

質問回答

2016年2月8日

「(案件名)ミャンマー国 MRTV 能力向上プロジェクト」

(公示日:2016年1月27日/公示番号:151183)について、業務指示書に関する質問と回答は以下のとおりです。

通番号	当該頁項目	質問	回答
1	<p>業務指示書 【第2 業務の目的・内容に関する事項】 2. プロジェクトの概要 (4)活動の概要</p> <p>配布資料 別添3</p>	<p>業務指示書では【成果3に係る活動】として3-1から3-5までの5項目が記載されていますが、配布資料別添3のPDMでは3-1から3-6までの6項目が記載されています。具体的には、以下の通り、配布資料別添3のPDMの項目3-5が業務指示書から削除されています。</p> <p>業務指示書 3-4 MRTVの番組制作部門が、日本の番組制作の実例に基づく日本人専門家の指導を受けつつ、国民の啓発を目的とした番組を制作する。 3-5 MRTVの番組制作部門が、自ら国民の啓発を目的として番組を制作する。</p> <p>配布資料別添3のPDM 3-4 MRTVの番組制作部門が、日本の番組制作の実例に基づく日本人専門家の指導を受けつつ、国民の啓発を目的とした番組を制作する。 3-5 MRTVの番組制作部門が、日本の番組制作の実</p>	<p>業務指示書を正とさせていただきます。 PDM(RD署名版)とRDを改めて添付させていただきます。</p>

		<p>例に基づく日本人専門家の指導を受けつつ、国民への正確・中立・公正な情報提供を目的とする番組を制作する。</p> <p>3-6 MRTV の番組制作部門が、自ら国民の啓発を目的として番組を制作する。</p> <p>業務指示書と配布資料別添 3 の PDM のどちらが正となりますでしょうか。</p>	
2	<p>業務指示書 第9 プロポーザルの評価 1 プロポーザルの評価基準 (2) 評価対象とする業務従事者の予定人月数</p>	<p>評価対象とする業務従事者の予定人月数が 11.00M/M と記載されていますが、評価対象業務従事者の予定人月が全体 90.0M/M に対して 11.00M/M というのは少なすぎると思われますので、これは全体人月に対してではなく、第1年次の約 27.5M/M に対する評価対象業務従事者の予定人月の目途と理解してよろしいでしょうか。</p>	<p>ご理解の通り、全体人月に対してではなく、第1年次の予定人月約 27.5M/M に対する評価対象業務従事者の予定人月の目途が 11.00M/M となります。</p>
3	<p>業務指示書 6, 7 ページ 第9 プロポーザルの評価 1 プロポーザルの評価基準 (2) 評価対象とする業務従事者の予定人月数</p>	<p>当該の予定人月数、11.00 M/M となっていますが、これは1年間あたりの目安でしょうか、それともプロジェクトトータル (= 4年間) の数字でしょうか？</p>	<p>上記2の回答と同じになります。</p>
4	<p>業務指示書 6, 7 ページ</p>	<p>当財団では、業務管理グループを形成し、総括の他に、副</p>	<p>業務管理グループを形成し、副総括を配置する場合、そ</p>

	<p>ジ 第9 プロポーザルの 評価 1 プロポーザルの評価 基準 (1) 評価対象とする業 務従事者の担当分野 放送局運営、番組制 作</p>	<p>総括/機材管理の担当者を提案しようと計画しています。この副総括/機材管理の人月は、上記の評価対象とする業務従事者の予定人月 11.00 M/M に、カウントできますか？</p>	<p>の人月は評価対象とする業務従事者の予定人月にカウントされます。</p>
5	<p>業務指示書 25, 26 ページ</p>	<p>「プロジェクト事業完了報告書については製本することとし、その他の報告書は簡易製本とする」とあるが、1 年次～3 年次のプロGRESS・レポートは、製本する必要はないか。</p>	<p>簡易製本でお願いいたします。</p>
6			

以上

Project Design Matrix

Version 0
Dated 15 December, 2014

案件名:ミャンマーMRTV能力強化プロジェクト
 実施機関:情報省、ミャンマーラジオテレビ局 (MRTV)
 本事業の受益者(ターゲットグループ):放送局運営、機材管理、番組制作、報道を担当するMRTVの職員
 協力期間:4年間
 プロジェクトサイト:タコン(MRTV本局)、ヤンゴン(MRTV支局)

