

Final Draft



Report on
Midterm Assessment of
Social Awareness Campaign and Communication (SACC)
Activities of PPRP II

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Bangladesh Center for Communication Programs (BCCP)
House # 3A, Road # 74, Gulshan-2
Dhaka-1212, Bangladesh.

Report on
Midterm Assessment of
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Activities of PPRP-II

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Bangladesh Center for Communication Programs (BCCP)
House # 3A, Road # 74, Gulshan-2, Dhaka-1212

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Contributors of the study

CPTU

Amulya Kumar Debnath
Director General

Mr. AKM Fazlul Karim
Procurement Reform Implementation Advisor

Mr. Md. Aziz Taher Khan
Director

Mr. Md. Shafiul Alam
Communication and Social Awareness Consultant

BCCP

Yasmin Khan
Program Director

Khadija Bilkis
Deputy Director

Dr. Kapil Ahmed
Research Manager

Md. Ehsanul Haque Tamal
Research Officer

DSL

Achintya Das Gupta
Executive Director

List of Abbreviation

BCCP	Bangladesh Center for Communication Programs
BCC	Behavior Change Communication
BC	Bidding Communities
BTV	Bangladesh Television
BWBD	Bangladesh Water Board Development
CPAR	Country Procurement Assessment Report
CPTU	Central Procurement Technical unit
CS	Civil Societies
DSL	Development Support Link
DOFP	Delegation of Financial Power
DPP	Development Project Performer/Program
FGD	Focus Group Discussion
FRO	Field Research Officer
GP	General Public
GOB	Government of Bangladesh
IDI	In-depth Interview
IDA	International Development Agency
IDB	Islamic development Bank
KKI	Key Informant Interview
LGED	Local Government Engineering Department
M	Media Personnel
MoP	Ministry of Planning
NGO	Non-Government Organization
PM	Policy Maker
NGO	Non-Government Organization
PO	Procurement Official
PPRP	Public Procurement Reform Project
PPA	Public Procurement Act
PPR	Public Procurement Rules/Reform
PPPA	Public Procurement Processing and Approval
PWDB	Power & Water Development Board
RC	Research Coordinator
RFP	Request for Proposal
REB	Rural Electrification Board
R & H	Roads and Highways
STD	Standard Tender Documents
SACC	Social Awareness Campaign and Communication
TV	Television
TVC	Television Commercial
ToT	Training of Trainers

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Executive Summary

Introduction

Commissioned by Bangladesh Center for Communications Programs (BCCP), the present report is the outcome of the ‘**Midterm Assessment of the Social Awareness Campaign and Communication (SACC) Activities**’ under the PPRP-II of Central Procurement Technical Unit (CPTU), Ministry of Planning, Government of Bangladesh. The assessment has been conducted in four selected divisions of the country. Development Support Link (DSL) has conducted the assessment with a wide range of target audiences. In the light of the communication strategy, a set of selected communication interventions has been designed to popularize the PPR–2008. The communication interventions have recently been implemented. With the implementation of the selected interventions done, this midterm assessment of the program interventions has been planned and conducted to see the impact of the SACC activities implemented. This qualitative study has employed three qualitative methods, Key Informant Interview (KII), In-depth Interview (IDI), and Focus Group Discussion (FGD) for collecting required information.

The Key Findings

Awareness of Campaign Slogan: A very high level of awareness about PPR slogan has been observed among majority of the policy makers, procurement officials, members of Procurement Committee and large bidders across all selected divisions. Comparatively lower proportion of medium bidders and even smaller proportions of the members of the civil society, heads of NGOs, media personnel and general public heard or saw the slogan. Some of the respondents did not have any idea about the PPR or the current slogan. Surprisingly, much lower proportions of the respondents of Dhaka and also Barisal had the knowledge. With regard to the importance of the campaign and the slogan, it is generally stated that the campaign and the slogan are important because this slogan reminds all to be vigilant on the public expenditure and to oversee if public money is being spent appropriately. The most commonly cited sources of awareness are TV spot, poster, sticker, Advocacy workshop, National Launching Program, and Future Search Conference. Other sources included, training, concerned office, leaflet, CPTU website, e-GP, PPR gazette, tender documents, and Desk calendar.

Use of Communication Interventions and Social Awareness Materials: PPR related training, workshop/seminar held at national/district levels, National Launching Program, Future Search Conference, staff orientation, introduction of CPTU website, official circular on display board, advertisements on BTV, PPR gazette, and TV talk-show are used among various key communication interventions. The key informants reportedly knew about social awareness materials, such as posters, stickers, billboard, fact sheets, and brochure used for the purpose. Very small proportion of the members of business chambers, civil society, media professionals, and heads of NGOs knew about any communication intervention and awareness material. Substantial proportion of the members of general public said that they did not have any idea about PPR and PPR related interventions. The materials are mostly used by LGED, IMED, PWD, R&H, BWDB, REB, Railway, Health, Zila Parishad, and City Corporation.

Assessment of communication interventions and social awareness activities: Reportedly, the communication materials are being used more or less properly. People receiving advocacy kit are using this for disseminating information about the importance of following PPR and raising concerned people's awareness. The bidders are using PPR guidelines for submitting tender document. The CPTU officials provide orientation on PPR with the help of the communication materials on PPR. The participants are given advocacy kit so that they can gain more intimate knowledge and make advocacy with others. Billboards, posters, leaflets and stickers are being used at public places to raise people's awareness. This is more observed in district level than in national level. TVCs, billboards, posters, stickers, and leaflets are being used in such a way that PPR is promoted. Those who are directly involved in public procurement are of opinion that the materials are being used correctly in enhancing their knowledge. The representatives of civil society, NGOs, and media think that the materials are not being used properly as they do not see these widely. The interventions and materials on PPR have brought positive changes in the mind-set of the people who are directly involved in the public procurement process. The PPR is not very much popular among the members of civil society, NGOs, media personnel, reporters of even the leading TV channels and high proportion of the general public.

Level of Awareness of Different Populations about the Campaign: The campaign has created substantial positive change in the procurement officials, policy makers, members of Procurement Committee, and large bidders. As a result of the campaign the bidders and the members of procurement entities have become interested to follow and implement PPR more efficiently. One of the MP observes that the campaign has created a psychological barrier on doing unfair public procurement by the higher authorities. According to another respondent, the campaign has reduced the existing conflict existing between the bidders and the procurement. The campaign has enhanced the knowledge about the importance of following PPR. Some members of civil society mention that the 'concerned government offices now follow PPR which was not seen before'. People are now more knowledgeable about PPR. Some changes have been observed in professionals. Rest of the members of civil society and majority of the general public have very limited understanding about the PPR campaign.

Level of Effectiveness of the Media Interventions and Social Mobilization Activities: The study reveals a very high level of effectiveness of the media and mobilization activities in activating all towards popularization and implementation of PPR. It helps bring about changes in the behavior and the practice of people regarding public procurement. The members of the civil society, the heads of NGOs and the media professionals who knew about the PPR and were exposed to the campaign, think that the mobilization activities were reportedly somewhat effective. Different training sessions, seminars or programs held in the national/district level were reportedly very much effective in enhancing people's participation in popularization and implementation of PPR. To the policy makers, these were not very influencing in their participation. Substantial proportion of general public reported 'no idea' with regard to the effectiveness. It is thought that the civil society and the members of the public can cooperate in the process of public procurement by disseminating PPR related information and keeping the procurement process transparent, and remaining vigilant to monitor the quality and the standard of work.

Conclusions

Below are some specific conclusions:

- A very high majority of personnel directly related with procurement are aware of PPR slogan which is very useful to them. The level of awareness is low among medium bidders, members of civil society, heads of NGOs, media personnel and the general public.
- The most commonly cited sources of awareness of campaign slogan are TV spot, poster, sticker, advocacy workshop, National Launching Program, and Future Search Conference.
- The slogan is very effective among those who are directly related with procurement in reminding them the importance of following the PPR.
- Awareness about communication interventions and messages is also very high among the majority of respondents. Key interventions the respondents have reportedly seen include, billboard, advocacy workshop, poster, sticker, and brochure. Some of them have also mentioned certain other interventions, such as training on PPR, CPTU website, publishing PPR gazette, TVC, National Launching Program and Future Search Conference, and desk calendar.
- Only those who have direct involvement in public procurement process reportedly share their PPR related knowledge with others.
- Most of the respondents think that the communication materials are being used more or less properly. The communication interventions of the campaign and the materials have been proved to be very much useful at both district and national level.
- The media and mobilization activities are quite effective in activating all concerned towards popularization and implementation of PPR. The media and special mobilization activities have quite effectively enhanced the participation of those who are involved in the public procurement process to popularization and implementation of PPR.

Recommendations

It is recommended that:

- A. A policy decision is taken for planning a second round of the campaign of higher duration. In the new campaign interventions and messages should be redesigned with target specific interventions and messages.
- B. Some specific interventions and materials must be designed so that some specific groups, such as civil society, media, heads of NGOs, and members of the general public become adequately aware about the importance of PPR.
- C. A strong monitoring mechanism should be in-built into the process when the campaign is on the go to see not only the impact, but also if the supply side, that means the interventions and the communication materials are put adequately and appropriately.

- D. Even stronger and more pragmatically planned campaign of longer duration is recommended to organize for making public procurement more transparent.
- E. Training should be a continuous process to educate all concerned on some basic areas of PPR. Taking PPR related training should be made mandatory for all members of procurement entity.
- F. A self-explanatory PPR/campaign logo and specific jingles to make it easily identifiable to all categories of people should be developed and used in PPR related communications.
- G. To reach wider audiences throughout the country, more commercials on PPR should be aired frequently on different TV channels and FM radio in '*prime time*'. More billboards should be put up at upazila level.
- H. The members of Tender Evaluation Committee must have adequate knowledge about PPR. The policy makers should go through a specially designed orientation course on PPR so that they can make justice while handling any public procurement issue.
- I. For wider publicity of PPR, media personnel should be given thorough orientation on the basics of PPR by organizing a day long workshop for them. Opportunity needs to be created to make them proactively involved in building awareness. Orientation on PPR should be provided to all newly recruited and transferred officers and employees.
- J. Because of higher comparative advantage, the PPR related messages and information should be put up more on visual media and more so on TV, billboards, posters, stickers and leaflets than on other media.

