bangladesh at the Time of Ex-Ante Evaluation ></p> <p>The project was consistent with the development needs of Bangladesh at the time of ex-ante evaluation. As mentioned above (“Background”), there was a great need for BTV, the national TV broadcasting corporation of Bangladesh, to produce and broadcast educational programmes based on the Bangladesh’s developmental needs and culture.</p> <p><Appropriateness of Project Design/Approach></p> <p>The project design/approach was appropriate. The key points of the project design were to design enlightening TV programmes that</p>

will benefit vulnerable people. While developing the HDTV programmes, the project team conducted a needs survey of the marginalized population and developed HDTV programmes on disaster risk reduction (climate change, thunderbolt, cyclone preparedness), livelihood issues, autism, child labor, early marriage, violence against women and so on.

The project effectively used the lessons learnt from the previous projects, especially by utilizing social media, webpages of related institutions, and so on to widely disseminate the developed programmes.

As for the overall design/approach, no problem attributed to the project design/approach was confirmed.

<Evaluation Result>

In light of the above, the relevance of the project is ③¹.

[Coherence]

<Consistency with Japan's ODA Policy at the Time of Ex-Ante Evaluation>

The project was consistent with the Japan's ODA policy to Bangladesh at the time of ex-ante evaluation. The project was expected to contribute to addressing development issues by supporting the communication infrastructure of broadcasting. Through the TV programmes to be produced, a wide range of programmes was to be targeted across sectors, including primary education in the priority area of ODA, "Overcoming Social Vulnerability"².

<Collaboration/Coordination with JICA's other interventions>

The collaboration/coordination between the project and "The Project for Strengthening of Solid Waste Management in Dhaka North City, Dhaka South City and Chittagong City" (June 2017 – May 2022), "Maternal, Neonatal and Child Health and Health System Improvement Project" (December 2015 – February 2026) of JICA was planned during the project period and was implemented. And the positive effect was confirmed at the time of ex-post evaluation, i.e. collection of necessary information to develop HDTV contents.

<Cooperation with other institutions/ Coordination with international framework>

The cooperation/coordination with various stakeholders was implemented and the positive effect(s) was/were confirmed at the time of ex-post evaluation. BTV has been working closely with the Ministry of Education, Ministry of Primary and Mass Education, Ministry of Health and Family Welfare, A2I by providing relevant programs etc. that align with their policies and activities, thereby reaching out to the intended audience and in turn contribute to the betterment of education and other enlightenment activities.

<Evaluation Result>

In light of the above, the coherence of the project is ③.

[Evaluation Result of Relevance/Coherence]

In light of the above, the relevance/coherence of the project is ③.

2 Effectiveness/Impact

<Status of Achievement of the Project Purpose at the Time of Project Completion>

At the time of project completion, the Project Purpose was mostly achieved as planned.

High satisfaction of HDTV programmes for education and enlightenment activities was confirmed (Indicator 1). As to the number and hours of programmes on education and enlightenment activities broadcasted (Indicator 2), the project developed 150 programmes, 30 hours on education and enlightenment activities were broadcasted repeatedly during the project implementation. Although there was no clear information on the status at the time of project completion, some schools, NGOs related to education and enlightenment activities reported their continuous use of HDTV programmes (Indicator 3).

<Continuation Status of Project Effects at the Time of Ex-Post Evaluation>

By the time of the ex-post evaluation, the project effects have been partially continued. The satisfaction level on the HDTV programmes was not able to be verified due to no audience survey conducted. In terms of the numbers and the hours of programmes on education and enlightenment activities, it was found that 51 programmes (1,385 mins worth) related to human development topics were broadcasted in 4 weeks (18th Jan – 14th Feb 2024).

<Status of Achievement of the Overall Goal at the Time of Ex-Post Evaluation>

At the time of ex-post evaluation, the Overall Goal has been partially achieved. As for the indicator 1, behavioural transformation of people by HDTV is not confirmed, as it requires time and repeated interventions. As for the indicator 2, utilization of HDTV was reported both from government agencies and NGOs.