プロジェクト要約	指標	指標データ入手手段	外部条件	Achievement	Remarks
上位目標: MRTVによって、正確・公平・中立な情報が国民に届けられる。	MRTVの視聴者の増加 MRTVの放送内容の信頼性に対する視聴者の認識の変化	・MRTVの視聴者数調査記録 ・MRTVの放送内容 ・視聴者対象の聞き取り調査			
プロジェクト目標 MRTVにおいて、正確・中立・公正な情報を国民に届けるメディアに必要とされる人材が育成される。	MRTV職員による放送内容が、プロジェクト開始時と比して改善される。 MRTVにおいて、番組制作ガイドラインが作成され、遵守される。 MRTV職員が倫理規範及び記者ハンドブックの内容を理解し、国民の人権に配慮しつつ、公正な報道を行う。 MRTVにおいて、放送機材運用・維持管理マニュアルにしたがって、放送機材運用・維持管理が行われる。	・放送機材運用・維持管理記録 ・MRTVの番組制作記録 ・視聴者対象の聞き取り調査 ・MRTVの番組放送記録	MRTVの職員のうちプロジェクト期間内に研修を受けた職員が、MRTVに在籍している。		
成果1:	MRTVにおいて、公共放送局化に向けた組織運営上の課題が明確化され、同課題解決のための対処方針及び組織ビジョンが確められる。 公共放送局化に向けた課題、同課題に対する対処方針、及び組織ビジョンがMRTV及び情報省の中で共有される。 MRTVの公共放送局化に向けた中長期ロードマップ(予算計画含む)が作成される。	・MRTV及び情報省の、公共放送局化に関する記録・計画文書 ・中長期ロードマップ(予算計画書含む)	MRTVの職員のうちプロジェクト期間内に研修を受けた職員が、MRTVに在籍している。		
成果2:	MRTVにおいて、職員の放送機材運用・維持管理にかかる能力が向上する。 現状の放送機材運用・維持管理にかかる職員体制およびそれぞれの役割が明確化される。 MRTVが目標とする放送機材運用・維持管理にかかる要員計画が具体化される。 目標とする要員計画に基づき、適切な要員配置が実施される。 OJT成果確認チェックリストによる記録が日常的に実施され、必要に応じて新しいチェック項目が追加される。 放送機材の維持管理計画が作成され、運用されている。 放送機材の維持管理状況について記録簿が作成され、定期的に更新されている。 放送機材運用・維持管理マニュアルが作成される。	・放送機材運用・維持管理にかかる要員計画 ・OJT実施記録 ・OJT成果確認チェックリスト ・放送機材運用・維持管理マニュアル ・放送機材の維持管理計画 ・放送機材維持管理状況の記録簿			
成果3:	MRTVにおいて、番組制作を担当する職員の番組制作能力が向上する。 現状の番組制作にかかる職員体制およびそれぞれの役割が明確化される。 MRTVが目標とする番組制作にかかる要員計画が具体化される。 目標とする要員計画に基づき、適切な要員配置が実施される。 OJT成果確認チェックリストによる記録が日常的に実施され、必要に応じて新しいチェック項目が追加される。 番組制作ガイドラインが作成され、運用される。	・番組制作にかかる要員計画 ・番組制作OJT実施記録 ・OJT成果確認チェックリスト ・番組制作ガイドライン ・番組制作記録			
成果4:	MRTVにおいて、報道担当者のプロフェッショナリズム(正確・公正な報道)に関する意識が向上する。 現状の報道にかかる職員体制およびそれぞれの役割が明確化される。 MRTVが目標とする報道にかかる要員計画が具体化される。 目標とする要員計画に基づき、適切な要員配置が実施される。 報道担当者向け倫理規範が作成される。 記者ハンドブックが作成される。 独自報道への意識が高まる。	・放送にかかる要員計画 ・報道にかかるOJTの実施記録 ・報道担当者向け倫理規範 ・調査報道の実施記録 ・記者ハンドブック ・独自報道への意識調査			
活動 1-1:	ミャンマー国のメディアの現状を把握するとともに、MRTV及びその聴衆・視聴者にかかるベースラインデータを収集・分析する。	投入: (日本側) 1. 日本人専門家	投入: (ミャンマー側) 1. カウンターパート		


活動 1-2:	MRTVが、各国の公共放送局に関する情報を収集する。
活動 1-3:	MRTVが、公共放送局化に向けた課題(持続的な経営を可能とする予算措置を含む)を抽出する。
活動 1-4:	MRTVが、公共放送局化するための課題への対応方針を作成する。
活動 1-5:	MRTVが、公共放送局化するための組織ビジョンを作成する。
活動 1-6:	MRTVが、公共放送局化に向けた中長期ロードマップを作成する。
活動 2-1:	MRTVの機材担当部門が、放送機材の運用及び維持管理にかかる課題を分析する。
活動 2-2:	MRTVの機材担当部門が、日本人専門家の助言を踏まえつつ、放送機材の運用及び維持管理にかかる職員向けのOJTを実施する。
活動 2-3:	MRTVの機材担当部門が、OJTの結果を踏まえ、放送機材の運用及び維持管理にかかるマニュアルを作成する。
活動 3-1:	MRTVの番組制作部門が、良質な番組を制作するにあたっての課題を分析する。
活動 3-2:	MRTVの番組制作部門が、日本人専門家の助言を踏まえつつ、番組制作の基礎研修及びOJTを実施する。
活動 3-3:	MRTVの番組制作部門が、OJTの結果を踏まえ、番組制作ガイドラインを作成する。
活動 3-4:	MRTVの番組制作部門が、日本の番組制作の実例に基づき日本人専門家の指導を受けつつ、国民の啓発を目的とした番組を制作する。
活動 3-5:	MRTVの番組制作部門が、自ら国民の啓発を目的とした番組を制作する。
活動 4-1:	MRTVの報道担当部門がMRTVの報道にかかる現状と課題を分析する。
活動 4-2:	MRTVの報道担当部門において、日本人専門家の助言を踏まえつつ、報道担当者へのOJTを実施する。
活動 4-3:	MRTVが、OJTの結果を踏まえ、報道担当者向けの倫理規範を作成する。
活動 4-4:	MRTVが、日本人専門家の助言を踏まえつつ、(選挙等の)OJTを通じて独自の視点に基づく報道を実施する。
活動 4-5:	MRTVが、OJTの結果を踏まえ、自ら独自の視点に基づく報道を実施する。
活動 4-6:	MRTVの報道担当部門が、OJTの結果を踏まえ、記者ハンドブックを作成する。

2. 本邦研修
3. 機材供与等

- フロンティアアドバイザー：MRTV ag ex
- プロジェクトマネージャー：MRTV副総裁
- ワーキンググループメンバー

2. 施設と機材
(1) MRTVにおける関連施設と機材

3. ローカルコスト


前提条件
MRTVを公共放送局化するという政策が維持される。

課題と対応策

Project Design Matrix

Project Title: The Project for Capacity Development of the Myanmar Radio and Television (MRTV)
 Implementing Agencies: The Ministry of Information (MOI), Myanmar Radio and Television (MRTV)
 Target Group: MRTV staffs in charge of Broadcasting Institution Management, Equipment Management, Program Production and News Reporting
 Period of Project: 4 years
 Project Site: Nay Pyi Taw Tatfone, Yangon etc