Section A: Introduction and Study Methodology

CHAPTER ONE

INTRODUCTION

The report is the outcome of the ‘**Midterm Assessment of Social Awareness Campaign and Communication (SACC) Activities**’ under the Public Procurement Reforms Project - II (PPRP-II) being implemented by the Central Procurement Technical Unit (CPTU), Ministry of Planning, Government of Bangladesh in four divisions of the country. Development Support Link (DSL) has conducted the assessment in four districts with a wide range of target audiences. In the light of the communication strategy, a set of communication interventions have recently been implemented. This midterm assessment of the program interventions has been conducted to see the impact of the Social Awareness Campaign and Communication (SACC) activities implemented.

1.1 Background

The Communication, Behavioral Change, and Social Accountability component of the project (Component-4) focuses on two separate, but interrelated goals, such as:

- To raise awareness and understanding of the importance of a well functioning public procurement system; and
- To engage key stakeholders, including relevant Government entities, civil society partners, private sector, media, and local communities in the monitoring of the procurement process and its outcomes.

To help achieve the project objective, a Communication Strategy was developed with several elements of *Strategic Communication*. *BCCP has been assisting CPTU* in implementing the awareness raising and the communication interventions in line with the communication strategy. A host of communication interventions and a campaign have been implemented. In order to see the reach and impact of the interventions and the campaign slogan, BCCP has commissioned the present assessment. The present report is the outcome of the assessment conducted.

1.2 Activities of Social Awareness Campaign and Communication

The following table shows detailed activities of Social Awareness Campaign (SACC) and Communication. The interventions already implemented through program activities were considered during Mid Term Assessment and the rest are ongoing.

List of SACC activities:

	SACC activities	Intervention	
		Impleme nted	Not yet Implemented
Phase I: Design a Strategic Communication Program for PPRP II			
1	Inception	X	
2	Establish a Working Group (WG)	X	
3	Conduct Communication Based Assessment (CBA)	X	
4	Conduct Opinion Research (OR) in six divisions	X	
5	Defining vision/objectives for the communication program	X	
6	Develop a communication strategy	X	
Phase II: Implementation of the Communication Program			
a. Development and implement Awareness Campaign Plan			
7	Develop Implementation Plan of Communication Strategy	X	
b. Implement Communication activities			
8	6 Episode TV Reality show		X
9	Airing of TV reality show		X
10	Develop TV and Radio Spots		
11	Airing of TV & Radio spots		
12	Organize a national level launch event		
13	Cartoons series		X
14	Music video and audio songs		X
15	Billboards		
16	Print Materials (poster and Brochure)		
c. Implement Knowledge and Capacity Building Plan			
17	Develop knowledge and capacity building plan	X	
18	Conduct training needs assessment (TNA)	X	
19	Hold a Curricula Design Workshops	X	
20	Develop a set of 4 training/orientation curricula		X
21	Develop a procurement video for training/advocacy activities		X
23	2 day training for REB,RHD, LGED, BWDB, PC, NGO		X
24	2 day training for the bidders and business community		X
25	1 day training course for the CS & stakeholders		X
26	2 day course for media		X
d. Implement Advocacy Campaign Plan			
27	Develop, produce and distribute an Advocacy kit	X	
28	Organize FSC (Advocacy Workshops) in 64 Districts	X	
29	Form/mobilization of “Citizen Forum” in 64 Districts		X
30	Advocacy/seminars/ round table at national & division		X
31	Publication of the Success Stories and other experiences		X

1.3 Purpose and Objectives of the Study

The purpose of the assessment is to assess the impact of the communication interventions implemented so far. More specifically, the assessment study aims at understanding to what extent the public procurement rules are popularized through capacity building, awareness raising and advocacy among the stakeholders and brought a positive shift in the mindset of the key target population to accept and follow reforms in public procurement.

Objectives of the assessment

The assessment embarks upon the following specific objectives:

- A. Assess the exposure of Slogan “PPR, Jonogoner Arthyer Sorbottom Babohar” among the key procuring entities, bidder communities, media and civil society members
- B. Assess the exposure of different communication interventions and messages regarding PPR;
- C. Assess the knowledge and skill of trained/oriented/exposed procuring entities, contractor representatives, media professionals and civil society members on social awareness, accountability and communication regarding PPR.
- D. Assess whether the communication and social awareness materials are properly used and implemented by the key agencies.
- E. Assess the communication and social awareness activities conducted at the district and national level;
- F. Understand the level of awareness campaign on both policy people, procuring entities, contractor bidders, civil society, media and general population; and
- G. Know the media intervention and special mobilization activities to ensure that the target population get activated and involved to popularize and implement the PPR.

1.4 Organization of the Report

This report is broadly organized into three sections. Section A has two chapters, one dealing with Introduction and the other with the Study Methodology. Section B deals with the Detail Assessment Findings laid out in six chapters. Section C presents Discussion, Conclusions and Recommendations. Section C follows the Appendices.

CHAPTER TWO

STUDY METHODOLOGY

By design, this is an exploratory type of qualitative assessment. This section delineates the methodology of various activities (how each will operate) of the assessment study and other pertinent issues. The activities and issues include, among others, selection of the study areas, study population, methods of information collection, sample design and sample size, study instruments and respondents etc.

2.1 Study Areas

All four old divisions of the country were brought within the purview of the assessment study. For collecting information, one district from each of the study divisions was selected and eventually the selected districts were the divisional district. Thus the selected districts look like the following pattern:

Pattern of Study Divisions and Districts

Table-1: Pattern of Study Districts

Division	District
Dhaka	• Dhaka
Barisal	• Barisal
Rajshahi	• Rajshahi
Chittagong	• Chittagong
Total	4

2.2 Study Population and Target Audiences

In line with the objectives and the indicators to be measured, following specific target audiences have been covered by information collection methods in order to capture the required information for this assessment:

Table-2: Target Audiences by Methods

Methods	Target Audiences
Key Informant Interview (KII)	<ul style="list-style-type: none">▪ Policy Makers (PM) and Gate Keepers▪ Member of Business Chamber (C)
In-depth Interview (IDI)	<ul style="list-style-type: none">▪ Bidding communities (BC)▪ Civil societies (CS)▪ Procurement officials (PO)▪ Heads of non-govt. organization and Media professionals (M)
Focus Group Discussion (FGD)	<ul style="list-style-type: none">▪ General Public (GP)

2.3 Sample Selection and Sample Size

Since this is a qualitative investigation and the target audiences or the stakeholders of the campaign are expected to be homogenous, no rigorous statistical sampling technique has been employed. The study areas have been selected randomly in consultation with BCCP and the sample units (respondents) have been selected purposively as indicated by the methods of information collection. The table below presents the sample size by study area and by method of information collection:

Table-3: Sample size by study division and by study methods

Division	Methods of information collection			Total Sample
	KII (PM)	FGD (GP, BC)	IDI (PI, CS, M)	
Dhaka	10	5	15	30
Rajshahi	4	2	8	14
Chittagong	6	3	10	19
Barisal	4	2	7	13
Total	24	12 groups of 118 participants	40	182

PM=Policy Makers (Ministry of Planning, Dev. Partner Agencies); GP=General Public; BC=Building Community; PE=Procurement Entities; CS=Civil Society; M=Media Professionals.

2.4 Information Collection Methods

A four-fold methodology has been administered to collect the relevant information. The methods include:

- Literature review (reviewing secondary sources of information),
- Key Informant Interview (KII) with Policy Makers (PM), Gate Keepers, and Member of Business Chamber,
- In-depth interviews (IDI) with Bidding communities, Civil societies, Procurement officials and Heads of non-govt. organization and Media professionals, and
- Focus Group Discussion (FGD) with members of general public.

2.5 Study Instruments

In line with the purpose, objectives, methodology and the areas to explore in the assessment study, following broad types of instruments have been developed and administered in this assessment study:

- KII questionnaire with mostly unstructured questions,
- In-depth Interview (IDI) questionnaire with unstructured questions, and
- Guidelines for conducting Focus Group Discussion (FGD).

2.6 Information Compilation and Reporting

This being a qualitative investigation, information generated from the field study has been compiled and processed manually. Information has been analyzed in line with the specific objectives of the assessment study keeping in view the overall purpose. While drafting the report, most of the information generated by employing various methods has been triangulated as far as possible and needed. Information collected from one source has been validated or rejected by checking against those from other sources or generated by employing other methods of information collection. Information has been presented in this report in descriptive form. Throughout the report some verbatim expressions of the target audiences have been quoted. Less judgmental analysis have been given, the people's perceptions that could be captured in course of investigation in the field are expected to be self-explanatory.

Section B: Detail Assessment Findings

This section presents the detail findings of the Midterm Assessment of Social Awareness Campaign and Communication (SACC) Activities implemented under the Public Procurement Reforms Project - II (PPRP-II) of Central Procurement Technical Unit (CPTU), Ministry of Planning, Government of Bangladesh. The study encompassed a wide range of stakeholders of different categories. These categories include, Policy Makers, Procurement Officials, Members of Procurement Committee, Bidding Communities, Members of Business Chambers, Media Professionals, Heads of NGOs and members of the Civil Society, and the General Public. The study employed qualitative techniques involving ‘what’- ‘how’ indicators in order to explore the popularity of the PPR campaign slogan in general and responses of the target audiences to a number of other relevant indicators in particular. Being requested by the respondents regarding their anonymity, the identity of the individual respondents have not been disclosed anywhere in the report. This has been done in order to maintain the privacy of the respondents.

In presenting the information on similar issues, the relevant responses from all kinds of target audiences have been clubbed together. Thus, the findings have not been presented by categories of target audiences or by the study divisions, but by objectives of the assessment study. However, the differences in the findings on any issue by target audiences or by study divisions, if any, have been categorically mentioned.