<Other Impacts at the Time of Ex-Post Evaluation>

According to BTV, the project produced positive impacts on the following aspects to a certain extent:

Aspect	Impact
Socially vulnerable people and marginalized groups	Targeted outreach and support programmes that have improved their access to essential services and opportunities.
Social inclusion	Enhanced through awareness programmes, campaigns and community engagement initiatives that promote diversity and acceptance.
Empowerment	Fostered by providing skill development and education and enlightenment activities, enabling individuals to make informed choices and participate actively in their communities.
Human wellbeing	Improved human wellbeing is attributed to better healthcare access and lifestyle education, resulting in healthier and happier individuals.
Human rights	Increased awareness and advocacy have led to greater respect for fundamental rights and freedoms.
Gender	The programmes and activities implemented by the project have been beneficial for both men and women, indicating a commitment to gender equality and inclusivity.

No negative impacts on environment have been observed.

<Evaluation Result>

¹ ④ : very high, ③ : high, ② : moderately low, ① : low

² Source: ODA Country Data Collection (2013)

In light of the above, the effectiveness/impact of the project is ③.

Achievement of Project Purpose and Overall Goal

Aim	Indicators	Results	Source
(Project Purpose) High quality HDTV programmes are produced and regularly broadcasted through public channels.	Indicator 1 High satisfaction of HDTV programmes for education and enlightenment activities are confirmed through the audience surveys.	Status of the Achievement (Status of the Continuation): mostly achieved as planned (not verified) (Project Completion) During the project period, public viewing were conducted in 28 places in Bangladesh where 2,304 audiences in total participated. Among them, 85% gave positive feedback. (Ex-Post Evaluation) No audience surveys have been conducted after the project was completed.	JICA document, BTV
	Indicator 2 XX numbers and XX hours of programmes on education and enlightenment activities broadcasted.	Status of the Achievement (Status of the Continuation): mostly achieved as planned (partially continued) (Project Completion) No specific targets were defined and there is no clear information on the status. However, based on an interview to BTV, before the project there were only limited number of HDTV related programs developed and broadcasted, while 150 programmes, 30 hours on education and enlightenment activities were broadcasted repeatedly during the project period. (Ex-Post Evaluation) At the time of ex-post evaluation, it was found that 51 programs (1,385 mins worth) related to human development topics were broadcasted in 4 weeks (18th Jan – 14th Feb 2024).	JICA documents, BTV
	Indicator 3 Continuous use of HDTV programmes is reported from government agencies, NGOs related to education and enlightenment activities.	Status of the Achievement (Status of the Continuation): Partially achieved (continued) (Project Completion) There was no clear information on the status at the time of project completion. However, continuous use of HDTV programmes is reported from some schools, NGOs related to education and enlightenment activities. (Ex-Post Evaluation) See the Indicator 2 of the Overall Goal below.	JICA documents, BTV
(Overall Goal) Education and enlightenment activities are improved through HDTV.	Indicator 1 Behavioural transformation of people by HDTV is confirmed through audience survey.	Status of the Achievement: Not verified (Ex-Post Evaluation) It was not verified, as behavioral changes require time and repeated interventions. Through the project, BTV has developed and delivered programmes related to below topics which also would have resulted to behavioral change; - self-protection/action in situations of thunderstorms, flood, cyclones - healthy lifestyles including exercise, food habits - women empowerment including information sharing of related laws and contact details of hotlines for gender-based violence, domestic violence, child abuse - road safety	JICA documents, BTV
	Indicator 2 Utilization of HDTV is reported from government agencies and NGOs related to education and enlightenment activities.	Status of the Achievement: mostly achieved as planned (Ex-Post Evaluation) - Government agencies: A2I used HDTV programmes for their YouTube channels and websites for broadcasting success stories, innovation programmes, scientific discoveries, the Ministry of Health and	BTV

		<p>Family Welfare utilized programmes on high blood pressure, and the Ministry of Education utilized exercise videos.</p> <p>- NGOs: NGOs involved in education and enlightenment activities have reported successful utilization of HDTV as part of their initiatives.</p>	
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3 Efficiency

The project cost exceeded the plan (the ratio against the plan: 123%) and the project period considerably exceeded the plan (the ratio against the plan: 170%).

	Project Cost (Japanese side only, yen)	Project Period (months)
Plan (ex-ante)	390 million	30
Actual	479 million	51
Ratio (%)	123	170

As for the project period, when the project started, the 2nd implementation period was scheduled from May 2016 to September 2017. However, the implementation period of the 2nd implementation period of the original contract was changed to “from December 2016 to March 2018”, taking into consideration delays in Technical Assistance Project Proposal approval procedures and deterioration of public security after the terror attack in July 2016.

