



Background for Youth-led Initiative Project

BCMD
INVITES

**YOUTH
LED
INITIATIVES**
Call for Project Proposals
**ATTENTION ALL YOUTHS: Do you want to do something?
Something that brings out positive impact in your community!**

What can you do to further strengthen out country?

YOUTH



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About BCMD:

Bhutan Centre for Media and Democracy (BCMD) aspire to be a source of civic education training and motivation for youth, local leaders and civil society members. We seek to strengthen the critical thinking of Bhutanese to inspire them to explore, share, act and generate positive change in their communities, moving them from being spectators of democratic change to creating a culture of mutual accountability and responsibility. Through our coaching and skills building, we aim to inspire a cohort of Bhutanese to generate a more compassionate and democratic society, and to cultivate a community that's committed to action for a better Bhutan.

Vision: A GNH-inspired vibrant democracy that engages all citizens. We will nurture a culture of democracy by encouraging an engaged society where citizens are more participatory and understand that democracy goes beyond an election. We will support the development of a community of active citizens, and leaders in governance, media, youth and civil society to better understand the important role they play in laying the foundation for our evolving democracy. We will focus on innovative initiatives to bring civic education alive, to ensure that people/s voices are heard, and to strengthen the media's ability to serve the public interest and to gain public trust.

Mission: To nurture democracy in Bhutan through civic engagement, public discourse and media literate citizens

Motto: An engaged society, a vibrant democracy.

Core Values: BCMD will strive to maintain and promote the following values:

- **Teamwork:** Work in a team in a spirit of mutual respect, and co-operation to reach collective decisions, and by treating each other equally.
- **Integrity:** Be accountable and transparent by taking responsibility for everything that we do and promote a sense of responsibility for one's community and environment.
- **Participation:** Engage in society by participating in discussions, sharing our views, and being informed/ aware of current issues, and by participating in relevant ways in the service of others. Express one's views and opinions in culturally appropriate ways.
- **Innovation:** Encourage individual independence and creativity and strive to promote innovative techniques/methods to solve problems.
- **Leadership:** We should be equipped to take responsibility to lead others, and to develop the capacity to lead through inspiration rather than by authority.
- **Personal Development:** Develop learning, skills and habits that will enable us to serve Bhutan and global community.
- Maintain **independence and non-partisanship** and remain committed to quality and innovation in all our activities.

Project overview:

In order to commemorate international day of democracy (September 15) in 2013 and 2014, we led two democracy day challenges whereby individuals were called to submit proposals for a practical project proposal with the objective to bring social change in their communities.

Projects as simple as paving a footpath to a temple to a more elaborative projects such as creating awareness on alcohol consumption were led by teachers and youths from across the country. We supported about 20 small projects with minimal funds up to Nu. 20,000 for each project.

By evaluating these projects we have learnt that each of these projects have helped the individuals to become more engaged citizens, problem solvers and to think about some of the issues, problems and policies more than they used to. The individuals also learned that they could be a part of the solution and be able to do things to make a difference in their communities. While the project coordinators became more aware of issues and were able to provide solutions, we also learnt that these projects brought about positive impact on the communities as well.



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With this support we invite more youths to come up with practical projects that they can carry out in their communities. Projects that address a specific need in the communities and bring out positive social change will be encouraged and supported.

The projects are expected to commence from July and end by the end of November 2015.

Purpose of the grants:

We believe that creating such platforms and opportunities for people, especially the youth, allows each one of us to understand the issues in our communities in depth and be a part of the solution. We see this as an opportunity for each of us to understand that democracy is an everyday exercise and that each of us has the responsibility and capability to nurture a vibrant democracy.

We hope to identify, inspire and collaborate with individuals and groups who can work together to not only bring a social change in the communities but also to advocate for it. The grants for youth-led initiatives will have the following aims and objectives:

- Enable youths to take action as agents of change and encourage them to advocate for a social cause in their daily lives.
- Enable youths to understand the challenges faced by the communities in depth and become a part of the solution to those problems.

Eligibility criteria for grantees:

The following considerations will determine the eligibility of grantee applications:

- All applicants must be above 18 years and below 25 years old or must have an adult administering the project if the applicants are below 17 years old
- Applicants are encouraged to partner with an organisation (Government, CSOs, institutions), which share common goals of the project. Projects, which include collaboration with organisations, will be given more preference.
- The applicants and the projects may be in/from any part of Bhutan.
- The projects may not be a first time project. On-going projects are also encouraged to participate.

With the limited funds we encourage:

- Minimum funds to be allocated for refreshments/meals.
- Minimum funds to be allocated for certificate printing/commemorative items.
- Projects should show a strong support for clear citizen action and advocacy to shed light on issues being addressed.

