

## Event Report of the Media Workshop

**‘Crafting the market for SAc approaches & tools in the supply side constituencies through strategic communication and dissemination’**

**Friday, August 28, 2009**

### **Background and Context**

In the last few years, issues of good governance have been receiving considerable attention in the political discourses in India. In the recently held general elections the mandate was for governance. Reforms could help to out of the morass of problems that our country is facing, which includes bureaucratic delays and inefficiency, corruption, poor quality public services and the delays in the delivery of justice. No state can afford to be less than efficient in a globalizing environment and good governance is a necessary pre-condition for attracting capital and maintaining stable growth. The enactment of the Right to Information Act (2005) in India had opened up the entire governance process to the common people and created a genuine demand for social accountability mechanisms.

How media can contribute to effective civic engagement in this era where governance is becoming the prime most concern of the people around the world and civic engagement is understood as most effective way of bringing governance and accountability was the key issue for the workshop. To discuss this issue and to learn and write about the various tools developed for holding government officials accountable, called social accountability tools, around 30 journalists representing important media from Rajasthan came at a common platform in Jaipur on August 28, 2009. This workshop was organized by CUTS Centre for Action Research & Training (CUTS CART) in collaboration with the World Bank under its advocacy project at Jaipur Palace Hotel titled ‘Crafting the market for SAc approaches & tools in the supply side constituencies through strategic communication and dissemination’



Social Accountability (SAc) contributes to increased development effectiveness through improved public service delivery and better-informed policy design. SAc initiatives also lead to empowerment, particularly of the poor. The right to good governance and accountability is also considered as an essential part of the citizen's rights that one can expect from the government.

### **Objectives of the Media Workshop**

The main objective of the workshop is to sensitise the representatives from the media (both print & electronic) in general about 'governance & accountability' and in specific about various social accountability (SAc) approaches and tools, its potential in improving the efficiency in service delivery and bringing in transparency and accountability in the processes, and in turn enhancing the public expenditure outcomes.

Other subsidiary objectives are to expose journalists and media representatives about the need of good governance for the development of the country, the global facts of poor performance toward millennium development goals and establish the linkage with absence of good governance and also to bring together representatives of all areas of media around the world to explore, exchange technical and professional views regarding the good governance.

The expected outcome is more informed reporting by the media on governance and accountability issues and collaborative efforts, along with civil society organisations, to advocate with policy makers and in turn to enhance the public expenditure outcomes.

### Details of the Proceeding

#### 1. Screening of the film:

A film 'Social Accountability in Action: Experiences from Grassroots' showing the use of various tools of social accountability in different parts of the country for testing the potential to improve service delivery through enhancement in civic engagement. The film could be able to set the context for the workshop.