Version 0
Dated 15 December, 2014

Narrative Summary		Objectively Verifiable Indicator	Means of Verification	Important Assumptions	Achievement	Remarks
Overall Goal: Accurate, impartial and fair information is delivered to the people of Myanmar.		<ul style="list-style-type: none"> An increase in the number of audience of MRTV A change in the audience recognition of the credibility of the reporting by MRTV 	<ul style="list-style-type: none"> Investigation reports on the audience of MRTV Contents of broadcasting by MRTV Hearing investigation to the audience of MRTV 			
Project Purpose: Human resources are developed in MRTV to deliver accurate, impartial and fair information to the people of Myanmar.		<ol style="list-style-type: none"> The broadcasting contents by MRTV are improved compared to the broadcasting contents at the launch of the project. In MRTV, program production is conducted in accordance with the Program Production Guideline. The employees of MRTV understand the contents of the Code of Conduct and Reporters' Handbook and report the news respecting fundamental human rights of citizens. In MRTV, broadcasting equipment is operated, maintained and managed in accordance with the manual. 	<ul style="list-style-type: none"> Record of operation and maintenance of broadcasting equipment Record of program production by MRTV Hearing investigation to the audience of MRTV Record of broadcasting by MRTV 	<ul style="list-style-type: none"> Most of the MRTV staff who have been trained during the course of the project remain in MRTV. 		
Output 1:	The organizational and operational issues to be addressed are clarified to transform MRTV into a public broadcaster and a resolution policy and organizational vision are formulated in MRTV.	<ol style="list-style-type: none"> The issues to be addressed to transform MRTV into a public broadcaster, resolution policy and the organizational vision are shared within MRTV and the Ministry of Information and Broadcasting. A middle/long-term roadmap for MRTV to become a public broadcaster which includes a budget plan is formulated. 	<ul style="list-style-type: none"> Record and documents issued by MOI and MRTV for the plan to transform MRTV into a public broadcaster The middle/long-term roadmap including a budget plan 	<ul style="list-style-type: none"> Most of the MRTV staff who have been trained during the course of the project remain in MRTV. 		
Output 2:	The capacity of MRTV staff in charge of operating and maintaining broadcasting equipment is enhanced.	<ol style="list-style-type: none"> The current organizational structure and the roles of the staff in charge of operation and maintenance of broadcasting equipment is clarified. The new plan of organizational structure and roles of the staff in charge of operation and maintenance of broadcasting equipment is drawn. The organizational reform is conducted based on the new plan. "Checklist for the outcome of OJT" is recorded regularly and the contents are updated if necessary. The plan for maintenance of broadcasting equipment is drawn and put in effect. The record of maintenance of broadcasting equipment is kept and updated regularly. The manual on operation and maintenance of broadcasting equipment is developed. 	<ul style="list-style-type: none"> New organizational structure and roles of the staff in charge of operation and maintenance of broadcasting Record of OJT Checklist for the outcome of OJT Manual on operation and maintenance of broadcasting equipment Plan for maintenance of broadcasting equipment Record of maintenance of broadcasting equipment 			
Output 3:	The capacity of MRTV staff in charge of program production is enhanced.	<ol style="list-style-type: none"> The current organizational structure and the roles of the staff in charge of program production is clarified. The new plan of organizational structure and roles of the staff in charge of program production is drawn. The organizational reform is conducted based on the new plan. "Checklist for the Outcome of OJT" is recorded regularly and the contents are updated if necessary. Program Production Guideline is developed and followed by the staff of MRTV. 	<ul style="list-style-type: none"> New organizational structure and roles of the staff in charge of program production Record of OJT Checklist for the Outcome of OJT Program Production Guideline Record of program production 			
Output 4:	The awareness towards professionalism (accurate and fair news) is raised among MRTV staff in charge of news reporting.	<ol style="list-style-type: none"> The current organizational structure and the roles of the staff in charge of news reporting is clarified. The new plan of organizational structure and roles of the staff in charge of news reporting is drawn. The organizational reform is conducted based on the new plan. A Code of Conduct for news reporters is developed. A Reporters' Handbook is developed. The awareness on independent reporting is enhanced. 	<ul style="list-style-type: none"> New organizational structure and roles of the staff in charge of news reporting Record of OJT A Code of Conduct for news reporters A Reporters' Handbook Investigation of the awareness on independent reporting among the staff of MRTV 			

Activity 1-1:	Baseline data are collected and analyzed to grasp the current situation of media and its audience in Myanmar including those of MRTV.	Input: (Japanese Side) 1. JICA Experts	Input: (Myanmar Side) 1. Counterpart Personnel - Project Director: Director General of MRTV - Project Managers: Deputy Director General of MRTV - Members of Working Groups	
Activity 1-2:	Information on public broadcasting institutions in other countries is provided.	2. Training in Japan	2. Facility and Equipment (1) Relevant facilities and equipment at MRTV	
Activity 1-3:	Issues to be addressed are clarified to transform MRTV into a public broadcaster (including budget management of MRTV for sustainable management).	3. Equipment etc.	3. Local Cost	
Activity 1-4:	Strategies to overcome issues are planned to transform MRTV into a public broadcaster.			Pre-Conditions
Activity 1-5:	Organizational vision is formulated to transform MRTV into a public broadcaster.			- Policy to transform MRTV into a public broadcaster is sustained.
Activity 1-6:	Middle/long-term roadmap for MRTV to become a public broadcaster is formulated based on the draft of Broadcasting Law.			
Activity 2-1:	Issues related to operation and maintenance of broadcasting equipment are analyzed.			<Issues and countermeasures>
Activity 2-2:	OJT related to operation and maintenance of broadcasting equipment is conducted to the staff of MRTV who are in charge of equipment.			
Activity 2-3:	A manual on operation and maintenance of broadcasting equipment is developed based on the contents of OJT.			
Activity 3-1:	Issues relating to program production are analyzed.			
Activity 3-2:	Basic seminars as well as OJT related to program production are conducted to the staff of MRTV who are in charge of program production.			
Activity 3-3:	A guideline for program production is developed based on the contents of OJT.			
Activity 3-4:	The staff of MRTV who are in charge of program production are taught on how to make programs to raise awareness about social issues based on examples of Japanese programs.			
Activity 3-5:	Programs to raise awareness about social issues are produced by the staff of MRTV who are in charge of program production.			
Activity 4-1:	The current situation and issues related to news reporting are analyzed.			
Activity 4-2:	OJT related to news reporting is conducted to the staff of MRTV who are in charge of news reporting.			
Activity 4-3:	A Code of Conduct for news reporters is developed based on the contents of OJT.			
Activity 4-4:	The staff of MRTV in charge of news reporting are taught on how to conduct independent reporting which includes election reporting.			
Activity 4-5:	The staff of MRTV in charge of news reporting conduct independent reporting.			
Activity 4-6:	A Reporters' Handbook is developed based on the contents of OJT.			