Grant value: The grant can be up to a maximum of Nu. 120,000/-

Grant duration:

The proposals should be submitted to BCMD before Friday 17 July 2015. The funds for selected projects will then be disbursed starting from July 20 2015. Each of the projects is expected to be complete by end of November 2015.

Selection criteria to be used for review of grant proposals: The following criteria will guide selection of applications:

- The project has clear objective(s) that serves or improves the community/communities.
- The project engages other youth
- The project has identified a local partner or partners
- The project has well-described activities and a clear implementation timeline
- The project budget is sufficient and appropriate for the proposed activities.
- The project should fulfill the main objectives of the grant
- The project must demonstrate clear community benefit
- The project should be accessible by any interested individuals within the community
- The project should describe community and social benefits of the activity, rather than the economic impact



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Selection Committee:

The project proposals will be reviewed by a steering committee comprising of representatives from government or development partners and civil society organizations. The steering committee will comprise of representatives from each of the following organizations:

- UNICEF Bhutan
- BCMD

If the steering committee thinks that the proposals need changes or additional information, the applicants will be given a chance to re-submit the application within a week's time. The steering committee shall be responsible for evaluating the proposals based on its practicality and will unanimously approve the projects. Once the projects are approved for funding, 50-80 % of the total funding for the project will be released and the rest of the budget will be released after the project coordinators reports to BCMD.

If, in any case, applicants are unable to complete the project, they must return the full grant amount to BCMD.

Evaluation and selection of applications:

The proposals will be ranked using a scorecard, based on the above-mentioned selection criteria. Applications will be examined and evaluated by the committee. Applicants will be assessed according to the following steps and criteria:

- **Quality of Research:** The problem is well defined with sufficient evidence that establishes the reality of the problem.
- **Feasibility:** The project is achievable with steps that clearly outline how they will accomplish their goals.
- **Innovation:** The project is creative in its approach and displays imagination in the use of existing resources to solve the problem.
- **Impact:** The projects will cover stories from the rural parts of the community. Considerations will be made based on the reach of the news organization.
- **Collaboration:** The projects show a culture of collaboration or partnering with individuals or organizations.

Reporting Requirements:

The grantee will submit the following *mandatory reports*.

- Project proposal by Friday 17 July 2015.
- Mid-term report to BCMD in first week of October 2015.
- Each of the youth project coordinators will be required to have media coverage of their projects. The media coverage may be in the form of mainstream news media like the Kuensel, Bhutan Broadcasting Service (BBS) and other media houses and also to share the stories on social media like Facebook.
- Each project leaders will also be required to do a final presentation of their projects in December 10 (tentatively) to a diverse group of audience from the parliament, civil society organizations (CSOs), government and more.
- A final report on completion of all activities under the proposal will be submitted to BCMD by end of December along with pictures and expenditure report.

How to apply for the grant:

We encourage interested individuals to read carefully through the background of the project and the guidelines of the project. Once you have done it, you may complete the application form and submit to BCMD along with your project proposal.

All necessary documents are available at www.bcnd.bt and Bhutan Centre for Media and Democracy Facebook page. You may also contact Phuntsho Namgay, Assistant Programme Officer at 17670943 or email at phuntshonamgay@bcnd.bt



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Accountability

- The Grantees should have all the transactions done in transparent manner.
- Books of account should also be maintained. BCMD Finance will keep a check.
- The financial details to be submitted to BCMD along with report.

Contact details:

Phuntsho Namgay

Assistant Programme Officer

Phone: 02-327903/339725 or 17670943

Email: phuntshonamgay@bcmd.bt



Guidelines for Youth-led Initiative Project

Guidelines for the Social Action Projects

How should you approach developing your social action project? Below are some guidelines to help you and your friends **get started**.

Step One: Select one problem, challenge, or issue to address: What is going on in the community that we want to address?

Your project should be a step-by-step strategy for addressing a specific need. Your action plan will include the positive social change you wish to create and include those who will benefit from your project - great projects begin with planning for the end result. Keep in mind the following as you decide on your challenge:

- Feasibility: What is the realistic goal for the project given your available resources and time?
- Scalability: How many people will be helped? Can your idea be expanded?
- Replicability: Can the project solutions be duplicated by others and used in other communities?
- Longevity: How long will the results and effects of the project last?
- Sustainability: Can the project continue on its own? Consider:
 - What are things we value **in our lives**? Do others share these same values?
 - What issues are important to us and would motivate us to take action?
 - What can we offer so that others might benefit from our actions?
 - What possible community needs or problems, challenges, or issues can we identify that we care about?

Step Two: Create a concise one sentence solutions-statement that describes what your social/action project hopes to achieve.

