



Sindh Union Council and Community Economic
Strengthening Support Programme
SUCCESS is funded by the European Union



SUCCESS RSPN COMMUNICATIONS FIELD VISIT TO PROJECT AREAS 2020 REPORT



Website: www.rspn.org
Website: www.success.org.pk
Facebook: www.facebook.com/successprogramme
Twitter: @SUCCESSinSindh

Lead Author:

Anjum Malik, Communications Officer, SUCCESS, RSPN

Contributors:

Khimchand Sanjo, Communications Officer, SUCCESS, TRDP

Reviewed By:

Fazal Ali Saadi, Programme Manager, SUCCESS, RSPN

Designing By:

Anjum Malik, Communications Officer, SUCCESS, RSPN

Every effort has been made to verify the accuracy of the information contained in this report. All information was deemed to be correct as of March 2020. Nevertheless, the Rural Support Programmes Network (RSPN) cannot accept responsibility of the consequences of its use for other purposes or in other contexts.

© 2020 Rural Support Programmes Network (RSPN). All rights reserved. Licensed to the European Union under conditions



"This Publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the Rural Support Programmes Network (RSPN) and do not necessarily taken to reflect the views of the European Union."

EUROPEAN UNION

More information about the European Union is available on:
Web: https://eeas.europa.eu/delegations/pakistan_en
Facebook: European Union in Pakistan
Twitter: @EUPakistan

ACKNOWLEDGEMENTS

The SUCCESS RSPN communications field visit to Sindh was one component of a week-long field trip which comprised various programme aspects including research, knowledge management, and monitoring and evaluation. This trip was the first post COVID-19 field visit undertaken by the SUCCESS RSPN after a hiatus of six months and was the result of mutual effort and collaboration among the SUCCESS stakeholders and partners. Without each of their individual contributions, this field visit would not have been possible.

RSPN is grateful to our implementing RSP TRDP for organising and facilitating the one-day media visit to four different locations in district Jamshoro, and the one-day field stories and interview collection trip to Sewan Sharif. A special thanks goes to TRDP CEO Mr. Allah Nawaz Samoo, who came from Tharpakar to meet the journalists and RSPN team, other TRDP colleagues Ms. Nasreen Khan, Mr. Saleem Junejo, Mr. Khimchand Sanjo, Mr. Saed Soomro, and Ms. Baby Naz as well as the three lady journalists Ms. Sheher Bano (from The News), Ms. Mona Siddiqui (from Neo TV), and Ms. Sheema Siddiqui (from Geo News).

The SUCCESS RSPN team is particularly honoured and obliged to our partners at Habib University, Karachi in hosting us for a campus visit on such short notice. We extend our thanks to Assistant Dean Prof. Massimo Ramaioli, Prof. Shama Dossa, and student YDPs Amna Haider and Tayyaba Mahmood for their warm welcome and hospitality.

Last, but never least, the SUCCESS programme will always be indebted to our courageous and resilient rural women partners and their families residing in TRDP district Jamshoro who warmly welcomed the communications department into their homes and patiently indulged all our questions and queries during the one-day media visit as well as the one-day field stories and interview collection trip. You inspire us every day.

TABLE OF CONTENTS

Acknowledgements.....	2
Overview.....	4
Day One: Media Field Visit.....	5
Village Garwari	
Village Amri	
Village Sono Rind	
Bakhtawar Hospital	
Day Two: Field Stories and Interview Collection Trip.....	7
TRDP Field Unit Office Sewan Sharif	
Interview with IGG Beneficiary	
Interview with VO Leader	
Day Three: Campus Visit to Habib University, Karachi.....	9
Outcomes and Deliverables.....	10
Annex I: TRDP Media Team Field Visit Plan.....	11

OVERVIEW

The 2020 SUCCESS RSPN communications field visit was one aspect of the overall SUCCESS RSPN team's field visit to the programme districts in Interior Sindh which incorporated activities of research, monitoring and evaluation, and communications. The research, and monitoring and evaluation activities included monitoring the ongoing (i) RTC midline survey, (ii) data collection process of the financial access intervention of the SUCCESS programme on poor households, and (iii) participating in the progress review and planning meeting with the implementing RSPs.