RECORD OF DISCUSSIONS

ON

**THE PROJECT FOR CAPACITY DEVELOPMENT OF
THE MYANMA RADIO AND TELEVISION (MRTV)**

IN

THE REPUBLIC OF THE UNION OF MYANMAR

AGREED UPON BETWEEN

**MYANMA RADIO AND TELEVISION,
THE MINISTRY OF INFORMATION,
THE GOVERNMENT OF THE REPUBLIC OF THE UNION OF
MYANMAR**


AND

JAPAN INTERNATIONAL COOPERATION AGENCY

Nay Pyi Taw Tatfone, 14 August, 2015



Mr. Keiichiro Nakazawa
Chief Representative
JICA Myanmar Office
Japan International Cooperation Agency



Mr. Win Kyi
Acting Director General
Myanma Radio and Television,
The Ministry of Information,
The Republic of the Union of
Myanmar

Based on the minutes of meetings on the Detailed Planning Survey on the Project for Capacity Development of the Myanmar Radio and Television (MRTV) (hereinafter referred to as "the Project") signed on 16 October, 2014 between the Ministry of Information (hereinafter referred to as "MOI") and the Japan International Cooperation Agency (hereinafter referred to as "JICA"), JICA held a series of discussions with MOI and Myanmar Radio and Television (hereinafter referred to as "MRTV") and relevant organizations to develop a detailed plan of the Project.

All the parties agreed the details of the Project and main points discussed as described in the Appendix 1 and the Appendix 2, respectively, and to request their respective governments to proceed with the necessary procedures for implementation of the Project.

All the parties also agreed that MOI and MRTV, the counterpart to JICA, will be responsible for the implementation of the Project in cooperation with JICA, coordinate with other relevant organizations and ensure that the self-reliant operation of the Project is sustained during and after the implementation period in order to contribute toward social and economic development of the Republic of the Union of Myanmar (hereinafter referred to as "Myanmar").

The Project will be implemented within the framework of the Note Verbales to be exchanged between the Government of Japan (hereinafter referred to as "GOJ") and the Government of Myanmar (hereinafter referred to as "GOM").

The effectiveness of the record of discussions is subject to the exchange of the Note Verbales and the approval of JICA.

Appendix 1: Project Description

Appendix 2: Main Points Discussed

PROJECT DESCRIPTION

Both parties confirmed that there are some changes in the Project Description agreed on in the minutes of meetings on the Detailed Planning Survey on the Project signed on 16 October, 2014. The changes are described in Appendix 2.

I. BACKGROUND

Upon the political transition in 2011, the Government of the Republic of the Union of Myanmar has planned to carry out major reforms in various aspects in media, whereas there still rest a lot of challenges including political antagonism and ethnic division. In view of development of a sound democracy and promotion of mutual understanding among the people of Myanmar, it would be critically significant to establish accurate, impartial and fair mass media.

It is, from this point of view, expected that MRTV, which has the largest coverage, 91% of the whole territory, and is going to be re-organized from state-owned to public broadcaster, play a role of cornerstone of democracy, by reporting in an accurate, impartial and fair fashion and by producing high-quality programs which esteem multi-cultural and multi-ethnic attribute of the country.

During the democratizing process, prepublication censorship was eliminated in 2012, Privately-owned daily newspapers resumed production in 2013. And in March 2014, the new media laws were approved which stipulate the total abolishment of censorship and assure the right to access to official information of the government. Under the same context, a bill to re-organize MRTV into a public broadcaster is being discussed in the Parliament.

The Government of Myanmar, in this circumstances, submitted the application form for the Project to the Government of Japan. And the latter adopted the application in June 2014.

II. OUTLINE OF THE PROJECT

Details of the Project are described in the Logical Framework (Project Design Matrix: PDM) (Annex 1) and the tentative Plan of Operation (Annex 2).

1. Input

- (1) Input by JICA
 - (a) Dispatch of Experts
 - (b) Training in Japan
 - (c) Machinery and Equipment
 - Limited provision based on the needs

In case of importation, the machinery, equipment and other materials

under II-1 (1) (c) above will become the property of GOM upon being delivered C.I.F. (cost, insurance and freight) to the Myanmar authorities concerned at the ports and/or airports of disembarkation.

Input other than indicated above will be determined through mutual consultations between JICA, MOI and MRTV during the implementation of the Project, as necessary.