CHAPTER THREE

AWARENESS OF CAMPAIGN SLOGAN

This chapter explores the target audiences’ awareness of campaign slogan, sources of awareness and the effectiveness of the slogan in catering to the importance of PPR to people. A number of observations have emerged from thorough interactions with all target audiences selected for the assessment study. Different relevant indicators have been considered in making a true portrayal of the people’s awareness of the campaign slogan.

3.1 Awareness about PPR Slogan

With regard to if they are aware of the campaign slogan, “PPR janoganer arther sorbottom babohar”, absolute majority of respondents of the Key Informant Interview (KII) and In-depth Interview (IDI), especially the Policy Makers, Procurement Officials, Members of Procurement Committee and large Bidders across all divisions mentioned that they were aware of PPR slogan which was good and very useful.

It has been revealed that a lower proportion of medium bidders and even smaller proportions of other categories of target audiences, such as the members of the civil society, Heads of NGOs, media personnel and general public across all four study divisions heard or saw the slogan. On the other hand, some respondents of the target audiences did not have any idea about the PPR or current slogan. Overall, of the respondents who saw or heard the slogan, the respondents of three

study divisions, Rajshahi, Barisal and Chittagong, were more in proportion than those of Dhaka division.

Before exploring awareness about the slogan among the members of the general public, they were asked if they were aware of the PPR, the PPR related campaign and the slogan. In response to the questions, majority of the Chittagong and Rajshahi respondents stated that they knew about the PPR, the campaign, and the slogan, while much lower proportions the respondents of Dhaka and Barisal had the knowledge. As to what they had heard about PPR, Chittagong respondents stated, *“This is a set of procurement guidelines that is used in government procurement or construction activity”*. The Rajshahi respondents in this regard said, *“This is a law by which all kinds of government procurement and development activities are governed”*. Of those who knew about the campaign and the slogan, only a very lower proportion expressed what they knew about them. Moreover, in response to both the questions they just reproduced the slogan.

With regard to the importance of the campaign and the slogan, some respondents of Chittagong, Rajshahi, and Dhaka stated that the campaign and the slogan are important because “this slogan reminds us to be vigilant on the public expenditure with regard to public procurement and to oversee if ‘our’ money is being spent appropriately. This is also inspiring people to popularize PPR.”

3.2 Sources of Awareness about PPR Slogan

In response to what were the sources of awareness about PPR slogan, almost all the respondents, irrespective of their categories across all four study divisions mentioned at least some. The most commonly cited sources are TV spot, poster, sticker, Advocacy workshop, National Launching Program, and Future Search Conference. Other major sources they mentioned included, training, Office, Leaflet, CPTU website, e-GP, PPR gazette, tender documents, and Desk calendar.

Among the above sources, ‘PPR gazette’ was mentioned as the source by highest proportion of the large bidders and the members of procuring entities, policy makers and the procurement committee in all study divisions. Of those who received training, the PPR documents and the training manual were the major sources of their awareness. All the respondents of key agencies, LGED, PWD, REB, BWDB etc. in Dhaka division also mentioned e-GP, CPTU website, and National Launching Program in addition in this regard. In Rajshahi district, almost all government officers received desk calendar from which they came to know about the slogan.

As mentioned already, majority of the members of the civil society, Heads of NGOs, and media personnel said that they were not aware of the PPR slogan and so lower proportions of them could name sources of their awareness. Those who were aware said that they heard about PPR slogan from relevant offices, billboards and the PPR related posters. Dissemination of posters, billboard, sticker etc. was apparently more in three divisions than in Dhaka district. This may be the reason for lower level of awareness of the Dhaka respondents than those in three other study districts.

In general, majority of the general public included in this study do not have any awareness about the PPR, the campaign, and the slogan. Of those who have awareness, some mentioned certain sources for all three. The sources mentioned by them include poster, leaflet, sticker, TVC, and Billboard. Substantial proportion of the respondents of Rajshahi also mentioned BTV, newspaper, and concerned offices to be sources of their awareness.

All the respondents of this category across the study districts said that no one had discussed about the communication interventions and popularization of PPR with them. They have not also talked about the same with anybody.

3.3 Effectiveness of the Slogan in Catering the Importance of PPR to People

In order to assess the level of effectiveness of the campaign slogan in catering the importance of PPR to people, almost all the respondents, irrespective of categories, expressed mixed reactions regarding its effectiveness. According to Policy Makers, Procurement Officials, Members of Procurement Committee, the slogan was very effective in reminding them of the importance of following the PPR. It also helped them make more or less aware about Public Procurement system.

All the large bidders and some of the medium bidders stated that the PPR slogan was very significant to them and relevant others. According to them, through this slogan the concerned people understood once again that compliance with PPR is important and it is easy to follow, transparent, less time-taking, and less bureaucratic. In this respect they also talked about the campaign and stated that it inspired them to know PPR in a better way to understand its importance. In this connection, one of the top bidders in Dhaka division said, *“The new Rules and the Procedures will, no doubt, go a long way in ensuring accountability, transparency and fair competition.”* On the other hand, the campaign slogan was not popular among other medium and small Bidders and many of them did not think that the slogan would be very much beneficial to general public neither would it inspire them to be active in playing any role in public procurement process. However, they follow PPR for their own purposes.

The respondents of the rest of the categories also held the opposite view on the issue of effectiveness of the slogan, saying that ‘The campaign and the slogan did not have much impact on the target audiences, especially, the members of the civil society and the general public.’ According to them, the duration of the campaign and the dissemination of the slogan ought to have been much longer. In support of this view one of the another respondents said, *“The fact is people show their interests and want to learn more while they know or hear certain issue repeatedly and over a longer period of time.”*

CHAPTER FOUR

EXPOSURE TO COMMUNICATION INTERVENTIONS AND MESSAGES

This chapter deals with the exposure to various communication interventions and the campaign messages. While determining the exposures it also identified different sources of the target audiences' knowledge on communication activities and explores whether they share their knowledge of interventions and messages with others.

4.1 Awareness of Communication Activities and Messages

With regard to what communication interventions they have come across, the study revealed that all the key informants across all four study divisions have seen many. The key communication interventions majority of the respondents have seen are, billboard, advocacy workshop, poster, and sticker. Other interventions many of them know about include, training facility on PPR and providing training manual, CPTU website, publishing PPR book/gazette, other PPR related official documents and letters, and editor's column in newspapers, PPR related meeting, advertisement on television, advocacy workshops/seminars in national/district levels, National Launching Program and Future Search Conference. In Dhaka division, respondents of these categories also mentioned the use of e-GP and talk show in some TV channels, in addition. Distribution of CPTU desk calendar to all procuring entities in Rajshahi division is another communication intervention that the concerned Rajshahi respondents mentioned.

Varying proportions of bidders (large, medium and small) in all study divisions know about certain key communication activities like, CPTU website, advertisement in newspapers, Bangla gazette on PPR, PPR related meetings in the concerned offices, roadside billboards, posters and stickers in populous places, and the bidding related information on notice boards in Governed/concerned offices. Of the bidders in Dhaka division, almost all the large bidders and some medium bidders mentioned website, concerned offices, PPR gazette, and advertisement in newspapers to be the most effective communication interventions. The remaining bidders stated that unlike other bidders they have limited knowledge about the communication activities.

Small proportions of the members of civil society, heads of NGOs and media personnel mentioned advertisement in newspapers before National Launching Program, roadside billboards, official circular and posters and stickers in populous places in all four study divisions in this respect. Majority of the respondents of these categories were not very much aware of any communication interventions

A very high proportion of general public have very limited idea about the communication interventions and the campaign.

In response to what messages they have received or seen through the communication interventions, almost all the respondents who are directly involved in public procurement system mentioned two messages, such as:

- Sorkari kroye-PPR, Jonogoner arther shorbottom babohar (PPR in public procurement, best use of people's money), and
- Electronic Tender, jhut-jhamela nei ar (Electronic Tender, there is no problem any more).

4.2 Sources of Knowledge about Communication Activities

As to which sources they have gained knowledge about communication activities from, almost all the respondents irrespective of the categories mentioned at least one source. The most commonly cited sources are: training, concerned office, poster, National Launching Program, leaflet, sticker, advocacy workshop, Future Search Conference, CPTU website, TV spot, e-GP, PPR gazette and tender related PPR documents, editorial in newspaper, and desk calendar.

Among the above communication activities, the use of Bangla PPR gazette received highest weight among both the members of procuring entities of key agencies, like LGED, R&H, REB, BWDB etc. and varying proportion of the bidders (large and some of medium) followed by PPR documents, and training manual. Many respondents of these key agencies in Dhaka division also mentioned the use of e-GP, CPTU website, National Launching Program and editor's column in newspaper in this regard. In Rajshahi division almost all government service holders received desk calendar. However, substantial proportion of bidders held that they came to know about communication activities from other bidders.

Among other target audiences such as the members of civil society, heads of NGOs and media personnel across the study districts except Dhaka, some mentioned newspaper, billboard, poster and sticker as source of knowledge. In Dhaka, the respondents opined that despite being very common and effective media, dissemination through adequate use of posters and stickers was very limited.

Since majority of the members of general public have only limited idea about PPR related communication activities, sources of their limited knowledge were also very limited. Among those who knew about some of the communication activities mentioned TVC, billboard, poster, sticker, etc. as their sources of knowledge.

4.3 Sharing of Knowledge about Communication Activities with Others

Except a few policy makers, almost all the key informants covered within the purview of this study mention that for their own organizational benefits they always try to share whatever PPR related information they come across through different communication media. They also discuss about the effectiveness of various communication activities implemented by CPTU. In this regard one of members of Procurement Committee said *"I have participated in an advocacy workshop on PPR which was very helpful to me and after that I always try to talk about the significance of PPR with my fellow colleagues."* Majority of the policy makers said that they usually discussed when PPR related issues appeared in Parliament.

The bidders or contractors, who are directly involved in public procurement system across all four study divisions share their knowledge about these communication activities and the related messages with others. According to all medium, and small bidders, this process is one of the key sources of knowledge about PPR and its related communication activities.

Except a very few of other stakeholders including the members of civil society, heads of NGOs and media personnel, most of the respondents of these categories and also the members of the general public said 'no' in response to whether they shared the information with others.