This report will only focus on the activities conducted by the SUCCESS RSPN communications department in collaboration with the SUCCESS TRDP field partners. These activities included a one-day media visit on Monday, 28th September, 2020 in TRDP district Jamshoro; a one-day field stories and interview collection trip in Sewan Sharif, TRDP district Jamshoro on Tuesday, 29th September, 2020; and a campus visit of Habib University, Karachi on Friday, 2nd October, 2020.

The activities of the SUCCESS-RSPN communications department were designed with multiple outcomes in mind. The one-day media visit was organised to produce news articles in collaboration with three lady journalists based in Karachi, while the one-day field stories and interview collection trip sought to explore new communications territory and engage the SUCCESS rural women partners as global citizens in debates on global issues. The perspectives of the rural women partners could then be showcased in upcoming webinars and digital dialogues to enhance diversity and inclusiveness.

Lastly, the Habib University campus visit was an opportunity for the RSPN SUCCESS team to meet with their academic partners, especially the two student YDPs who were part of the SUCCESS programme's first COVID-19 intern batch. The campus visit was the first time that the RSPN SUCCESS team met with the Habib University student YDPs. The new members of the SUCCESS RSPN team also availed a crucial opportunity to meet with the long-standing academic partners of the programme at Habib University and strengthen ties with them for future projects.

Because the RSPN SUCCESS team had undergone a significant turnover during the start of the COVID-19 pandemic, most of the team members had engaged with each other virtually. The week-long field trip to Sindh, the first post COVID-19 field visit for the RSPN SUCCESS team occurring after a hiatus of six months since the outbreak of the pandemic, was a great team building exercise where the new team was able to get better acquainted.

DAY ONE: MEDIA FIELD VISIT

Date: Monday - 28th September, 2020

Team Members: Fazal Ali Saadi (SUCCESS RSPN Programme Manager)
Anjum Malik (SUCCESS RSPN Communications Officer)
Nasreen Khan (SUCCESS TRDP District Manager Jamshoro)
Saleem Junejo (SUCCESS TRDP Coordinator MER)
Khimchand Sanjo (SUCCESS TRDP Communications Officer)
Sheher Bano (journalist The News)
Mona Siddiqui (journalist Neo TV)
Sheema Siddiqui (journalist Geo News)

The SUCCESS RSPN team travelled from Islamabad to Karachi on Sunday, 27th September, 2020 where they met up with the three lady journalists. From Karachi airport, the group travelled together to Hyderabad and stayed the night at Indus Hotel, Hyderabad. The evening of the group's arrival in Hyderabad was marked by a special dinner organized by TRDP for the SUCCESS RSPN team and the lady journalists. The dinner was hosted by TRDP CEO Allah Nawaz Samoo and included lengthy discussions on various development issues pertaining to the SUCCESS programme.

The next day, on Monday 28th September 2020, the group met with members of the TRDP field staff and embarked on the one-day media visit in four locations of district Jamshoro. The visit was organised by TRDP.

The group first visited Garwari Village, Jamshoro where they saw the production process of a local rope-making industry, after which a detailed discussion was held



with the women CIF beneficiaries and women Community Institution members concerning aspects of women and children health and nutrition, micro-health insurance, women empowerment, and income generation. Special attention was given to how these critical themes were highlighted through various SUCCESS components and how the lives of the rural women partners and their families had changed since the SUCCESS programme.

The next stop was the village of Amri, Jamshoro where a meeting with Local Support Organisation (LSO) 'Manzil' was organised to include discussions with IGG and TVST beneficiaries, CRPs, and micro-health insurance card holders. Special attention was given to the discussion of post-programme sustainability and how the rural women beneficiaries of SUCCESS would continue using their skills, resources, and linkages after the programme had concluded. The LSO office

was located next to the Amri Archaeological Museum so the group were also given a tour and informed of the Amri village's historical significance.



The third stop to Sono Rind Village, Jamshoro allowed the journalists to talk with a CIF beneficiary who had invested in an electric flour mill, MHI beneficiaries, and observe a CPI hand pump. An important aspect of this stop was that the group could observe the effect of the CIF and the CPI by speaking with different members of the beneficiary's household.