(2) Input by Myanmar side

(2-1) MOI

MOI will take necessary measures to provide at its own expense:

- (a) Services of MOI's counterpart personnel and administrative personnel as referred to in No.III;
- (b) Suitable office space with necessary equipment;
- (c) Supply or replacement of machinery, equipment, instruments, vehicles, tools, spare parts and any other materials necessary for the implementation of the Project other than the equipment provided by JICA;
- (d) Information as well as support in obtaining medical service;
- (e) Credentials or identification cards;
- (f) Available data (including maps and photographs) and information related to the Project;
- (g) Running expenses necessary for the implementation of the Project;
- (h) Expenses necessary for transportation within Myanmar of the equipment referred to in II-1 (1) as well as for the installation, operation and maintenance thereof; and
- (i) Necessary facilities to the JICA experts for the remittance as well as utilization of the funds introduced into [recipient country] from Japan in connection with the implementation of the Project

(2-2) MRTV

MRTV will take necessary measures to provide at its own expense:

- (a) Services of MRTV's counterpart personnel and administrative personnel as referred to in No.III;
- (b) Suitable office space with necessary equipment;
- (c) Supply or replacement of machinery, equipment, instruments, vehicles, tools, spare parts and any other materials necessary for the implementation of the Project other than the equipment provided by JICA;
- (d) Information as well as support in obtaining medical service;
- (e) Credentials or identification cards;
- (f) Available data (including maps and photographs) and information related to the Project;
- (g) Running expenses necessary for the implementation of the Project;
- (h) Expenses necessary for transportation within Myanmar of the equipment referred to in II-1 (1) as well as for the installation, operation and maintenance thereof; and
- (i) Necessary facilities to the JICA experts for the remittance as well as

utilization of the funds introduced into Myanmar from Japan in connection with the implementation of the Project

2. Implementation Structure

The Project organization chart is given in the Annex 3. The roles and assignments of relevant organizations are as follows:

(1) Myanmar side

(a) Project Director

will be responsible for overall administration and implementation of the Project.

(b) Project Manager

will be responsible for managerial and technical matters of the Project

(2) JICA Experts

The JICA experts will give necessary technical guidance, advice and recommendations to MOI and MRTV on any matters pertaining to the implementation of the Project.

(3) Joint Coordinating Committee

Joint Coordinating Committee (hereinafter referred to as "JCC") will be established in order to facilitate inter-organizational coordination. JCC will be held at least once a year and whenever deems it necessary. JCC will approve an annual work plan, review overall progress, conduct evaluation of the Project, and exchange opinions on major issues that arise during the implementation of the Project. A list of proposed members of JCC is shown in the Annex 4.

3. Project Site(s) and Beneficiaries

(1) Project Site:

Nay Pyi Taw Tatkone and Yangon

(2) Beneficiaries:

MOI officials and MRTV Staffs

4. Duration

The duration of the Project will be Four (4) years from the date of first arrival of the JICA experts.

5. Environmental and Social Considerations

MOI and MRTV agreed to abide by 'JICA Guidelines for Environmental and Social Considerations' in order to ensure that appropriate considerations will be made for the environmental and social impacts of the Project.

III. UNDERTAKINGS OF MOI

1.MOI will take necessary measures to:

- (1) ensure that the technologies and knowledge acquired by the Myanmar nationals as a result of Japanese technical cooperation contributes to the economic and social development of Myanmar, and that the knowledge and experience acquired by the personnel of Myanmar from technical training as well as the equipment provided by JICA will be utilized effectively in the implementation of the Project; and
- (2) grant privileges, exemptions and benefits to the JICA experts referred to in II-1 (1) above and their families, which are no less favorable than those granted to experts and members of the missions and their families of third countries or international organizations performing similar missions in Myanmar.

2.MOI will take necessary measures to:

- (1) provide security-related information as well as measures to ensure the safety of the JICA experts;
- (2) permit the JICA experts to enter, leave and sojourn in Myanmar for the duration of their assignments therein and exempt them from foreign registration requirements and consular fees.
- (3) exempt the JICA experts from taxes and any other charges on the equipment, machinery and other material necessary for the implementation of the Project;
- (4) exempt the JICA experts from income tax and charges of any kind imposed on or in connection with any emoluments or allowances paid to them and/or remitted to them from abroad for their services in connection with the implementation of the Project; and
- (5) meet taxes and any other charges on the equipment, machinery and other material, referred to in II-1(1) above, necessary for the implementation of the Project.

3.MOI will bear claims, if any arises, against the JICA experts resulting from, occurring in the course of, or otherwise connected with, the discharge of their duties in the implementation of the Project, except when such claims arise from gross negligence or willful misconduct on the part of the JICA experts.

IV. MONITORING AND EVALUATION

JICA, MOI and MRTV will jointly and regularly monitor the progress of the Project through the Monitoring Sheets based on the Project Design Matrix (PDM) and Plan of Operation (PO). The Monitoring Sheets shall be reviewed every six (6) months.

Also, Project Completion Report shall be drawn up one (1) month before the termination of the Project.

JICA will conduct the following evaluations and surveys to mainly verify

sustainability and impact of the Project and draw lessons. MOI and MRTV are required to provide necessary support for them.

1. Ex-post evaluation three (3) years after the project completion, in principle
2. Follow-up surveys on necessity basis

V. PROMOTION OF PUBLIC SUPPORT

For the purpose of promoting support for the Project, MOI and MRTV will take appropriate measures to make the Project widely known to the people of Myanmar.

VI. Misconduct

If JICA receives information related to suspected corrupt or fraudulent practices in the implementation of the Project, MOI, MRTV and relevant organizations shall provide JICA with such information as JICA may reasonably request, including information related to any concerned official of the government and/or public organizations of the Myanmar.

MOI, MRTV and relevant organizations shall not, unfairly or unfavorably treat the person and/or company which provided the information related to suspected corrupt or fraudulent practices in the implementation of the Project.

VII. MUTUAL CONSULTATION

JICA, MOI and MRTV will consult each other whenever any major issues arise in the course of Project implementation.

VIII. AMENDMENTS

The record of discussions may be amended by the minutes of meetings between JICA, MOI and MRTV.

The minutes of meetings will be signed by authorized persons of each side who may be different from the signers of the record of discussions.