CHAPTER FIVE

USE OF COMMUNICATION INTERVENTIONS AND SOCIAL AWARENESS MATERIALS

This chapter attempts to learn the present status of using communication interventions and different social awareness materials in popularizing PPR and making people aware, how these social awareness materials are used by the key agencies or personnel, and finally, identify the usefulness of these communication activities and social awareness materials.

5.1 Communication Activities and Social Awareness Materials Used

When explored what communication activities and social awareness materials are used to promote PPR, almost all the respondents, irrespective of categories mentioned at least one activity. According to a very high proportion of key respondents, such as procurement officials, members of Procurement Committee, policy makers and varying proportion of bidders across all four study districts, the key communication activities include, PPR related training facility, workshop/seminar held at national/district levels, National Launching Program, Future Search Conference, introduction of CPTU website, official discussion on PPR, official circular on display board, advertisements on BTV, PPR gazette, and TV talk-show. Advertisement on FM radio was mentioned by a few respondents of Rajshahi and Barisal districts. Key informants of Dhaka district also mentioned some other communication interventions, such as editorial in newspaper and e-GP. Moreover, majority of procuring entities in Rajshahi division reported that they received CPTU desk calendar from their offices. These key informants also talked about certain social awareness materials, such as posters, stickers, billboard, brochure, and newspaper. According to the respondents, these communication activities are implemented by CPTU, and LGED.

Among the above communication interventions and social awareness materials, training and PPR gazette / related documents enjoyed highest mention by the members of procuring entity, Procurement Committee, policy makers and large bidders.

However, other stakeholders, such as the members of Business Chambers, the members of Civil Society, Media Professionals, and Heads of NGOs do not know much about PPR related communication interventions. Among them a small proportion of respondents mentioned a few communication interventions, such as roadside billboards, posters and stickers in bazaar, main roads, government office walls, office circular and community meeting. In response to what social awareness materials used, they only mentioned a few, such as billboards, posters, and stickers.

Substantial proportion of the members of general public said that they did not have any idea about PPR or PPR related interventions.

5.2 Users of the Materials

In response to whom and what organizations use the communication materials, respondents of all categories state that these materials are mostly used by:

- All Government agencies, particularly, LGED, IMED, PWD, R&H, BWDB, REB, Railway, Health etc.
- Zilla Parishad,
- City Corporation.

However, the officials of key relevant organizations in Dhaka division frequently use CPTU website and e-GP. According to an Executive Engineer of LGED in Dhaka, *“LGED is Pioneer in following the PPR as highest number of procurement is done by LGED. PPR book has been published in two versions-Bengali and English; Bengali version has been provided to all LGED staff from LGED so that they can all implement it properly”*.

5.3 Ways of using the Materials

The materials such as posters, stickers, billboards are seen in the populous areas where more people usually meet together. The populous places include local bazaar, railway stations, bus stops, main roads, and government offices. Sometimes procurement related information is displayed on notice boards in different offices. These are more common outside Dhaka. In Dhaka district, social awareness materials, such as PPR book, CPTU website, e-GP etc. are mostly used in government offices. PPR or CPTU standard is followed during procurement of goods or services, call for tender and evaluation of tender. Bidders use PPR during submission of tender proposal. IMED follows the PPR while preparing Development Project Proposal (DPP). A few posters and stickers are observed on the office doors.

All those who have been given PPR training said that they received training manual including package kit (5 fact sheets), and PPR related informative leaflet when they participated in Training program. Despite the fact that PPR related messages have been disseminated through television and radio, the frequency is very limited.

On the other hand, high proportion of other stakeholders (the members of civil society, heads of NGOs, media personnel and general public) said that they did not use these materials in their respective field of operation.

5.4 Usefulness of the Communication Activities and Social Awareness Materials

The communication activities and social awareness materials have brought great benefit to some selected categories of people, such as Procurement Officials, Policy Makers, members of Procurement Committee, and bidders of both top and some of the medium category. According to them, these communication activities and social awareness materials have helped them tremendously in understanding the importance of PPR. In support of this view one of the LGED officials said, *“I have participated in PPR training program organized by CPTU at national level. This program was very much informative and this helped all trainees understand the PPR and the importance of following it. It also reminded us of the consequences of violating PPR. As*

an officer of LGED, I am advocating the importance of PPR in my community.” To illustrate the importance of this PPR campaign, one of the Policy Makers said that the overall objective of this campaign was not only to make the term ‘PPR’ popular to the target audiences, but also to make people aware of the necessity and importance of knowing PPR. He said that the distribution of the PPR related materials and implementation of the communication interventions also provided a warning to the higher authorities including, Policy Makers, Ministers, large bidders and MPs who were previously involved in unfair public procurement activities. In these ways, strong campaign on PPR can help make Public Procurement Process more transparent.

Varying proportions of bidders also stated that this campaign helped in making the reform of PPR trustworthy among all concerned. It has inspired them to know PPR provisions more carefully and follow those more efficiently for their own benefits. Echoing the above view, one of the members of the bidding community stated, *“Procurement related people, especially, the members of procuring entities and bidders/contractors now know better that adherence to the procedures is a mandatory requirement for them because they are using public funds for procurement for which compliance with the Rules needs to be ensured”*.

On the other hand, many bidders of medium and small categories reported that they did not receive any kind of training on PPR or any orientation on social awareness materials. Despite this, they have gained substantial amount of knowledge about PPR for their own purposes. In this respect, one of them said, *“We had to know about it on our own due to our own interest and necessity, because this is very useful for us”*.

According to some of the members of the civil society, NGO Heads, and media professionals, even a few years back PPR was unknown to them, but now they at least know that PPR is meant for the welfare of the public. They also added that now there were standard rules and instructions in the PPR for public procurement activities using public funds. But Majority of these categories said that they did not have any idea about the usefulness of communication activities and social awareness materials.

Majority of the general public have a very limited idea about the usefulness of communication activities and social awareness materials.

CHAPTER SIX

ASSESSMENT OF COMMUNICATION INTERVENTIONS AND SOCIAL AWARENESS ACTIVITIES

This chapter deals with various pertinent issues relating to the assessment of communication interventions, social awareness activities and the campaign implemented to popularize PPR. For doing the assessment, certain relevant indicators have been examined. For this purpose, it has been attempted to identify the processes of using the materials, the level of correct use of the materials, and their usefulness at district and national levels. The effectiveness of the idea about enhancement of popularity of PPR through the campaign has also been explored. Finally, a bunch of suggestions have been acquired from various target audiences with regard to how the campaign materials could be made more effective.

6.1 Communication and Social Awareness Activities Implemented

A number of communication interventions and social awareness activities have already been implemented at both National and District levels. Among these communication interventions, according to all the respondents of procurement entity categories and varying proportions of bidders, implemented communication activities are: National Launching Program, Advocacy Workshop, National and District level training, CPTU website, PPR gazette in Bangla, TVC, Radio commercial, billboard, advocacy kit (5 facts sheets), e-GP, brochure/leaflet, poster, and sticker. Many respondents of civil society, NGOs, media categories mentioned billboards, posters, stickers, leaflet, brochure, FM radio, and news on National Launching Program in the newspapers etc. as communication activities so far implemented. However, other stakeholders including substantial proportion of the members of general public demonstrated very limited knowledge about the implemented communication interventions.

6.2 Correct Use of the Materials

As to how much appropriately the materials are being used, the respondents gave mixed reactions. Majority of the respondents who are directly involved in public procurement are of opinion that the materials are being used appropriately. However, they maintained that the level of use of such materials is not very high though high proportion of selected categories of respondents knew about the campaign and stated that the campaign was useful for them. Most of the bidders and officials of the procuring entities said that they themselves gained knowledge on PPR for their own purposes. In addition, this campaign inspired them to know PPR in a better way and to implement it efficiently. They added that now they became more aware about PPR than before and understood that they needed to comply with PPR in procuring goods and services using public funds, otherwise they would be penalized. These imply that the relevant communication materials have been used correctly in enhancing their knowledge.

On the other hand, during the interaction with other stakeholders it was revealed that the communication materials were not distributed sufficiently and being used properly, which inculcated that highest proportion of the members of general public were not familiar with many communication materials. Many respondents of civil society, NGOs, and media think that the materials are not possibly being used properly as these are not observed widely due to insufficient supply. As a result, they do not have appropriate knowledge and clear idea about PPR till now. This also implies that the campaign has not been as effective as desired in popularizing PPR. Moreover, it fails to establish a strong network among different stakeholders.

6.3 Usefulness of the Materials at District and National Levels

With regard to the usefulness of the communication interventions of the campaign and the materials at district and national levels, majority of the respondents representing policy makers, procurement officials, members of Procurement Committee, varying proportion of bidders, and a few members of media and civil society across all four study divisions showed positive indication. They all opine that both the communication interventions of the campaign and the materials have proved very much useful at both district and national levels. Due to these, all relevant persons have become aware of the importance of following PPR appropriately in the public procurement process. However, rest of the respondents held opposite view, saying, *“Campaign and the materials did not have any impact on the target audiences, especially, the members of general public, civil society, and media”*.

6.4 Enhancement of Promotion of PPR

In assessing the communication interventions and social awareness activities with respect to recent PPR campaign, level of enhancement in the PPR promotion has been attempted to examine. According to the procuring entities, the government officials, and the bidders in all four study divisions, the campaign on PPR has brought about positive changes in the mindset of the people who are directly involved in the public procurement process. However, PPR is not very much popular among the members of civil society, NGOs, media personnel and reporters of even the leading TV channels though overall number of respondents of these categories is not very high. According to the respondents of other categories including high proportion of general public, the campaign has not much impacted on them in popularizing the PPR as they still have only limited idea about PPR. However, they opined that a stronger campaign on PPR with some very innovative and effective target specific communication interventions for a longer duration will enhance promotion of PPR. In support of this view, a member of the general public said, *“I strongly believe that target specific communication will enhance the knowledge of all citizens of the country regarding the importance of following PPR in public procurement process.”*

CHAPTER SEVEN

LEVEL OF AWARENESS OF THE CAMPAIGN OF VARIOUS POPULATIONS

This chapter attempts to examine the level of awareness of the campaign of various populations, such as policy people, procuring entities, contractors, civil society, media, and general public and explores the changes taking place in different populations due to campaign.