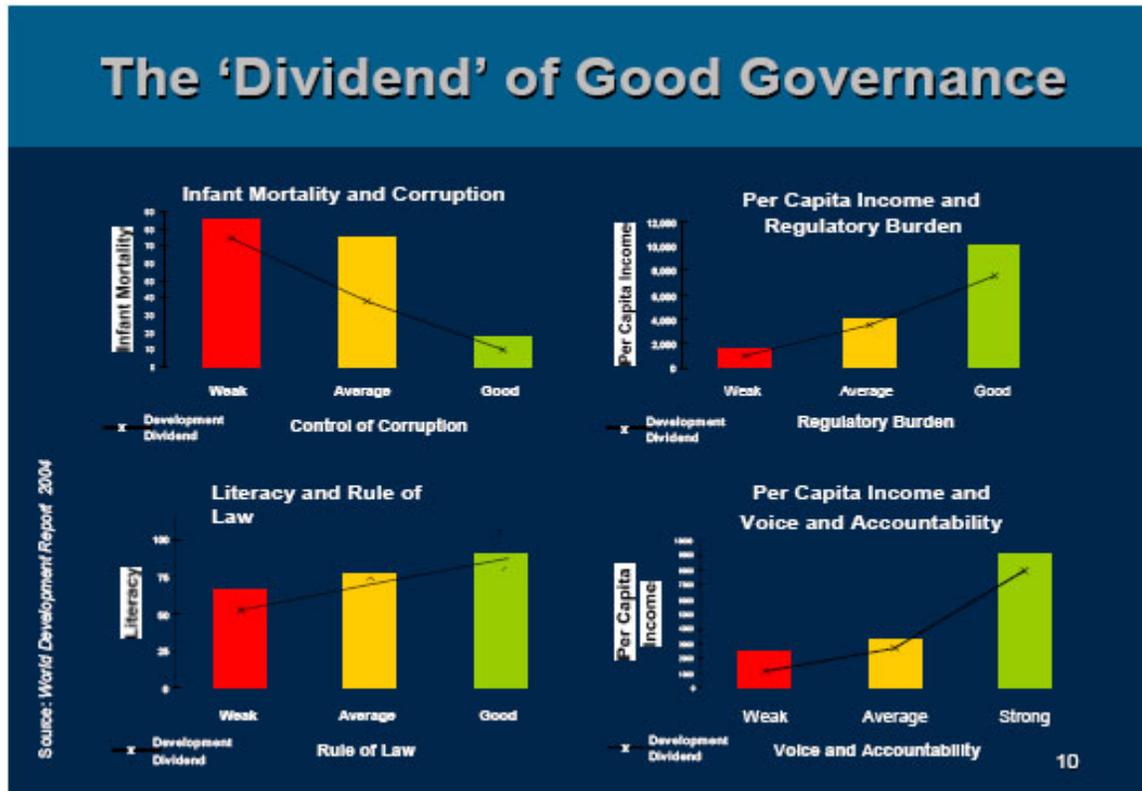
#### 2. Welcome and Introduction:

**George Cheriyan, Director, CUTS**, greeted the distinguished guests and informed the media people about various intervention of CUTS and its various programmatic centres where a number of programs being implemented under the good governance programmatic areas. He said about the enabling environment in the country for good governance and there is clear message emerging that either perform or perish. Giving the example of Bihar, he said how good governance in a region attracts various kinds of investment and adds in to the process of development.

After achieving right to know, right to work and right to food in India, being the next logical step, the debate is already on for initiating a law on right to accountability. A law that makes officials to do their work on time, that means delivering services on a time bound manner, and directly accountable to the people. This law will be an extension of Right to Information law. This will induce a fear of punitive action, if work is not completed or services are not delivered on time. He talked about the shift in approaches



breakdowns in governance to political corruption, nepotism, weak institutions, lack of performance and low capacity use of available resources. He was telling that there is heavy dividend of good governance and it is seen that the development indicators improves speedily when there is good governance.



In response of some queries from media persons Mr. Guenter, the governance advisor of world bank replied that World Bank is trying to curb the corruption in their own projects and ensuring that more and more third party monitoring should be made mandatory to set high standards of governance in bank funded projects and Intuitions. Stating about the power of transparency and monitoring primary education in Uganda, He showed the steady progress in receiving the grant from 1990 to 1999 in his presentation. He also talked about increase in the success rate of the project due to the participation of people in scheme giving the example of Rural Water project.

At last he said that media needs to play key role in publicising and showcasing the good work done in the area of good governance. Being a vast country, India has full range of very good examples. He said that along with publicising good practices, media

needs to identify the breakdowns in governance during project implementation and inform the policy makers to improve the situation.



**Om Prakash Arya**, Project Coordinator, CUTS started saying that media have power to exchange information quite fast and effectively and this should be utilized for spreading the new tools and techniques designed for bringing good governance Which is a *glocal* (global- local) concern these days. He mentioned about the media publishing more than 100 stories related to CUTS work last year and many more related to the work of other CSOs. This is a kind of collaboration which needs to be in place and needs to strengthened more. Mentioning about the media effort of ranking the MLAs of Rajasthan, he described it as a very welcome step in the direction of improving governance and asked media to do it in case of bureaucrats and other service providers also. Talking about various tools of social accountability and approaches, he mentioned about various impacts created by the implementation of two pilot projects using tools of social accountability. He told about the highlights of the projects and also mentioned how the dissemination of the findings created immediate issuance of circular by the authorities and various other changes including several policy changes

occurred at different level of implementation in both the cases of NREGS and MDMS. The impact mentioned are presented below