The final stop was to Bakhtawar Hospital in Jamshoro where the group met with admitted women patients with micro-health insurance cards, and discussed various

community health concerns for rural people with the hospital staff including the general surgeon, ward nurses, and other administrators. The perspective of the hospital staff was especially crucial in understanding the health issues faced by the people in a rural context and how the hospital staff dealt with these concerns with the limited resources available. The general surgeon was also asked about how the COVID-19 pandemic had affected the regular hospital services and procedures.

After that, the journalists travelled back to Karachi while the SUCCESS RSPN team returned to Indus Hotel, Hyderabad.



DAY TWO: FIELD STORIES AND INTERVIEW COLLECTION TRIP

Date: Tuesday - 29th September, 2020

Team Members: Anjum Malik (SUCCESS RSPN Communications Officer)
Khimchand Sanjo (SUCCESS TRDP Communications Officer)

The second day of the field visit on Tuesday 29th September 2020, the communications officers from RSPN and TRDP travelled to Sewan Sharif, Jamshoro for meeting with rural women partners who had benefitted from specific SUCCESS interventions. The objective of the field visit was to go beyond the usual case study collection which were already greatly featured in the SUCCESS RSPN communications media and start exploring other styles of communication. The SUCCESS communications officers were particularly interested in engaging the rural women partners in dialogues which touched on current national and international topics. In this regard, this pilot study was exploring new communications territory by experimenting with unstructured interviews to engage the rural women in open-ended conversations without fully knowing how they would react or respond to the dialogue topics.



The topics chosen for this pilot study comprised the September 2020 Lahore rape tragedy and the global issue of

accountability through digital government. Both topics were chosen to assess whether rural women partners were ready and willing to provide their perspectives on global issues at global platforms, especially since SUCCESS was engaged to be featured a webinar on the C20 Civil Society official engagement group at the G20 Global Economic Forum on October 2020. The move was a bold strategy in exploring how rural perspectives could be included in the debate on digital government and accountability.



The group first stopped at the TRDP field unit field office in Sewan Sharif where they met with Unit in Charge Saed Soomro who debriefed the SUCCESS RSPN communications officer on the field visit plan and the rural women beneficiaries who could be interviewed on that day. The SUCCESS RSPN communications officer meanwhile explained that the aim of the field visit was not just to collect case studies but also to conduct an unstructured interview and dialogue on current national and international issues with the women

beneficiaries. The communications officers were joined by TRDP Social Organiser Baby Naz who accompanied them on the interview field visit.



Two rural women partners were interviewed on the one-day trip: IGG beneficiary Shamshad, and Village Organisation (VO) leader Noor Bano. The dialogue was conducted in the households of both women in the company of the women's households which created a realistic environment and promoted inclusiveness by showing the rural households that their perspectives were valued and relevant to the current socio-political issues under discussion. Further inclusiveness and diversity of perspective was provided by the household members of the rural women also participating in the discussion. Both Shamshad and Noor Bano gave nuanced perspectives and

opinions on the Pakistan Lahore Motorway tragedy and the global debate of accountability through digital government by exploring a variety of contextual examples as well as examining the pros and cons of digitised public services.

The interviews with Shamshad and Noor Bano turned out to be a great opportunity in dispelling the prejudice regarding rural people and their intelligence in discussing complicated topics which are usually grappled by people from urban backgrounds. The dialogue on digital government and accountability particularly served as a successful pilot survey for all three SUCCESS RSPs to obtain video testimonies of the SUCCESS rural women on the topic and compile them into a video to show during the C20 webinar. This ensured that SUCCESS rural women partners' voices were heard at a global platform.



DAY THREE: CAMPUS VISIT TO HABIB UNIVERSITY, KARACHI

Date: Friday - 2nd October, 2020

Team Members: Fazal Ali Saadi (SUCCESS RSPN Programme Manager)
Anjum Malik (SUCCESS RSPN Communications Officer)
Amna Ejaz (SUCCESS RSPN Research Head)
Meha Pumbay (SUCCESS RSPN Knowledge Management Officer)
Tahira Tarique (SUCCESS RSPN Monitoring and Evaluation Officer)
Dr. Prof. Massimo Ramaioli (Assistant Dean Habib University)
Prof. Shama Dossa (Professor Habib University)
Kaniz Amna Haider (Student Habib University and SUCCESS RSPN YDP)
Tayyaba Mehmood (Student Habib University and SUCCESS RSPN YDP)

The final stop of the RSPN SUCCESS team's week-long trip to Sindh was a visit to Habib University where a meeting was held with Assistant Dean Prof. Massimo Ramaioli, Prof. Shama Dossa, and students Amna Haider and Tayyaba Mahmood who had interned at RSPN SUCCESS for 3 months as Young Development Professionals or YDPs in the summer of 2020.