7.1 Level of Awareness of the Campaign on Different Populations

In response to what they think about the level of awareness of the campaign of various populations, the respondents of all categories gave their opinions as being different in different categories of people. The study reveals that the level of awareness of the campaign is high among key target audiences. These key audiences include procurement officials, policy makers and members of Procurement Committee. Majority of large bidders and a small number of medium bidders are also highly aware about the campaign. But other bidders have very little idea of the campaign. As they mention they have gained knowledge about PPR with regard to public procurement at their own initiative.

Limited number of the other stakeholders, such as members of Business Chambers, members of civil society, media, and heads of NGOs are somewhat aware of the social awareness campaign.

A very high proportion of general public also do not have any awareness about the campaign and so not about PPR and any of the PPR related activities.

7.2 Changes taking Place in Different Populations due to Campaign

A lot of changes have been observed among procurement officials, policy makers, members of Procurement Committee, and large bidders following the campaign with regard to behavior and practice pertaining to public procurement activities. According to them, *“earlier, there was lack of transparency in procurement process as there was no uniform procedure for public procurement. Now there are uniform procurement rules and procedures to ensure accountability, transparency and fair competition in public procurement process. These are mandatory for use by all concerned”*. Most of the bidders and members of procurement entities said that though they knew PPR already, they had become more inspired to follow and implement it more efficiently now through this campaign. One of them said, *“This campaign has given them a realization that compliance with the rules and procedures for both development and non-development procurement in the public sector is a mandatory requirement for all procuring entities, otherwise they will be penalized”*. It has been observed that to understand PPR well, many bidding agencies appoint engineers who understand PPR better and can participate in bidding process more effectively.

To emphasize changes taking place due to PPR campaign one of the Members of Parliament (MP) opine that this campaign has created a psychological barrier to unfair practices in public

procurement by higher authorities. A member of the Procurement Committee says in this regard that the confusion and conflict existing between bidders and procurement entities is now being reduced after the campaign. He added saying, *“It was a general view earlier that the tender quoting lowest budget, called ‘lowest bidder’ would win in the tendering process. But now this situation has changed because of the present PPR. With the present rules in practice, even the second or the third lowest bidder may win the bid. This may so happen because the bid with lowest budget may not have followed the PPR strictly and as a result, the key requirements may not have fulfilled. This implies a sheer compromise with the quality of products (not clear). Therefore, the bid goes to second or third lowest bidder and now this is a common practice which is acceptable to all. But previously, tendering process was somewhat haphazard leading to delay in decision making and wastage of public resources. So, it can be said that people involved in procurement process have now become more aware of importance of PPR through this campaign and thus, it is beneficial to all. In line with these, behavior and practice of all relevant persons have changed over time following the campaign”*. Bidders of all categories, large, medium, and small also talked in the same line.

According to varying proportion of other stakeholders, such as members of civil society, heads of NGOs, and some government offices and other related agencies their knowledge about the importance of following PPR has enhanced, but their behavior and practices with regard to public procurement has not much changed due to the recent campaign on PPR. This is because they are not directly involved in dealing with public procurement. However, they now try to make people aware about the procurement process whenever they have a chance.

Almost all heads of NGOs coming within the purview of the study across all four study divisions said that they had never used any PPR related communication materials in their own work places as they did not receive any interventions yet. According to them, basically, most of the NGOs are funded directly by international donor agencies for the welfare of the public for which they are not to go through public procurement process. They have their own Monitoring and Evaluation Cell in which they have a committee to evaluate their activities based on the rules, regulations and standards provided by the concerned donor agencies. Some of the members of civil society mention that the concerned government offices now follow PPR which was not seen before. A few of them said that they knew about PPR campaign, but they did not have any idea about any changes taking place in any group of population due to this. Only change that has taken place in them due to the campaign is that they are now more knowledgeable about the importance of following PPR by the concerned groups of people, such as bidders and the procuring entities and they should also play a role in monitoring the public activities implemented with public money. Changes to a little extent through this campaign have been observed among media professionals across all four study divisions but their number is very limited. As a reporter of ‘Doinik Jugantor’ in Dhaka says in this connection, because of this campaign, they now better realize the importance of gaining clearer concept on PPR as it is instituted for the best utilization of public money. Another reporter from Rajshahi said that they came to know about the scope of their open participation in the session of purchasing goods and services with government fund from the recent campaign. As a result, they will be able to make more focused reports on PPR based on facts and figures. Thus, the reports published in the newspapers and other media will enjoy higher credibility and help ensure transparency of public procurements.

Majority of the members of civil society and general public in all four study divisions said nothing about it.

7.3 Role the Members of Civil Society and General Public can Play in ensuring Transparency and Standard of Public Procurement

Most of the respondents who had demonstrated their awareness about the PPR related campaign stated that the members of civil society and general public had definite role to play in ensuring transparency and standard of public procurement. As they explain, they can remain vigilant over the quality and standard of construction, repairing and maintenance of roads and also construction of government buildings done by the contractors near their residences or workplaces. And thus if they find any anomaly in the system, they can ask for clarifications to the supervisors or can even complain to the higher authority.

7.4 Suggestions for Changes in the Campaign to Enhance People's Level of Awareness

Only small proportions of respondents of various categories suggested some changes in the campaign that might further influence in enhancing people's level of awareness. While suggesting changes the respondents of all categories, except the procuring entities and the bidders, mentioned certain problems. The problems they cited included, the campaign was short lived and the communication interventions and messages were not target specific. As a result, according to them, some specific audiences like civil society, media, and general public did not get desired messages and consequently the expected change of behavior was not observed in them. Moreover, the duration of the campaign was very short for them to grasp any idea from it. The suggestions below they put forward were around these problems.

- Special communication interventions ought to have been planned and implemented targeting specific audiences, especially the civil society, media, and general public.
- A pre-campaign communication drive was essential, especially for specific target audiences, such as civil society, media, and general public to educate them about the upcoming campaign on PPR.
- Had the duration of the campaign been longer, more of the target audiences would have been better aware of the campaign.

CHAPTER EIGHT

LEVEL OF EFFECTIVENESS OF THE MEDIA INTERVENTIONS AND SOCIAL MOBILIZATION ACTIVITIES

This chapter provides a comprehensive idea on the effectiveness of the media interventions and social mobilization activities implemented in terms of activating target audiences to popularize and implement PPR; and the level of their participation in PPR related campaigns. This section also focuses on how the members of the Civil Society and the general public can co-operate in the Process of Public Procurement if they are aware of it.

8.1 Level of Effectiveness of Media and Special Mobilization Activities in Activating Target Audiences to Popularize and Implement PPR

According to almost all policy makers, procurement officials, members of Procurement Committee and different categories of bidders in all study divisions, the mobilization activities are quite effective in activating all concerned towards popularizing and implementing PPR effectively. It helps bring about changes in the behavior and practice among these categories of people in public procurement. In this regard, majority of the procuring entities mentioned that their responsibility was to safeguard public resources. Therefore, they have to maintain the prescribed rules in the process of procuring goods, works, and services.

Among other stakeholders, such as members of the civil society, the heads of NGOs and the media professionals, the mobilization activities were somewhat effective across all study divisions except Dhaka. In this regard, small proportion of respondents said that they have seen PPR related posters, leaflets, stickers, billboards in different populous places. As a result, their interest of knowing about PPR is gradually increasing among them. In Dhaka district, the level of effectiveness of media and special mobilization activities is very poor, according to above mentioned categories of people. High proportion of these categories of people and also general public do not receive any benefit from these mobilization activities as they did not receive interventions yet.

8.2 Level of Effectiveness of Media and Special Mobilization Activities

In order to assess the level of effectiveness of media and special mobilization activities in participation of the target audiences towards popularization and implementation of PPR in all study divisions, relevant indicator has been examined. In this connection, the procuring entities and the large bidders said that their participation in different training sessions, seminars or programs held in national/district level was quite good but the number of participants would have been higher if the mobilization activities were carried out more strongly and widely for a longer duration. According to all policy makers across four study divisions, the level of effectiveness was not very high influencing their participation in popularization and implementation of PPR. They said that their participation in different PPR related programs were among a number of many other activities. However, they have heard about the campaign and reportedly have the practice of following the PPR when involved in any public procurement activity. In support of this view, one of the procurement officials said, *“I am optimistic that widespread generation awareness on PPR will create a positive climate for all to follow PPR and thus, the reformed*

procurement system will bring in efficiency and speed in the disposal of procurement cases and help timely implementation of the projects, be it in development or non-development area.”

Other categories of target audiences, such as heads of NGOs, media personnel and members of civil society demonstrated very lower participation presumably due to the fact that they are less directly related with public procurement process and have a very little idea about the mobilization activities.

Substantial proportion of general public covered in this study reported ‘no idea’ with regard to the level of effectiveness of media and special mobilization activities in popularization and implementation of PPR.

8.3 Ways in which the Civil Society and the Members of the Public can Cooperate with the Process of Public Procurement

Varying proportions of all categories of respondents in all four study divisions opine that the civil society and the members of the public can cooperate in the process of public procurement in many ways. According to them, they can help disseminate PPR related information and help keep the procurement process transparent, and remain vigilant over government development activities to monitor the quality and the standard.

They can also assist in controlling misappropriation and negligence in different public works. Supposedly, a few roads are being constructed or repaired in certain areas. The locals have a general perception that these types of activities are usually implemented with government fund. But if they gain knowledge of PPR, they will understand that government undertakes these projects with public funds for the welfare of public and thus they also assume a responsibility of monitoring and supervision of the government activities implemented. Therefore, they must pay more attention to the quality and standard of the activities. They initially should see if there is information board at the construction site. This also implies that they should be obliged to pay the payable taxes regularly. In this way, they can help keep transparency in development activities. If there is still any anomaly in the activities, they can take this matter with local media or even with the higher authority.

