

Village Voices for Development (VVD)

Funded by the Adsum Foundation, the Swiss Embassy Madagascar, Media Support Partnership UK



Working in partnership with its sister NGO, Andry Lalana Tohana, ALT has launched and helped develop a new radio project for good governance in southern Madagascar. Initially a six-month feasibility study, from Feb –Sept 2012 **Village Voices for Development (VVD)** project aims to address communication gaps, give voice to local people and improve local governance by using radio and mobile telephony to enable direct dialogue between non-literate

villagers and decision makers about local development issues and strategies.

The project works with Radio Listening Groups in rural communities in the Androy region and helps them identify, prioritise and record their concerns, questions and aspirations. These are played to decision makers who are then asked to respond. The material is edited together to produce a radio programme that broadcasts questions and answers as if in a live discussion, thereby breaking down social and political barriers to communication on important development topics

Summary Outputs

- 8 ALT Mg staff and partners trained in Human Rights
- 10 village Radio Listening Groups partnered to make programmes
- Baseline survey carried out
- 4 trainings for radio listening groups in Human Rights
- 7 local service providers/NGOs partnered to respond to villagers questions
- 2 local FM radio stations partnered to broadcast programmes
- 14 focus groups undertaken with villagers
- 30 radio programmes produced with villagers/local decision makers
- A total of 168 broadcasts of the programmes transmitted
- 3 phone in programmes organised and broadcast
- Evaluation carried out with Radio Listening Groups, control groups, decision makers and radio stations (Results to be published Nov 2012)

Additional Partnerships

The project has been supported by the Office of the High Commission on Human Rights in Madagascar (OHCHR), The Chef du Region Androy and the Minister of Communications.

Andrew Lees Trust, 204 Brecknock Road, London N19 5BG
Email: info@andrewleestrust.org Tel: +44 (0) 1225 873 880