- Annex 1 Logical Framework (Project Design Matrix: PDM)
- Annex 2 Tentative Plan of Operation
- Annex 3 Project Implementation Structure
- Annex 4 Joint Coordinating Committee

MAIN POINTS DISCUSSED

All the parties concerned agreed to revise Project Design Matrix (PDM) (Annex 1) and Tentative Plan of Operation (Annex 2) prepared during the Detailed Planning Survey for the smooth and effective implementation of the Project. Major revisions made are as follows:

1. Annex 1 (PDM)

The aim of this project is to make MRTV a public broadcaster which delivers accurate, impartial and fair information to the whole nation of Myanmar, irrespective of ethnicities, or social belonging. So it would be appropriate to delete "ethnic minorities and socially vulnerable people" from Objectively Verifiable Indicator 3) of Project Purpose in PDM, in order to avoid attracting attention only to those groups.

2. Annex 1 (PDM)

It would be appropriate to delete Activity 3-5 since the activity of program production for election is included in Activity 3-4 and 3-6 of PDM of the formal version.

3. Annex 2 (Tentative Plan of Operation)

A new sheet of Plan of Operation which includes inputs plan and monitoring plan is attached to R/D. This is according to the new method which JICA introduced recently.

Project Design Matrix

Project Title: The Project for Capacity Development of the Myanmar Radio and Television (MRTV)
Implementing Agencies: The Ministry of Information (MOI), Myanmar Radio and Television (MRTV)
Target Group: MRTV staffs in charge of Broadcasting Institution Management, Equipment Management, Program Production and News Reporting

Period of Project: 4 years
Project Site: Nay Pyi Taw Tatkhone, Yangon etc

Version 0
Dated 15 December, 2014

Narrative Summary	Objectively Verifiable Indicator	Means of Verification	Important Assumptions	Achievement	Remarks
<p>Overall Goal: Accurate, impartial and fair information is delivered to the people of Myanmar.</p>	<ul style="list-style-type: none"> • An increase in the number of audience of MRTV • A change in the audience recognition of the credibility of the reporting by MRTV 	<ul style="list-style-type: none"> • Investigation reports on the audience of MRTV • Contents of broadcasting by MRTV • Hearing investigation to the audience of MRTV 			
<p>Project Purpose: -Human resources are developed in MRTV to deliver accurate, impartial and fair information to the people of Myanmar.</p>	<ol style="list-style-type: none"> 1) The broadcasting contents by MRTV are improved compared to the broadcasting contents at the launch of the project. 2) In MRTV, program production is conducted in accordance with the Program Production Guideline. 3) The employees of MRTV understand the contents of the Code of Conduct and Reporters' Handbook and report the news respecting fundamental human rights of citizens. 4) In MRTV, broadcasting equipment is operated, maintained and managed in accordance with the manual. 	<ul style="list-style-type: none"> • Record of operation and maintenance of broadcasting equipment • Record of program production by MRTV • Hearing investigation to the audience of MRTV • Record of broadcasting by MRTV 	<ul style="list-style-type: none"> • Most of the MRTV staff who have been trained during the course of the project remain in MRTV. 		
<p>Output 1: The organizational and operational issues to be addressed are clarified to transform MRTV into a public broadcaster and a resolution policy and organizational vision are formulated in MRTV.</p>	<ol style="list-style-type: none"> 1) The issues to be addressed to transform MRTV into a public broadcaster, resolution policy and the organizational vision are shared within MRTV and the Ministry of Information and Broadcasting. 2) A middle/long-term roadmap for MRTV to become a public broadcaster which includes a budget plan is formulated. 	<ul style="list-style-type: none"> •Record and documents issued by MOI and MRTV for the plan to transform MRTV into a public broadcaster •The middle/long-term roadmap including a budget plan 	<ul style="list-style-type: none"> •Most of the MRTV staff who have been trained during the course of the project remain in MRTV. 		
<p>Output 2: The capacity of MRTV staff in charge of operating and maintaining broadcasting equipment is enhanced.</p>	<ol style="list-style-type: none"> 1) The current organizational structure and the roles of the staff in charge of operation and maintenance of broadcasting equipment is clarified. 2) The new plan of organizational structure and roles of the staff in charge of operation and maintenance of broadcasting equipment is drawn. 3) The organizational reform is conducted based on the new plan. 4) "Checklist for the outcome of OJT" is recorded regularly and the contents are updated if necessary. 5) The plan for maintenance of broadcasting equipment is drawn and put in effect. 6) The record of maintenance of broadcasting equipment is kept and updated regularly. 7) The manual on operation and maintenance of broadcasting equipment is developed. 	<ul style="list-style-type: none"> •New organizational structure and roles of the staff in charge of operation and maintenance of broadcasting •Record of OJT •Checklist for the outcome of OJT •Manual on operation and maintenance of broadcasting equipment •Plan for maintenance of broadcasting equipment •Record of maintenance of broadcasting equipment 			
<p>Output 3: The capacity of MRTV staff in charge of program production is enhanced.</p>	<ol style="list-style-type: none"> 1) The current organizational structure and the roles of the staff in charge of program production is clarified. 2) The new plan of organizational structure and roles of the staff in charge of program production is drawn. 3) The organizational reform is conducted based on the new plan. 4) "Checklist for the Outcome of OJT" is recorded regularly and the contents are updated if necessary. 5) Program Production Guideline is developed and followed by the staff of MRTV. 	<ul style="list-style-type: none"> •New organizational structure and roles of the staff in charge of program production •Record of OJT •Checklist for the Outcome of OJT •Program Production Guideline •Record of program production 			
<p>Output 4: The awareness towards professionalism (accurate and fair news) is raised among MRTV staff in charge of news reporting.</p>	<ol style="list-style-type: none"> 1) The current organizational structure and the roles of the staff in charge of news reporting is clarified. 2) The new plan of organizational structure and roles of the staff in charge of news reporting is drawn. 3) The organizational reform is conducted based on the new plan. 4) A Code of Conduct for news reporters is developed. 5) A Reporters' Handbook is developed. 6) The awareness on independent reporting is enhanced. 	<ul style="list-style-type: none"> • New organizational structure and roles of the staff in charge of news reporting • Record of OJT • A Code of Conduct for news reporters • A Reporters' Handbook • Investigation of the awareness on independent reporting among the staff of MRTV 			