### **Pilot Impacts: MDMS Study**

- Redesign of program: (Advance transfer of funds for cooking meals)
- Reallocation of resources: (Improvements in basic infrastructure & Revision of Unit Conversion Costs)
- Improvement in the quality of food grains through increased inspection, faster redress of complaints, proper weighing

### **Pilot Impacts: NREGS Study**

- Task force to explore possibilities of convergence
- Payment through saving accounts
- Measurement of technical feasibility of work
- Removal of intermediary agencies in recruitment
- Large number of women supervisors deployed
- Capacity building of mates
- Initiatives to accommodate social accountability tools by dept of planning, GoR

While summing up the media workshop convener of the workshop **Mr. Sunny Sabastian, Special Correspondent, The Hindu**, highlighted before gathering by saying that 'it is not only what we do but what we are not doing for which media is accountable and also not taking action. Sunny also shared his experiences related to some flaws in the governance process, citing an example of diminishing number of tigers in Sariska Tiger Reserve area and inaction against the non accountable officials for this. He described the main problem as absence of protest against the corrupt people and the attitude of people who have easy acceptance toward the corruption activities. He said, however, there are countries where even for buying a postal stamp

or for withdrawing money from bank, people need to pay bribe. He said that the problem should be told again and again for getting the some impact over the act of corruption..

Mentioning about lack of accountability in bureaucracy and mentioned about the rating of MLAs done to report about the political accountability was a very welcome step towards fixing accountability and improving governance. Mentioning about an assembly session where within 3 minutes, assembly passed 6 bills, he said entire process is having problem and we need correction. He suggested forming a media group for general pooling of information for a more informed media. He said that people are willing to pay also for information, there is only a need of producing such required information.

**Pragya Paliwal Gaur,**  
**Director Door Darshan,**  
shared her views about the role of media. She emphasized on 2 kinds of media role, one in providing feedback to policy makers by identifying



gaps of the implementation of different government programs and schemes. And other, she said about providing basic information to the people as government officials are not having the reach to every person. She also suggested that more and more information related to general public should be provided to media so that media can develop some links directly with common man and such media workshops are extremely important. Ms. Pragya also elaborated about the Public information Campaigns run by Press Information Bureaus and importance of such exercises in with common men get all the required information on single platform and for these massive public campaigns, collaboration of media and civil society organizations are very fruitful. She also expressed her concerns about not taking the corruption related news published in the media usually all the days by government.

At the end, she raised a question and told what to do with the insensitivity of people and media as well towards corruption reported news and wanted answer from audience.

**J V R Murty, WSP, the World Bank,** added in his concluding remarks that corruption is just a symptom and the issue of governance is actually needs to be addressed. We need to address this issue otherwise we can not reduce corruption, only form will change, he said. Stating about the present scenario in the country he said that question paper setter of an examination is the writer of the answer and also is the evaluator. Here, organizations who set policies also implement and evaluate the performance. So we have data, but can we say the data right, there should be informed debate on such issues and media have very key role to play in this.

He said, these social accountability tools are the approaches which can shift the focus from shouting to counting. He said that a person comes in the street to shout only when the problem becomes very serious but whether government need people to come on street and shout to improve the situation.

### **Thanks Giving**

Om Prakash Arya conveyed thanks to all the participants from media side for their active participation and presence amidst of the prime minister scheduled visit after a day. He said that the meeting aimed to sensitize media about the tools of social accountability and its potential in improving governance which remained successful and expected that the coalition between media, people and CSOs will be strengthened and better results will be achieved as an outcome of the media workshop.

## India has more control over corruption: World Bank

Special Correspondent

**JAIPUR:** The World Bank rates India better in aspects of accountability, control of corruption, rule of law and regulatory quality than China but the country lags behind the latter in the bank's perception on political stability and effectiveness of government.

India is behind another rapidly growing developing nation, Brazil, as well in all aspects other than rule of law.