The project cost increased as travelling of Japanese experts between Japan and Bangladesh increased due to the security reasons (The Japanese experts were not allowed to stay in Bangladesh for more than 3 weeks at a stretch). Moreover, as the project period also increased due to the terror attack, and therefore, cost of continuation of the local experts also increased.

Outputs were produced as planned.

In the light above, the efficiency of the project is ②.

4 Sustainability

<Policy Aspect>

The “National Broadcast Policy 2014” gave the mandate to all of the TV channels to broadcast enlightenment tv programmes on social causes which are the core idea of the project.

<Institutional/Organizational Aspect>

BTV have sustained the organizational structure for the production of HDTV programmes to some extent. However, some limitations are observed in terms of securing enough budget to provide specialized training for newly recruited staff. The prospects for solutions have been mentioned, but most of them have little prospect of realization at the time of ex-post evaluation. BTV has sufficient number of staff/members to promote and disseminate HDTV programmes.

<Technical Aspect>

BTV have had necessary technical personnel who have received training under the project. They have been continuing producing the HDTV programmes utilizing the guidelines and materials produced under the project. However, due to budget constraints, they cannot continue the HDTV project activities in full scale and continue in-depth training for the newly recruited staff. Based on JICA Bangladesh Office’s on-site visits, the office also confirmed that BTV has been using and maintaining the provided equipment.

<Financial Aspect>

BTV have been managing to continue the HDTV programmes from their regular annual budget, but BTV have been experiencing restraints to perform adequate training of the newly recruited staff. Therefore, BTV needs more funding to fully support the production of HDTV programmes as well as the training of the staff.

<Environmental and Social Aspect>

No issue on environmental and social aspect has been observed, and it has not been necessary to take any countermeasures.

<Evaluation Result>

In light of the above, some problems have been observed in terms of the institutional/organizational and financial aspects of the implementing agency. Therefore, the sustainability of the project effects is ②.

5 Summary of the Evaluation

The project mostly achieved the Project Purpose as planned because of the high satisfaction of HDTV programmes for education and enlightenment. The Overall Goal has been partially achieved, as the HDTV programmes have been continuously used. As for the efficiency, both project cost and project period exceeded the plan. As for the sustainability, some problems have been observed in terms of the institutional/organizational and financial aspects, though no problems have been observed in policy and technical aspects.

Considering all of the above points, this project is evaluated to be satisfactory.

III. Non-score Items

Additionality and Creative Values:

- As for the Japan’s knowledge and experiences, knowledge and experience of HDTV programme development, disaster prevention programmes were based on Japanese experience. Manuals and guidelines for carrying out research for HDTV programme production, quality disaster risk reduction programmes were developed.
- As for the co-creation (collection of knowledge and resource), through training in Japan and the third country training in Vietnam, collection of knowledge on waste management and traffic management from these trainings resulted in the development of HDTV programmes with solutions for Bangladesh.

IV. Recommendations & Lessons Learned

Recommendations for Implementing Agency:

BTV is recommended to carry out meticulous discussion with budget providing/planning agencies to secure necessary human resources and budget to sustain project effects. BTV is recommended to calculate necessary human resources and budget to sustain project effect. It is better if BTV can resume satisfaction surveys and view rate surveys to provide supporting evidence that HDTV programmes benefit the organization and thus should be funded adequately.

Lessons Learned for JICA:

Project impacts were only partially sustained due to lack of budget to secure enough human resources and to implement trainings using the guidelines and manuals developed by the project. During project formulation, the budget/revenue structure of the implementing agency should be identified in detail, and the ministry/agency in charge of the implementing agency's budget allocation should be included as part of the project stakeholder (e.g. as member of Joint Coordination Committee etc.), so that the budget providing/planning organizations have better understanding about the project content and its benefits. It is also better to include discussion about making sure the necessary human resources and budget to sustain the project outcomes and achieve the overall goal would be duly secured by the partner country should also be included in the Record of Discussions. During the project implementation stage, the implementing agency (with the support from JICA and project team where necessary) should carry out continuous and meticulous discussion throughout the project term to secure future budget and human resources for after the project term. Especially, necessary budget to carry out regular surveys to measure satisfaction and view rates are important in order to provide supporting evidence about the benefits and positive impacts of the project.



BTV using the HD Cameras provided under the project (Photo taken on November 05, 2023)



TV program on physical exercise aired on BTV (Program can be seen from the link: <https://www.youtube.com/watch?v=ymBGXIWpzms>)