In response to how the civil society and the members of the public can cooperate with the process of public procurement, one of the respondents gave an example saying, *“Only a few months back, just before Eid-ul-Fitr’ a huge problem irrupted over the poor condition of the Dhaka-Mymensingh road. A number of TV-talks were held around the poor conditions of roads of the whole country, with particular reference to the Dhaka-Mymensingh road on different TV channels and most of the talks culminated into the negligence of the concerned ministry to the timely repairing of the roads and huge corruption in the sector. Following the ‘mum’ of the concerned quarters, the bus drivers of that route stopped driving buses and eventually raised their voice against the ministry’s failure to ensure people’s road safety and comfort. The bus drivers also threatened that they would stop plying their buses during the Eid-ul-Fitr’ home-going unless the government undertakes quick repairing measures. Maybe, they do not know PPR, but the activities they did with regard to repairing highways for “Nirapad cholafera (safe movement)” was just due to their idea of social rights. It was argued that if they had knowledge about PPR, they might help implement the PPR in the right way”.*

Section C: Discussion, Conclusions, Recommendations

CHAPTER NINE

DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

It has been attempted in this concluding section to briefly analyze, in the form of discussion, the key findings emerging from the Midterm Assessment of Social Awareness Campaign and Communication (SACC) Activities under PPR-II. The assessment of SACC has been implemented with a wide range of people in four selected administrative divisions. Following the discussion, some precise conclusions have been provided and a set of recommendations has been offered in order to help reformulate any future campaign plan with more pragmatic and innovative communication interventions to popularize PPR for its correct and effective implementation. It is assumed that since most of the findings are self-explanatory and so detail analysis will not be required. Depending on this assumption, therefore, only a few observations have been attempted to analyze here for providing a clearer understanding of the key issues. The major findings have been summarized here in order to analyze the key findings. Thus, the findings delineated in chapters three through eight have been summarized in this section. Presented below are the brief points of analysis that have been felt necessary for giving a better understanding and clarity:

9.1 Discussion

Awareness of Campaign Slogan: An absolute majority of the policy makers, procurement officials, members of Procurement Committee and large bidders across all selected divisions were aware of PPR slogan which was good and very useful to them. Comparatively lower proportion of medium bidders and even smaller proportions of the members of the civil society, heads of NGOs, media personnel and general public heard or saw the slogan. Some of the respondents did not have any idea about the PPR or current slogan. More respondents of Rajshahi, Barisal and Chittagong than of Dhaka division have reportedly heard or seen the PPR slogan. Similarly, with regard to awareness of PPR and PPR campaign, majority of the Chittagong and Rajshahi respondents stated that they knew about the PPR, the campaign, and the slogan, while much lower proportions the respondents of Dhaka and Barisal had the knowledge. With regard to the importance of the campaign and the slogan, some respondents of Chittagong, Rajshahi, and Dhaka stated that the campaign and the slogan are important because this slogan reminds all to be vigilant on the public expenditure and to oversee if public money is being spent appropriately. This is also inspiring people to popularize PPR. The most commonly cited sources of awareness are TV spot, poster, sticker, Advocacy workshop, National Launching Program, and Future Search Conference. Other sources included, training, concerned office, leaflet, CPTU website, e-GP, PPR gazette, tender documents, and desk calendar. Lower proportions of the members of the civil society, heads of NGOs, and media personnel could not name any source for their awareness. Dissemination of posters, billboard, sticker etc. was apparently more in three

divisions than in Dhaka division. This may be the reason of comparatively lower level of awareness of the Dhaka respondents than those in three other study divisions. Majority of the general public do not have any awareness about the PPR, the campaign, and the slogan. According to the policy makers, procurement officials, members of Procurement Committee, the slogan was very effective. All large bidders and some of medium bidders also think that the PPR slogan is very significant to them and related others.

Use of Communication Interventions and Social Awareness Materials: According to very high proportions of procurement officials, members of Procurement Committee, policy makers and varying proportion of bidders, the key communication interventions used are: PPR related training facility, workshop/seminar held at national/district levels, National Launching Program, Future Search Conference, staff orientation, introduction of CPTU website, official circular on display board, advertisements in BTV, PPR gazette, and TV talk-show. Advertisement on FM radio was mentioned by a few respondents of Rajshahi and Barisal divisions. Key informants of Dhaka division also mentioned some other communication interventions, such as editor's column in newspaper and e-GP. Moreover, majority of procuring entities in Rajshahi division mentioned in this regard that they had received CPTU desk calendar. All key informants also mentioned that social awareness materials, such as posters, stickers, billboard, fact sheets, and brochure were used for the purpose. Among the members of business chambers, civil society, media professionals, and heads of NGOs, only a small proportion named communication interventions and awareness materials like, billboards, posters and stickers, office circular and community meeting to be in use. In response to what social awareness materials are used, they only mentioned a few, such as billboards, posters, and stickers. Substantial proportion of the members of general public said that they did not have any idea about PPR and PPR related interventions. It is a general view that the communication materials are used by all government agencies, particularly, LGED, IMED, PWD, R&H, BWDB, REB, Railway, Health, Zila Parishad, and City Corporation. The materials are used for their own requirements and benefits. Overall, according to majority of respondents across various categories, the communication interventions and materials were highly beneficial. Other groups like civil society, media, heads of NGOs, and general public could not reap adequate benefit from these interventions and materials. This is because many of these groups of people were less exposed to the materials as they were less aware of the PPR and the campaign.

Assessment of communication interventions and social awareness activities: In general, the communication materials are being used more or less properly. People receiving training manual and advocacy kit are using these for disseminating information about the importance of following PPR and raising concerned people's awareness. The bidders are using PPR guidelines for submitting tender document. The CPTU officials provide initial orientation on PPR to the representatives of different organizations with the help of the communication materials on PPR and give them advocacy kit so that they can gain more intimate knowledge and make advocacy with others. Billboards, posters, leaflets and stickers are being used at public places to raise people's awareness. Posters and stickers are also being used by various government offices, such as LGED, PWD, BWDB, IMED, and REB. However, this is more observed in district level than in national level. According to majority of respondents of all categories outside Dhaka, TVC, billboard, poster, sticker, and leaflets are being used in such a way that PPR is promoted. Majority of the respondents who are directly involved in public procurement are of opinion that

the materials are being used correctly in enhancing their knowledge. On the other hand, others maintained that the existing communication materials were not being used properly as highest proportion of the members of the general public were not familiar with any communication materials. Many respondents of civil society, NGOs, and media think that the materials are not possibly being used properly as these are not observed widely. Majority of the respondents representing policy makers, procurement officials, members of Procurement Committee, varying proportion of bidders, and a few members of media and civil society opine that both the communication interventions and the materials have proved to be very much useful at both district and national level. According to the procurement entities, the government officials, and the bidders, the interventions and materials on PPR have brought positive changes in the mind-set of the people who are directly involved in the public procurement process. However, PPR is not very much popular among the members of civil society, NGOs, media personnel, reporters of even the leading TV channels and high proportion of the general public. However, they opined that a stronger campaign on PPR with some very innovative and effective target specific communication interventions implemented for a longer duration would enhance promotion of PPR.

Level of Awareness of Different Populations about the Campaign: Quite some changes have taken place among procurement officials, policy makers, members of Procurement Committee, and large bidders following the campaign with regard to their behavior and practice pertaining to public procurement activities. Most of the bidders and members of procurement entities have reportedly become more inspired to follow and implement it more efficiently through this campaign. One of the Members of Parliament (MP) opines that this campaign has created a psychological barrier on doing unfair public procurement by higher authorities. A member of the Procurement Committee says that the confusion and conflict existing between bidders and procurement entities is now being reduced due to the campaign. Bidders of all categories also talked about PPR in the same line. The knowledge about the importance of following PPR has enhanced among varying proportions of the members of civil society, heads of NGOs, and some government offices and other related agencies but their behavior and practices with regard to public procurement has not much changed because they are not directly involved in dealing with public procurement. Almost all heads of NGOs have never used any PPR related communication materials in their own state of affairs and they are not required to follow the PPR either. Some members of civil society mention that concerned government offices now follow PPR which was not seen before. They do not have any idea about any changes taking place in any group of population. Only change that has taken place in them due to the campaign is that they are now more knowledgeable about PPR. Some changes have been observed among media professionals. As a result, they will be able to make more focused and credible reports on PPR based on facts and figures. Rest of the members of civil society and majority of the general public demonstrated a very limited understanding about the PPR campaign and so could cite only a little change in various groups of people.

Level of Effectiveness of the Media Interventions and Social Mobilization Activities: Almost all policy makers, procurement officials, members of Procurement Committee and different categories of bidders think that the media and mobilization activities are quite effective in activating all concerned towards popularizing and implementing PPR. It helps bring about changes in the behavior and practice of these categories of people towards public procurement.

Among members of the civil society, the heads of NGOs and the media professionals across all three study divisions except Dhaka division who knew about the PPR and were exposed to the campaign, the mobilization activities were reportedly somewhat effective. The participation of the members of procuring entities and the large bidders in different training sessions, seminars or programs held in national/district level was quite good and the media interventions in the campaign were very much effective in enhancing their participation in popularization and implementation of PPR. But to the policy makers, these were not very influencing in their participation. The PPR related programs were somewhat among attending a number of many activities. Heads of NGOs, media personnel and members of the civil society demonstrated very lower participation presumably due to the fact that they are less directly related with public procurement process and have a very little idea about the mobilization activities. Substantial proportion of general public reported 'no idea' with regard to the level of effectiveness of media and special mobilization activities. Varying proportions of all other categories of respondents opine that the civil society and the members of the public can cooperate in the process of public procurement by helping disseminate PPR related information and keep the procurement process transparent, remaining vigilant over development activities to monitor their quality and the standard.