"I am happy to say that India has more control over corruption than China and the country has been steadily improving in all major aspects of good governance such as voice and accountability, political stability, government effectiveness, reg-

ulatory quality, rule of law and control of corruption," said Guenter Heidenhof, Governance Adviser to World Bank, during his recent visit here.

### Political corruption

He attributed the breakdowns in governance to political corruption, nepotism, weak institutions and lack of performance and low capacity use of available resources, both human and material.

Mr. Heidenhof was in Jaipur to make a thematic presentation on governance and accountability at a media workshop organised by CUTS International in partnership with the World Bank.

Offering what he called an "outside perspective" on gover-

nance in India, Mr. Heidenhof said the country fared better in most of the major aspects of good governance during the period between 1998 and 2006, while in some aspects it recorded a slight deterioration between 2006 and 2008. In accountability its position improved considerably on a scale of 100 in 2006 but remained static thereafter till 2008. In political stability there was a climb-down from the position it had in 1998 and 2006. What was pertinent was the fact that the country — in World Bank perception — remained below 25 in a percentile of 100 in political stability while China and Brazil hovered around 40.

Mr. Heidenhof, while not missing the improved effec-

tiveness of the country's governance, pointed out that after climbing up the graph during 1998-2006 to cross 55 points it went down marginally in 2008. In regulatory quality India registered a steady progress from its 1998 position while in rule of law it tumbled from 65 points in 1998 to 60 in 2006 to reach 55 in 2008. After faring well between 1998 and 2006 in control of corruption, the country went below the 50 mark in the latest year of reckoning.

### Absenteeism

Taking up the areas of education and health, the World Bank representative said teacher-doctor absenteeism continued to plague both sec-

tors in India. Instances of teachers playing truant were maximum in Jharkhand (38-42 per cent) and Bihar and Punjab (34-38 per cent). In Uttar Pradesh, 26-30 per cent remained absent and in Rajasthan 22-26 per cent. The minimum teacher absenteeism was reported from Maharashtra (14.6 per cent), followed by Gujarat (17 per cent) and Madhya Pradesh (17.6) and 21.2 per cent each by Kerala and Himachal Pradesh.

In doctors' absence Bihar topped while Jharkhand and Orissa were closely behind. These States along with Assam, Chhattisgarh and Punjab accounted for the highest percentage of medicos absenting themselves without giving any reason.

Live Jaipur, Sunday, August 30, 2009

### Stress on good governance

World Bank Governor Advisor Guenter Heidenhof said, "Good governance is pro-poor and leads to higher growth and investment." Heidenhof was presenting the thematic presentation on governance and accountability.

Comparing Indian with China, he said, "There was more control on corruption in India. He described the role of media in improving governance.

He was speaking in the media workshop organised by CUTS

International in the city in partnership with the World Bank under the project 'crafting the market for social accountability SAC approaches and tools in the supply side constituencies through strategic communication and dissemination'. **PS**

# 'Good governance leads to higher growth'

HT Correspondent

■ jlive@hindustantimes.com

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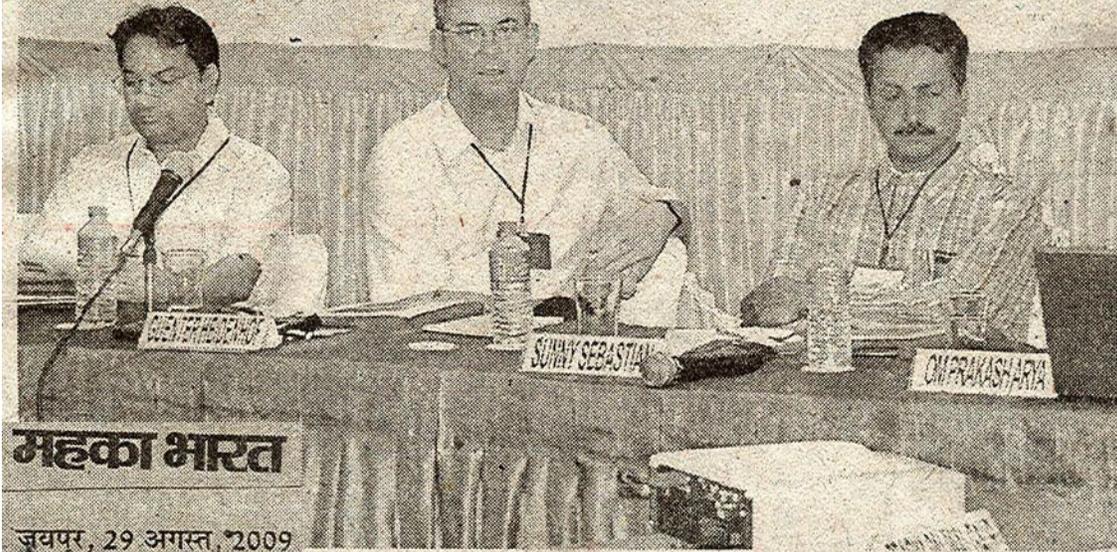
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tial in improving the efficiency in service delivery and bringing in transparency and accountability in the processes, and in turn enhancing the public expenditure outcomes.