An informal discussion was first conducted with the group that included a brief introduction to SUCCESS, current and future plans for the project in its mature phase especially with the upcoming completion of the programme's 5th project year, and an overview of the current field visit activities. The YDPs took this opportunity to highlight their work experience during the SUCCESS RSPN summer internship, especially taking into

account the effect of the COVID-19 pandemic and the inability of the programme to take the YDPs on a field trip to the programme districts.

Prof. Shama Dossa was keen to illustrate the previous collaborations which Habib University and SUCCESS RSPN had done together which included Habib University student internships and RSPN guest lectures. Dean Massimo Ramaioli provided an overview of the Habib University liberal arts program and how partnerships with programmes like SUCCESS provided students a unique opportunity to apply classroom theories in on-ground contexts.

The Habib University campus trip was a particularly memorable component of the field visit as this was the first time that the YDPs and their supervisors met face-to-face. The campus visit was an enjoyable way for the RSPN SUCCESS team and their Habib University partners to strengthen bonds and plan for future collaborations. The visit was concluded by the SUCCESS RSPN team giving SUCCESS memorabilia to their Habib University partners and then going on a guided campus tour of the university. After the campus tour, the SUCCESS RSPN team flew back to Islamabad.

OUTCOMES AND DELIVERABLES

The activities of the SUCCESS RSPN communications department from this field trip were envisioned to produce tangible deliverables which could be showcased at various communications media. Some of these outcomes have already been completed and can be found at the SUCCESS website, social media pages, and publications like the SUCCESS bi-annual newsletter and the SUCCESS e-magazine. Some of the outcomes are still in the process phase. The complete deliverables are listed below:

- An Urdu language news reel on the women-managed local rope making industry of Amri Village, Jamshoro and the market linkages established under SUCCESS by journalist Mona Siddiqui aired on national television channel Neo News in October 2020.
- An English language news article written by journalist Sheher Bano on women's health and the SUCCESS micro-health insurance component has been submitted for publication to national newspaper The News in late November 2020.
- An Urdu language news article by journalist Sheema Siddiqui that is still in the writing process and will be published in Geo News website.
- A successful pilot study in interviewing rural women on global issues like government accountability and digitisation which led to all SUCCESS RSPs (TRDP, SRSO, NRSP) field partners in creating a compilation of rural women views in a short video clip which was featured at the C20 webinar at the G20 Global Economic Forum on 10th October, 2020. A recording of the entire webinar including the SUCCESS rural women partners' video is available on the official C20 website.
- An English language article of SUCCESS TRDP Communications Officer Khimchand Sanjo's experience in filming and creating the C20 short video in a one-page feature for the SUCCESS e-magazine "What's Next For SUCCESS" October 2020 issue.

ANNEX I: TRDP MEDIA TEAM FIELD VISIT PLAN



Sindh Union Council & Community Economic Strengthening Support (SUCCESS) Programme

Media team Field Visit Plan

Date	Time	Activity	Location
September 29, 2020	9:00 to 10:30 am	Travel from Hyderabad to Garwari village	Indus Highway
	10:30 am to 11:30 am	Meeting with community investment fund (CIF) beneficiaries	Garwari, Jamshoro
	11:30 am to 12:00 pm	Travel to Amri village	Indus Highway
	12:00 pm to 1:00 pm	Meeting with Local Support Organization (LSO), IGG beneficiary & CRPs	Amri village
	1:00 pm to 1:30 pm	Travel	Indus Highway
	1:30 pm to 2:30 pm	Meeting with CIF, MHI beneficiaries and Hand pump (CPI scheme)	Sono Rind village
	2:30 pm to 3:30 pm	Travel to Jamshoro	Indus Highway
	3:30 pm to 4:00 pm	Meeting with Panel Hospital	Jamshoro
	4:00 pm to 6:00 pm	Travel to Karachi	