<p>Activity 1-1: Baseline data are collected and analyzed to grasp the current situation of media and its audience in Myanmar including those of MRTV.</p>	<p>Input: (Japanese Side) 1. JICA Experts 2. Training in Japan 3. Equipment etc.</p>	<p>Input: (Myanmar Side) 1. Counterpart Personnel - Project Director: Director General of MRTV - Project Managers: Deputy Director General of MRTV - Members of Working Groups 2. Facility and Equipment (1) Relevant facilities and equipment at MRTV 3. Local Cost</p>
<p>Activity 1-2: Information on public broadcasting institutions in other countries is provided.</p>		
<p>Activity 1-3: Issues to be addressed are clarified to transform MRTV into a public broadcaster (including budget management of MRTV for sustainable management).</p>		
<p>Activity 1-4: Strategies to overcome issues are planned to transform MRTV into a public broadcaster.</p>		
<p>Activity 1-5: Organizational vision is formulated to transform MRTV into a public broadcaster.</p>		
<p>Activity 1-6: Middle/long-term roadmap for MRTV to become a public broadcaster is formulated based on the draft of Broadcasting Law.</p>		
<p>Activity 2-1: Issues related to operation and maintenance of broadcasting equipment are analyzed.</p>		
<p>Activity 2-2: OJT related to operation and maintenance of broadcasting equipment is conducted to the staff of MRTV who are in charge of equipment.</p>		
<p>Activity 2-3: A manual on operation and maintenance of broadcasting equipment is developed based on the contents of OJT.</p>		
<p>Activity 3-1: Issues relating to program production are analyzed.</p>		
<p>Activity 3-2: Basic seminars as well as OJT related to program production are conducted to the staff of MRTV who are in charge of program production.</p>		
<p>Activity 3-3: A guideline for program production is developed based on the contents of OJT.</p>		
<p>Activity 3-4: The staff of MRTV who are in charge of program production are taught on how to make programs to raise awareness about social issues based on examples of Japanese programs.</p>		
<p>Activity 3-5: Programs to raise awareness about social issues are produced by the staff of MRTV who are in charge of program production.</p>		
<p>Activity 4-1: The current situation and issues related to news reporting are analyzed.</p>		
<p>Activity 4-2: OJT related to news reporting is conducted to the staff of MRTV who are in charge of news reporting.</p>		
<p>Activity 4-3: A Code of Conduct for news reporters is developed based on the contents of OJT.</p>		
<p>Activity 4-4: The staff of MRTV in charge of news reporting are taught on how to conduct independent reporting which includes election reporting.</p>		
<p>Activity 4-5: The staff of MRTV in charge of news reporting conduct independent reporting.</p>		
<p>Activity 4-6: A Reporters' Handbook is developed based on the contents of OJT.</p>		

Pre-Conditions

-Policy to transform MRTV into a public broadcaster is sustained.



<Issues and countermeasures>

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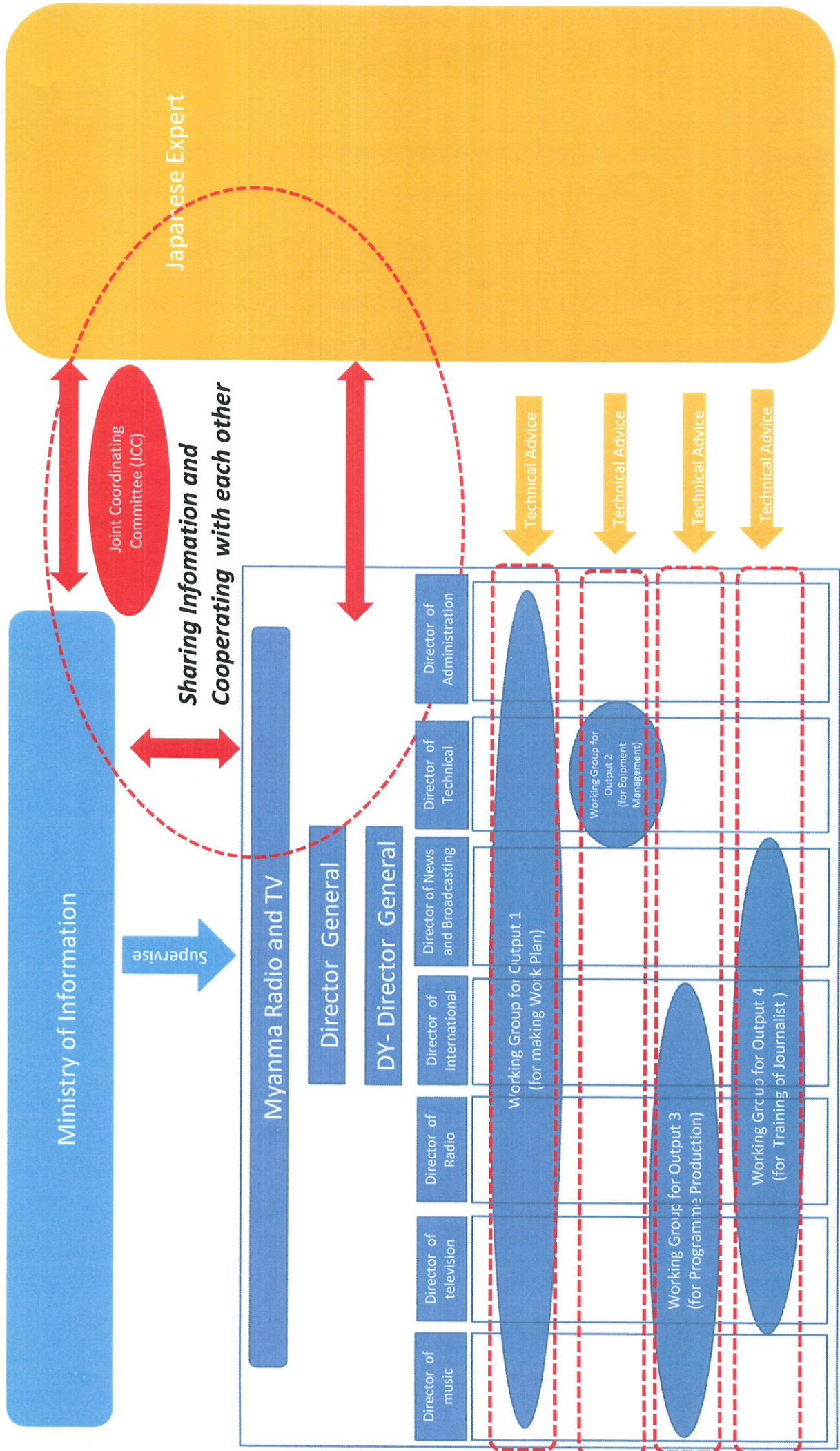
Tentative Plan of Operation