9.2 Conclusions

In view of the detail findings and subsequent discussions, it may safely be concluded that the social awareness campaign through wide range of communication activities and use of communication materials on PPR has successfully contributed to the achievement of making PPR popular among the key target audiences/groups. Below are some more specific conclusions:

- Absolute majority of the policy makers, procurement officials, members of Procurement Committee and large bidders were aware of PPR slogan which, according to them, was good and very useful.
- Comparatively lower proportion of medium bidders and even smaller proportions of the members of civil society, heads of NGOs, media personnel and the general public heard or saw the slogan.
- The most commonly cited sources of awareness of campaign slogan are TV spot, poster, sticker, advocacy workshop, National Launching Program, and Future Search Conference. Other major sources included, training, concerned office, leaflet, CPTU website, e-GP, PPR gazette, tender documents, and desk calendar.
- The slogan was very effective among policy makers, procurement officials, members of Procurement Committee, the large bidders and some of medium bidders in reminding them the importance of following the PPR.
- All the key informants have seen many communication interventions and messages. The key communication interventions majority of the respondents reportedly have seen are, billboard, advocacy workshop, poster, sticker, and brochure. Other interventions some of them have also seen include, training on PPR, CPTU website, publishing PPR gazette, TVC, National Launching Program and Future Search Conference, and desk calendar. Varying proportions of bidders (large, medium and small), small proportions of the members of civil society, heads of NGOs, media personnel, and general public reportedly

know about some of the interventions. They also recalled a number of messages in this regard.

- Only those who have direct involvement in public procurement process reportedly share their PPR related knowledge with others.
- All interventions and materials have been reportedly seen by the respondents are presently being used by relevant govt. offices, Zila Parishad, and City Corporation. The communication materials also proved to be useful to many people.
- Most of the respondents of all categories who mentioned some of the materials in general were of opinion that the communication materials are being used more or less properly towards popularization of PPR.
- Majority of respondents opine that both the communication interventions of the campaign and the materials have been proved to be very much useful at both district and national level. These have definitely enhanced the promotion of PPR.
- The level of awareness of the campaign is high among the procurement officials, policy makers, members of the Procurement Committee and majority of large bidders and a small number of medium bidders. Large proportion of other bidders, members of the civil society, media, heads of NGOs, and general public have limited awareness of the campaign.
- The media and mobilization activities are quite effective in activating majority of all concerned towards popularization and implementation of PPR. To the members of the civil society, the heads of NGOs and the media professionals the mobilization activities were somewhat effective. The media and special mobilization activities have quite effectively enhanced the participation of those who are involved in the public procurement process in popularization and implementation of PPR. But who are not directly related with process, have limited participation.

9.3 Recommendations

Given the forgoing detailed findings, discussions in the form of summarization of the key findings, and subsequent conclusions, a number of recommendations have been offered. However, the recommendations need to be prioritized before going into action. Some recommendations have policy implications and so should be dealt with care. Below are the recommendations:

- A. A policy decision needs to be taken for planning a second round of the campaign. In the new campaign interventions and messages should be redesigned with target specific interventions and messages. It is also to create a dent in the mind-set of the target audiences in the positive direction, so to say promotion of PPR.
- B. Duration of the campaign should be enhanced so that effect of communication on the people of various categories with regard to popularization and proper implementation is higher.
- C. Communication interventions and materials are not equally distributed in all areas, as a result, some specific interventions and materials must be in use so that some specific

groups, such as civil society, media, heads of NGOs, and members of the general public become adequately aware about the importance of PPR.

- D. A strong monitoring mechanism should be in-built into the process when the campaign is on the go to see not only the impact, but also if the supply side, that means the interventions and the communication materials are put adequately and appropriately.
- E. Since the campaign has already created some very positive impacts, even stronger and more pragmatically planned campaign of longer duration is recommended to organize for making public procurement more transparent.
- F. A self-explanatory PPR/campaign logo and specific jingles to make it easily identifiable to all categories of people should be developed and used in PPR related communication.
- G. To reach wider audiences throughout the country, more commercials on PPR should be aired frequently on different TV channels and FM radio in '*prime time*'.
- H. Distribution of PPR brochure should be enhanced by number. The CPTU should provide adequate number of them to the participants present in workshops and seminars at district level and also in other occasions.
- I. Taking PPR related training should be made mandatory for all members of procurement entity.
- J. The members of Tender Evaluation Committee must have adequate knowledge about PPR.
- K. The government should make it mandatory for the policy makers to go through a specially designed orientation course on PPR so that they can make justice while handling any public procurement issue.
- L. For wider publicity of PPR, media personnel should be given thorough orientation on the basics of PPR by organizing a day long workshop for them. Media personnel should be considered as one of the prime stakeholders in the activities related to capacity building and awareness generation on PPR. They are expected to play a bigger role than just being participants or third party observers in the workshop having no involvement in the future. Therefore, opportunity needs to be created to make them proactively involved in building awareness. To achieve this goal, "workshop" for journalists is needed to be organized.
- M. Before organizing PPR related programs at national, district, and upazila levels, rallies on PPR should be organized with large, easily visible, and colorful banners.
- N. Orientation on PPR should be provided to all newly recruited and transferred officers and employees.

- O. More billboards should be put up at upazila level and its information should be more descriptive and easily understandable.
- P. Video clippings may be developed on PPR related issues like, what PPR is, importance of PPR, consequences of violation of PPR, etc. These clippings can then be screened before various target audiences instead of training or orientation. Voiceover should be used in the clippings so that it can communicate clear message even to the rural folk.
- Q. Because of higher comparative advantage, the PPR related messages and information should be put up more on visual media and more so on TV, billboards, posters, stickers and leaflets than on other media.

Appendices

Appendix-A: Instruments

**Midterm Assessment of Social Awareness Campaign & Communications (SACC) Activities
under Component 4 of
Public Procurement Reform Project-II (PPR-II)**

Key Informant Interviews (KII) with:

- **Policy Makers**
- **Procurement Officials**
- **Members of Procurement Committee**

For Central Procurement Technical Unit (CPTU)

**IME Division, Ministry of Planning
Block#12, Sher-e-Bangla Nagar
Ministry of Planning
Dhaka-1207**

Awareness about the campaign slogan, “PPR, Jonogoner Arthyer Sorbottom Babohar” among the key procuring entities, bidder communities, media and civil society members

101	Are you aware of a campaign with a slogan “PPR, Jonogoner Arthyer Sorbottom Babohar”?	Yes 1 No 2	
102	Where (media) have you heard or seen the slogan? [Probe, don’t read the options. Response may be multiple.]		
	TV reality show 1	
	TV spot 2	
	FM Radio spot 3	
	Cartoon series in newspaper 4	
	Music video 5	
	Audio songs 6	
	Billboard 7	
	Poster 8	
	Sticker 9	
	Brochure10	
	Training 11	
	Advocacy workshop/Future Search Conference 12	
	National level launching event 13	
	Website 14	
	Newspaper reports/photos		
	Office 15	
	Any other source (Specify)16	
103	How effective this slogan is in conveying the importance of following PPR to the concerned people? [Don’t read the options.]		
	Highly 1	
	Moderately high 2	
	Somewhat effective 3	
	Very little effective 4	
	Not at all effective 5	

H. Exposure of different communication interventions and messages regarding PPR

201	What PPR related communication interventions and messages have you come across?		
	Communication interventions: • •	Messages: •	
202	Sources of knowledge about communication interventions		
	Communication interventions: • •		

I. Whether the communication interventions and social awareness materials are properly used and implemented by the key agencies

301	What communication interventions and social awareness materials are used in PPR popularization campaign?	* * * * * *	
302	Who or what agencies use those materials?		
303	Do you or your agency use these materials?		
304	How do you or your agency use these materials? Please elaborate.		
305	Do you think the communication interventions and social awareness materials have been useful to you? How? Please elaborate.		

J. Assessment of the communication interventions and social awareness activities conducted at the district and national level

401	What communication interventions and social awareness activities have been conducted at the district and national level?		
	Communication interventions: (TVC, Radio Commercial, Bill Board, Distribution of Advocacy kit (5 Fact sheets), Brochure/Leaflet on e-GP, Poster, 2 stickers, newspaper reports/photos, etc.) •	Social awareness activities: • • • • •	
402	How are these materials used? Please elaborate.		
403	How much properly are these materials used? Please elaborate.		
404	Do you think the communication interventions and social awareness materials have been useful to the concerned people at district and national level? How? Please elaborate.		
405	Do you think the campaign has enhanced the promotion of PPR? How? Please elaborate.		

406	Do you have any suggestions to improve upon the existing communication interventions and social awareness materials? How? Please elaborate.		
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K. Level of awareness of the campaign on both policy people, procuring entities, contractor, civil society, media and general population

501	According to your assessment what is the level of awareness of the campaign on the following target audiences:	Level of Awareness in terms of 'High', 'Medium', 'Somewhat', 'Not at all'	
	Policy people		
	Procuring entities		
	Contractor/bidders		
	Civil society		
	Media		
	General population		

502. Do you notice any change in the behavior and practices regarding procurement of such groups? If yes, what is the change?

L. Level of effectiveness of the media interventions and special mobilization activities in activating the target population and involving them to popularize and implement the PPR

601	What media interventions and special mobilization activities are being implemented under the planned campaign?		
	Media interventions:	Special mobilization activities:	
	* TVC * Radio Commercial * Bill Board * Distribution of Advocacy kit (5 Fact sheets) * Brochure/Leaflet on e-GP * Poster * 2 stickers, * Newspaper reports	* Future Search Conference * Formation of bidders Forum * * *	

602	How effective are the media interventions and special mobilization activities to:		
	Activate the target population towards popularization and implementation of PPR? Please elaborate.		
	Involve the target population in popularization and implementation of PPR? Please elaborate.		