DD News Director, PP Gaur said there should be a study on the impact that media reports were able to create in improving governance. Sharing her views about the role of media, she emphasised on the need to provide feedback to policy makers and suggest spreading more information to general public through the media.

The Hindu Special Correspondent, Sunny Sebastian talked about lack of accountability in bureaucracy and mentioned about the rating of MLAs done

'Crafting the Market for Social Accountability approach  
side constituencies through Strategic Communicatio



महका भारत

जयपुर, 29 अगस्त, 2009

## सुशासन और जवाबदेही विषय पर कार्यशाला सम्पन्न

जयपुर, 28 अगस्त (कासं)। कट्स की ओर से शुक्रवार को सुशासन और जवाबदेही विषय पर सहकार मार्ग स्थित होटल जयपुर पैलेस में कार्यशाला का आयोजन किया गया।

कट्स परियोजना समन्वयक ओमप्रकाश आर्य ने बताया कि इस कार्यशाला का उद्देश्य लोगों को सुशासन और जवाबदेही विषय पर संवेदनशील बनाना और इसके लिए विकसित किए गए सामाजिक जवाबदेहीता के विभिन्न उपकरणों के बारे में जानकारी देना है ताकि लोग

सुशासन और जवाबदेही विषय पर अधिक सजग रहे जिससे सार्वजनिक खर्चों के बेहतर परिणाम मिले। कार्यशाला में आए प्रतिनिधियों ने सुशासन पर कहा कि सुशासन का मतलब है जिससे राज्य व उसकी विभिन्न संस्थाएं कानूनों, नीतियों, नियमकों एवं वित्तीय व्यवस्थाएं स्थापित करती हैं।

आज सुशासन एक बहुआयामी व्यवस्था है जिसमें बहुत सी संस्थागत व राजनैतिक दिशाएं अन्तर्निहित हैं। विश्व बैंक के सुशासन सलाहकार गुन्टर

हाईडेनहोफ ने कहा कि सुशासन का भावार्थ है कि यह निर्णय प्रक्रिया व अन्य प्रक्रियाएं, जिनके माध्यम से वैधानिक शक्तियों का संचालन, आर्थिक व सामाजिक संसाधनों के उचित उपयोग से चहुंमुखी विकास करना है। उन्होंने कहा कि आम नागरिक को यह अधिकार है कि वह जवाबदेहीता की मांग करें तथा इसके प्रतिउत्तर में सभी लोक प्राधिकरणों की यह नैतिक जिम्मेदारी है कि वह आम नागरिकों के प्रति जवाबदेह बनें। कार्यशाला को अनेक विशिष्ट लोगों ने संबोधित किया।

