

Project Completion Report

1. Project Completion Summary

The project entitled, 'Crafting Market for SAc Tools & Approaches in Supply Side Constituencies through Strategic Communication and Dissemination' (CAPSAc) is implemented by Consumer Unity & Trust Society (CUTS) in Rajasthan with support of the World Bank during March 02, 2009 to December 31, 2009 in continuity of the 2nd pilot on social accountability implemented in flagship programme of Government of India, National Rural Employment Guarantee Scheme (NREGS). The purpose of the project was to strengthen the generated urge about social accountability approaches and tools among supply side constituencies to buy them and adopt in large scale public programmes. The project aimed at keeping the concept of social accountability alive in the courtyards of policy makers which were build through the continuous work on social accountability through implementation of two pilots in Rajasthan.

The objectives of the projects were to:

- build and strengthen the market for social accountability approached in supply side constituency of Rajasthan;
- connect the interests of others in relation to policy issues with the results of pilots;
- trace and expose the impacts of the pilots; and
- galvanise media to magnify the strength of social accountability tools.

The purpose and all project outputs were fully achieved. This project helped Social Accountability approaches build a position for itself among policy makers, media, service providers and other stakeholders. This project also helped triggering a discussion among national level policy makers on the need and feasibility of social accountability tools and approaches to make it an integral part of large scale public programmes.

The project also helped media to understand the concept of social accountability tools and its utility to bring in political and administrative accountability. A kind of score card is developed by media to rate the Members of Legislative Assembly (MLAs) in Rajasthan. Now there is more informed reporting on accountability and corruption related stories are more in focus. This was evident during the reporting of the national workshop on SAc in India.

The production of documentary film under the project showcasing the pilot impacts will certainly keep building the atmosphere for social accountability approaches that will percolate downward and upward in future to sustain that atmosphere. The strategic communication and dissemination have already started working and Rajasthan Health System Development Project (RHSDP) is trying to use one of tools

for assessing the performance of RHSDP. At the same time, Centre for Good Governance (CGG) in Rajasthan have also shown interest in the approaches, that can prove beneficial in future.

2. Lessons Learned

- There is a need to create a cadre of people or organisations who can provide support to the government as well as the community to use the social accountability. When RHSDP asked CUTS to conduct Community Score Card (CSC) in their more than 200 service points within a very short period of time, CUTS due to lack of human resources could not completed the work within the stipulated period and requested for extension.
- It can be very beneficial to use every opportunity to educated people from media, government etc. rather than doing only in a well designed workshops or seminars. Since these approaches are not so familiar to the people in government and media and other stakeholders, continuous hammering is needed to get the concept settled in their mind. It has to be brought down to the people for better advocacy results.
- The implementation of the project should reach to a logical conclusion for showing the impact clearly and advocating for it. So sustainability part of the project should be well kept in mind while designing and implementing the project.

IMPLEMENTATION DETAILS

Background

Consumer Unity & Trust Society (CUTS) is an organisation which is dedicated to improve governance in the country since its inception. CUTS Centre for Consumer Action, Research & Training (CUTS CART), a programme centre of CUTS, has applied the approaches of social accountability through two consecutive pilot projects over the period of three years for assessing the effectiveness of implementation of Mid-day Meal Scheme (MDMS) and NREGS in Rajasthan, with the aim of judging the potential of the social accountability (SAc) approaches in influencing the public expenditure outcomes. The pilots have proved the potential of these SAc approached and also identified in the courtyards of policy makers as these could trigger a lot of operational and policy changes.

The dissemination of the pilots has created an enabling environment for generating demand in the supply-side constituency. Thus the decision makers have started showing genuine interest in it and also recognised the strength of it in achieving good governance.

To strengthen this generated urge in the supply side constituencies, a strategic communication and dissemination project '**Crafting Market for SAc Tools & Approaches in Supply-side Constituencies through Strategic Communication and Dissemination (CAPSAc)**' was designed and implemented in Rajasthan.

The activities under the project included two divisional level advocacy meetings at Jodhpur and Kota, media workshop, a documentary narrating the potential of SAc tools in influencing policies etc. and a national level workshop on 'Social Accountability in India'. These activities could further propelled the environment building process and drawn more attention and interest of decision makers to institutionalise such mechanisms.

Outcomes

The following main outcomes of the project are as follows:

1. Developed urge among policy makers, decision makers at all level, and civil society organisations (CSOs) to adopt SAc approaches in Rajasthan.
2. SAc approaches will remain no longer a new phenomenon
3. A strong advocacy for allocation in the state budget for capacity building and piloting of SAc approaches in various sectors
4. More sensitised and inclined journalists towards SAc approaches and wider reporting of the same

The main deliverables expected from the project:

1. An attractive Communiqué
2. A documentary of 15 minutes
3. A tracer Study Report for both the pilots: MDMS & NREGS
4. Two divisional level workshops
5. One media workshop
6. South Asia pilots dissemination workshop

The progress of different activities under project is mentioned below:

The grant agreement was signed on March 06, 2009 to August 14, 2009 which was further extended to December 31, 2009. As part of preparatory ground work, several activities were held which included meetings with policy makers at different levels, formulation of tentative agenda and list of participants for the national workshop on social accountability, venue finalisation an booking, producing the documentary film, etc.

- A) An Attractive Communiqué: The electronic version (pdf file) of communiqué is published and attached with the report.

- B) A Documentary of 15 minutes: A documentary of 15 minutes 34 seconds is produced and submitted to the World Bank.
- C) A Tracer Study Report for both the pilots on MDMS & NREGS: Tracer studies for both the pilots have been completed for tracing the impact occurred as a result of implementation of the pilots. The reports are being attached (Tracer Study_MDMS; Tracer Study_NREGS).
- D) Two Divisional Level Workshops: Two divisional level workshops were organised in Kota and Jodhpur divisions of Rajasthan for wider dissemination of the outcomes of SAc. The event reports of both the workshops are attached (Event Report_DLAM Jodhpur; Event Report_DLAM Kota).
- E) Media Workshop: A media workshop was organised in Jaipur to promote SAc approaches among local media to make them understand the need and effectiveness of the same in ensuring governance (Media Workshop Report)
- F) South Asia Pilot Dissemination Workshop: A national level workshop was successfully organised in Jaipur on December 16-17, 2009. The workshop event report is also attached.