Version 0
Dated 15, December, 2014

Project Title: The Project for Capacity Development of the Myanmar Radio and Television (MRTV)													Monitoring										
Inputs	Year												Remarks	Issue	Solution								
	1st Year		2nd Year		3rd Year		4th Year		5th Year		6th Year					7th Year							
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	Achievements	Issue & Countermeasures	
JICA Experts																							
JICA Experts (to be determined)																							
Training in Japan																							
Training in Japan (to be determined)																							
Equipment																							
Equipment (to be determined)																							
Activities																							
Sub-Activities																							
Output 1:																							
1-1: Baseline data are collected and analyzed to grasp the current situation of media and its audience in Myanmar including those of MRTV.	Plan																						
	Actual																						
1-2: Information on public broadcasting institutions in other countries is provided.	Plan																						
	Actual																						
1-3: Issues to be addressed are clarified to transform MRTV into a public broadcaster (including budget management of MRTV for sustainable management).	Plan																						
	Actual																						
1-4: Strategies to overcome issues are planned to transform MRTV into a public broadcaster.	Plan																						
	Actual																						
1-5: Organizational vision is formulated to transform MRTV into a public broadcaster.	Plan																						
	Actual																						
1-6: Middle/long-term roadmap for MRTV to become a public broadcaster is formulated based on the draft of Broadcasting Law.	Plan																						
	Actual																						
Output 2:																							
2-1: Issues related to operation and maintenance of broadcasting equipment are analyzed.	Plan																						
	Actual																						
2-2: OJT related to operation and maintenance of broadcasting equipment is conducted to the staff of MRTV who are in charge of equipment.	Plan																						
	Actual																						
2-3: A manual on operation and maintenance of broadcasting equipment is developed based on the contents of OJT.	Plan																						
	Actual																						
Output 3:																							
3-1: Issues relating to program production are analyzed.	Plan																						
	Actual																						
3-2: Basic seminars as well as OJT related to program production are conducted to the staff of MRTV who are in charge of program production.	Plan																						
	Actual																						
3-3: A guideline for program production is developed based on the contents of OJT.	Plan																						
	Actual																						

Activities	1st Year				2nd Year				3rd Year				4th Year				5th Year				6th Year				7th Year				Responsible Organization	Achievements	Issue & Countermeasures						
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV				Japan	Myanmar				
Sub-Activities	Plan																												Japan	Myanmar							
	Actual																												JICA	MRTV							
3-4: The staff of MRTV who are in charge of program production are taught on how to make programs to raise awareness about social issues based on examples of Japanese programs.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
3-5: Programs to raise awareness about social issues are produced by the staff of MRTV who are in charge of program production.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
Output 4:	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-1: The current situation and issues related to news reporting are analyzed.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-2: OJT related to news reporting is conducted to the staff of MRTV who are in charge of news reporting.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-3: A Code of Conduct for news reporters is developed based on the contents of OJT.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-4: The staff of MRTV in charge of news reporting are taught on how to conduct independent reporting which includes election reporting.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-5: The staff of MRTV in charge of news reporting conduct independent reporting.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
4-6: A Reporters' Handbook is developed based on the contents of OJT.	Plan																												JICA	MRTV							
	Actual																												JICA	MRTV							
Duration / Phasing																													Plan	Actual							
Monitoring Plan																													Year	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year	7th Year	
Monitoring	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	Remarks	Issue	Solution						
	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual									
Joint Coordinating Committee	●				●				●				●				●				●				●												
Set-up the Detailed Plan of Operation	▲				▲				▲				▲				▲				▲				▲												
Submission of Monitoring Sheet	▲				▲				▲				▲				▲				▲				▲												
Monitoring Mission from Japan	▲				▲				▲				▲				▲				▲				▲												
Joint Monitoring	▲				▲				▲				▲				▲				▲				▲												
Post Monitoring	▲				▲				▲				▲				▲				▲				▲												
Reports/Documents																																					
Inception Report	▲																																				
Progress Report	▲																																				
Project Completion Report	▲																																				
Public Relations	▲																																				
Establishment and Operation of Web Site	▲																																				

Implementation Structure



JOINT COODINATION COMMITTEE**1. Functions**

The Joint Coordination Committee (hereinafter referred to as "JCC") is established for the effective implementation of the Project. The functions of JCC are as follows;

- (1) To discuss annual work plan of the Project
- (2) To review the overall progress and achievement of the Project
- (3) To review and exchange views on major issues on the Project

2. Frequency of JCC meetings

JCC meetings will be held at least once a year. It is presumed that JCC meetings may make use of the opportunities arising from the dispatch of JICA missions, whenever appropriate. Chairpersons of JCC have authorities to hold JCC meetings.

3. Composition of the members

(1) Chairperson

- Director General of MRTV

(2) Members

Representatives of following organizations

- MOI
- MRTV
- JICA experts
- JICA Myanmar Office
- JICA Headquarters

*Myanmar side and JICA can invite other personnel as attendee if necessary.

*Chairperson has authority to invite other personnel as observer if necessary.