603. How the civil society and people can contribute to the process of procurement?

Thank You

**Midterm Assessment of Social Awareness Campaign & Communications (SACC) Activities
under Component 4 of
Public Procurement Reform Project-II (PPR-II)**

In-depth Interviews (IDI) with:

- **Civil Society**
- **Media Professionals**
- **Heads of NGOs**

For Central Procurement Technical Unit (CPTU)

IME Division, Ministry of Planning
Block#12, Sher-e-Bangla Nagar
Dhaka-1207

Awareness about the campaign slogan, “PPR, Jonogoner Arthyer Sorbottom Babohar”

101. Are you aware of a campaign with a slogan “PPR, Jonogoner Arthyer Sorbottom Babohar”?

102. Where (media) have you heard of or seen the slogan? [**Probe, don’t read the options. Response may be multiple.**]

- TV reality show
- TV spot
- FM Radio spot
- Cartoon series in newspaper
- Music video
- Audio songs
- Billboard
- Poster
- Sticker
- Brochure
- Training
- Advocacy workshop/Future Search Conference
- National level launching event
- Website
- Office
- Newspaper reports
- Any other source

103. How effective this slogan is in conveying the importance of following PPR to the concerned people? [**Don’t read the options.**]

- Highly
- Moderately high
- Somewhat effective
- Very little effective
- Not at all effective

M. Exposure of different communication interventions and messages regarding PPR

201. What communication activities have been implemented in the campaign?

202. Where (sources) have you heard of or seen the campaign activities?

203. Do you talk about these with others?

N. Proper use and implementation of the communication interventions and social awareness materials by the key agencies

301. What communication (awareness raising) materials have been used in the campaign?

302. Who or what agencies use those materials?

303. How much properly are these materials used? **Please elaborate.**

304. Have these benefited you? How?

O. Assessment of the communication interventions and social awareness activities conducted at the district and national level

401. What communication interventions and social awareness activities (TVC, Radio Commercial, Bill board, distribution of Advocacy kit (5 Fact sheets), Brochure/Leaflet on e-GP, Poster, 2 Stickers, Newspaper reports, etc.) have been conducted at the district and national level?

402. How properly are these materials used? **Please elaborate.**

403. Do you think the communication interventions and social awareness materials have been beneficial to the concerned people at district and national level? How? **Please elaborate.**

404. Do you have any suggestions to improve upon the existing communication interventions and social awareness materials? How? **Please elaborate.**

405. **How civil society and people can contribute to ensuring transparency and quality in procurement?**

P. Level of effectiveness of the media interventions and special mobilization activities in activating the target population and involving them to popularize and implement the PPR

501. How effective are the media interventions and special mobilization activities to:

- a) Activate the target population towards popularization and implementation of PPR? **Please elaborate.**
- b) Involve the target population in popularization and implementation of PPR? **Please elaborate.**

Thank you

**Midterm Assessment of Social Awareness Campaign & Communications (SACC) Activities
under Component 4 of
Public Procurement Reform Project-II (PPR-II)**

In-depth Interviews (IDI) with:

- **Bidding Communities (BC)**
- **Members of Business Chambers**

For Central Procurement Technical Unit (CPTU)

IME Division, Ministry of Planning
Block#12, Sher-e-Bangla Nagar
Dhaka-1207

Awareness about the campaign slogan, “PPR, Jonogoner Arthyer Sorbottom Babohar”

101. Are you aware of a campaign with a slogan “PPR, Jonogoner Arthyer Sorbottom Babohar”?

102. Where (media) have you heard of or seen the slogan? [**Probe, don’t read the options. Response may be multiple.**]

- TV reality show
- TV spot
- FM Radio spot
- Cartoon series in newspaper
- Music video
- Audio songs
- Billboard
- Poster
- Sticker
- Brochure
- Training
- Advocacy workshop/Future Search Conference
- National level launching event
- Website
- Office
- Newspaper reports
- Any other source

103. How effective this slogan is in conveying the importance of following PPR to the concerned people? [**Don’t read the options.**]

- Highly
- Moderately high
- Somewhat effective
- Very little effective
- Not at all effective

Q. Exposure of different communication interventions and messages regarding PPR

201. What PPR related communication interventions and messages have you come across?

Communication interventions: •	Messages: •
--	-----------------------

202. Sources of knowledge about communication interventions

Communication interventions:

-

203. Do you talk about these with others?

R. Proper use and implementation of the communication interventions and social awareness materials by the key agencies

301. Who or what agencies use those materials?

302. How do you or your agency use these materials? **Please elaborate.**

303. How much properly do you or your agency use these materials? **Please elaborate.**

304. Do you think the communication interventions and social awareness materials have been beneficial to you? How? **Please elaborate.**

S. Assessment of the communication interventions and social awareness activities conducted at the district and national level

401. What communication interventions and social awareness activities have been conducted at the district and national level?

Communication interventions: (TVC, Radio Commercial, Bill Board, Distribution of Advocacy kit (5 Fact sheets), Brochure/Leaflet on e-GP, Poster, 2 stickers, newspaper reports, etc.) <ul style="list-style-type: none"> • 	Social awareness activities: <ul style="list-style-type: none"> • • •
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402. **Which of the district level communication interventions you have participated?**

403. How much properly are these materials used? **Please elaborate.**

404. Do you think the communication interventions and social awareness materials have been beneficial to the concerned people at district and national level? How? **Please elaborate.**

405. Do you have any suggestions to improve upon the existing communication interventions and social awareness materials? How? **Please elaborate.**

T. Level of awareness of the campaign on both policy people, procuring entities, contractor, civil society, media and general population

501.

According to your assessment what is the level of awareness of the campaign on the target audiences:	Level of Awareness in terms of 'High', 'Medium', 'Somewhat', 'Not at all'

502. Could the level be even higher had the campaign been planned differently? How?

503. **Do you notice any change in the behavior and practices regarding procurement among the stakeholders particularly the procurement officials and bidders? If any, how is the change?**

504. **How civil society and people can contribute to ensuring transparency and quality in procurement?**

U. Level of effectiveness of the media interventions and special mobilization activities in activating the target population and involving them to popularize and implement the PPR

601. What media interventions and special mobilization activities are being implemented under the planned campaign?

Media interventions:	Special mobilization activities:
<ul style="list-style-type: none"> • TVC • Radio Commercial • Bill Board • Distribution of Advocacy kit (5 Fact sheets) • Brochure/Leaflet on e-GP • Poster • 2 stickers • Newspaper reports 	<ul style="list-style-type: none"> • Future Search Conference • Formation of bidders Forum • • •

602. How effective are the media interventions and special mobilization activities to:

- c) Activate the target population towards popularization and implementation of PPR? **Please elaborate.**
- d) Involve the target population in popularization and implementation of PPR? **Please elaborate.**

Thank You

**Midterm Assessment of Social Awareness Campaign and Communications
Activities under Component 4 of
Public Procurement Reform Project-II (PPR-II)**

Guide for FGD with:

General Public

For Central Procurement Technical Unit (CPTU)

**IME Division, Ministry of Planning,
Block#12, Sher-e-Bangla Nagar
Dhaka-1207**

Key Research Issue 1: Awareness about the campaign slogan, “PPR, Jonogoner Arthyer Sorbottom Babohar”

Probable Questions to Ask:

1. Have you ever heard of PPR? What did you hear about?
2. An additional question here should be: from where have you heard about ppr
3. Are you heard or seen a campaign with a slogan “PPR, Jonogoner Arthyer Sorbottom Babohar”?
4. Please tell us what you know about the campaign and the slogan? [**Probe again and again for details**]
5. Are the campaign and the slogan important or relevant for you? Why? What do you mean by the slogan?
6. Where (media) have you heard of or seen the slogan? [**Probe, don’t read the options. Response may be multiple**]

Sources: TV reality show, TV spots, FM Radio spot, Billboard, Poster, Sticker, brochure, training, Advocacy workshop/Future Search Conference, National level launching event, website, newspapers office, any other source

7. **Has anybody discussed about the communication interventions and popularization of PPR with you? What did they say? After seeing or hearing the campaign have you initiated discussion on PPR [Please elaborate]**
8. Do you talk about these with others?

Key Research Issue 2: Proper use and implementation of the communication interventions and social awareness materials by the key agencies

Probable questions to ask:

1. **Before seeing any of the recent campaign on PPR, were you aware of the PPR?**
2. What communication interventions and social awareness materials are used in PPR popularization campaign?
 -
 -
 -
 -
3. Who or what agencies use those materials?

4. Do you think the communication interventions and social awareness materials have been beneficial to you? Did it reach the target viewers How? **[Please elaborate.]**
5. The facilitator can probe on the respondent's view on what should be the ideal medium for the campaign.

Key Research Issue 3: Assessment of the communication interventions and social awareness activities conducted at the district and national level

Probable question to ask:

1. What communication interventions and social awareness activities have been conducted at the district and national level?

Communication interventions: (TVC, Radio Commercial, Bill Board, Distribution of Advocacy kit (5 Fact sheets), Brochure/Leaflet on e-GP, Poster, 2 stickers, newspaper reports, photos, etc.)

-
-

Social awareness activities:

-
-

2. How are these materials used? **[Please elaborate.]**
3. How much properly are these materials used? Please elaborate.
4. Do you think the campaign has enhanced the promotion of PPR? How? Please elaborate.
5. Do you have any suggestions to improve upon the existing communication interventions and social awareness materials? How? Please elaborate.

Key Research Issue 4: Level of awareness of the campaign on both policy people, procuring entities, contractor, civil society, media and general population

Probable questions to ask:

1. According to your assessment what is the level of awareness of the campaign on the following target audiences (in terms of 'High', 'Medium', 'Somewhat', 'Not at all'):
 - Policy people
 - Procuring entities
 - Contractor/Bidder

- Civil society
 - Media
2. Do you notice any change in the behavior and practice regarding procurement among any of the above groups? If yes, what is the change?
 3. How public procurement benefits you? And what can be your role in making procurement transparent?

Key Research Issue 5: Level of effectiveness of the media interventions and special mobilization activities in activating the target population and involving them to popularize and implement the PPR

Probable questions to ask:

1. What media interventions and special mobilization activities are being implemented under the planned campaign?

Media interventions:

- TVC
- Radio Commercial
- Bill Board
- Distribution of Advocacy kit (5 Fact sheets)
- Brochure/Leaflet on e-GP
- Poster
- 2 stickers
- Newspaper reports

Special mobilization activities:

- Future Search Conference
- Bidders Forum
-

Probe on: What was the media you remember most? Most effective?

2. How effective are the media interventions and special mobilization activities to:
 - Activate the target population towards popularization and implementation of PPR? **Please elaborate.**
 - Involve the target population in popularization and implementation of PPR? **Please elaborate.**

Thank You