## सुशासन का ज्यादा फायदा गरीबों को : हीडन हार्फ

जयपुर, (ब्यूरो): विश्व बैंक के सलाहकार गुंडर हीडन हार्फ ने सुशासन के लिए राजनीतिक जवाबदेही विकेन्द्रीकरण तथा अव्यवस्था रोकने के साथ कार्यक्षमता बढ़ाने पर जोर दिया है। कन्ज्यूमर यूनिटी एण्ड ट्रस्ट सोसायटी.कट्स. द्वारा विश्व बैंक के सहयोग से.. सुशासन एवं जवाबदेही.. पर आधारित कार्यशाला में हार्फ ने कहा कि सुशासन का सबसे ज्यादा फायदा गरीबों को होता है क्योंकि अव्यवस्था से नुक्सान इन्हीं लोगों को होता है। विश्व बैंक द्वारा वर्ष 2003 में कराये गये अध्ययन का हवाला देते हुये उन्होंने कहा कि भारत में 25 प्रतिशत शिक्षक तथा 45 प्रतिशत चिकित्सक अनुपस्थित रहते हैं। उन्होंने कहा कि यह अव्यवस्था का परिणाम है। हार्फ ने कहा कि सुशासन से जहां शिशु मृत्यु दर में कमी आती है वहीं साक्षरता का प्रतिशत बढ़ता है।

# सुशासन एवं जवाबदेहिता पर कार्यशाला

**गोविन्द गोपाल**

जयपुर, 28 अगस्त। कन्जयूमर यूनिटी एण्ड ट्रस्ट सोसाइटी कट्स की ओर से शुक्रवार को जयपुर स्थित जयपुर पैलेस होटल में एक दिवसीय मीडिया कार्यशाला का आयोजन किया गया।

कट्स द्वारा संचालित रणनीतिक संचार और प्रसार के माध्यम से सामाजिक जवाबदेहिता के उपकरणों के लिए आपूर्ति पक्ष में बाजार निर्माण परियोजना के तहत आयोजित इस कार्यशाला का विषय सुशासन और जवाबदेहिता रखा गया।

परियोजना के समन्वयक ओम प्रकाश आर्य ने जानकारी देते हुए बताया कि इस कार्यशाला में प्रिंट व इलेक्ट्रॉनिक मीडिया के चयनित प्रतिनिधियों को सुशासन व जवाबदेहिता के विभिन्न पहलुओं के

बारे में अवगत कराया गया। इस कार्यशाला के माध्यम से सामाजिक जवाबदेहिता के विभिन्न दृष्टिकोणों एवं सेवाओं में सुधार लाने की उनकी उपयोगिता के बारे में मीडिया जगत को शामिल करने के लिए मीडिया प्रतिनिधियों को प्रोत्साहित किया गया। इस अवसर पर कट्स इंटरनेशनल के निदेशक जार्ज चेरियन ने पूरे देश में सुशासन की जरूरत पर बल देते हुए कहा कि विगत लोकसभा चुनावों के परिणामों ने ये साबित किया है कि सुशासन व सामाजिक जवाबदेहिता जनसहभागिता के द्वारा प्राप्त किया जा सकता है।

इस कार्यशाला के मुख्यवक्ता विश्व बैंक के सुशासन सलाहकार गुन्टर हीडनहॉफ ने बताया कि भारत में चीन की तुलना में भ्रष्टाचार पर अधिक नियंत्रण रखा गया है। उन्होंने

कहा कि प्रशासन गरीबों के हित में काम करता है और वृद्धि दर व निवेश पर इसका सकारात्मक प्रभाव पड़ता है। कार्यशाला में उपस्थित विश्व बैंक संस्थान विकास के विशेषज्ञ जे.वी. आर. मूर्ति ने सुशासन के लिए कहा कि विभिन्न संस्थानों में कर्मचारियों की भूमिका स्पष्ट होनी चाहिए व तीसरे पक्ष द्वारा मूल्यांकन किया जाना चाहिए। इसके अलावा मीडिया पक्ष भी विभिन्न साक्ष्य आधारित पैरवी करे ताकि शासन में सुधार आता रहे। इस कार्यशाला में जयपुर दूरदर्शन की निदेशिका सुश्री प्रज्ञा पालीवाल गौड़ एवं द हिन्दू के विशेष संवाददाता सत्री सेबेस्टियन सहित कुल 40 मीडिया प्रतिनिधियों ने भाग लिया। कार्यशाला के अंत में कट्स संस्था की वर्षा राठौड़ ने उपस्थित सभी प्रतिनिधियों को धन्यवाद ज्ञापित किया।