Examples:

- We will raise awareness on the **importance of voting** in the community through a series of discussion forums.
- We will design a safe walking path for children in collaboration with school officials.
- We will improve waste collection habits in our living environment through a one-day workshop on recycling

Step Three: Think about assets, resources, and policies.



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Think about the assets in your community that you can use for your project. The assets can be individual assets as well as institutional assets. What does the community already have that can help your project? Are there policies already in place that could help support the project?

What assets does the community have?

- People: Who are the people who get things done? Look out for leaders or inspiring individuals in the community?
- Institutions: Are there any organisation, which shares similar goals with your project? Explore the possibility of partnering with them for your project.
- Policies: What policies already exist in places that can help you with your project?

Step Four: Identify your target audience

We must know who are our audience in order to make them aware of what we are doing and also to bring them aboard.

- Who are we targeting?
- Where do they live?
- What tools are we going to use for getting the word out? Awareness campaigns, Social Media like Facebook, meetings, flyers etc.

Step Five: Your Solution

Write your action plan, which should consist of:

Goals: what are your project goals? These should be connected to your statement from step 2 and also be realistic and specific.

Example: Instead of saying, "stop bullying", say, "Create and distribute a compelling"

Activities: What are the major activities that you will undertake? What are the steps you will take to achieve your goal?

Timetables: How long will it take to accomplish each major step in the project? Include a timetable for what you will do each month. Remember, your projects should end by September 15th 2014.



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Resource Budgets: Plans stating how available resources, especially time and money, will be allocated or spent during the project. Please itemise your costs.

Step Six: Telling Your Story

If you are selected, you will be expected to document your project through photos, videos, or writing. Include ways you will measure the impact of your project. That is, how do you know you've made a difference? Do people view an issue differently? Have they learned a new skill that will improve their lives? Have they made a connection with other people? Also include your strategy to document and share your story? Videos? Social Media? Blogs? Pictures?

Additional tips:

- Find people in your community who can contribute pro-bono. You'll be surprised how prepared talented and resourceful people are to help a good cause. Do you know a talented artist who can help you design a poster? Musicians who can help you write a song to raise awareness? Or even businessmen who can help you reduce printing costs? Ask for their support!
- Work in groups. Do not try to do this by yourself! Working with friends not only gives you more hands, but also more ideas for how to better **achieve your goals**.
- Find organizations or groups who are already working on your issue. There are many nonprofits and **Civil Society Organizations** working on a number of good causes in Bhutan. If your issue is connected with theirs, seek them out, and even be a partner on the proposed activity! They can give you valuable advice for how to go about approaching your issue. And don't forget the government!

Sample Approach to *Social Action Project*:

Stop Bullying in Our Schools!

A group of Middle School students in an after-school program decided that they wanted to conduct a Project to do some social good in their community.

PROBLEM

The Team met several times to decide on a community problem that they wanted to address. They chose bullying, which affected many students in their school and others. They sought out evidence by approaching school boards and administrations to find out how many reported cases of bullying there were, and were shocked to find that there was at least one case of bullying reported every day. The Team stated the problem simply, like this: **There is bullying occurring in schools in our area.**



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SOLUTION

The Team considered several things they could probably do to address the problem, and they decided that they could raise community awareness of the problem and reduce bullying by creating and distributing a compelling anti-bullying poster that would get people thinking. They developed this Action Plan.

GOALS

The Team defined its major goals for their poster: *Raise community awareness of the problem and suggest possible solutions*. Because posters can only do so much, they decided to also organize a school-wide assembly that would engage all students and teachers in discussion on this issue.

Milestones

The Team listed necessary intermediate steps: (1) find someone or some way to create a poster, (2) design a poster with the proper message, (3) get copies printed, and (4) put the poster in appropriate public places.

Timetable

The Team decided that they must finish the poster before the end of the school year.

Budget

The Team found one member's brother who would create the poster on a voluntary basis and found a good but inexpensive way to have poster copies printed, and then they created a simple budget to determine how much they needed in a micro-grant from the funder.

Measurement

The Team decided to take informal surveys before and after poster distribution.

Documentation

The Team decided to take photos and make a video of events during the Project.

The team carried out its Action Plan. The resulting poster is colorful, bright, and optimistic, asks the viewer to "Stop Bullying", and suggests new attitudes of making things different, respecting those around you, and treating everyone equally. They hung copies of the poster in their school, other schools, and many public places. They talked about bullying, their project, the problem, and the solutions at school and elsewhere.



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IMPACT

The Project made all Team members think more about the issue and how they can help others and not be bullies themselves. They found that many others changed their behavior – at school, online, everywhere – because of the poster.