

**IUCN Pakistan Programme**

**Northern Areas Strategy for  
Sustainable Development**

Background Paper

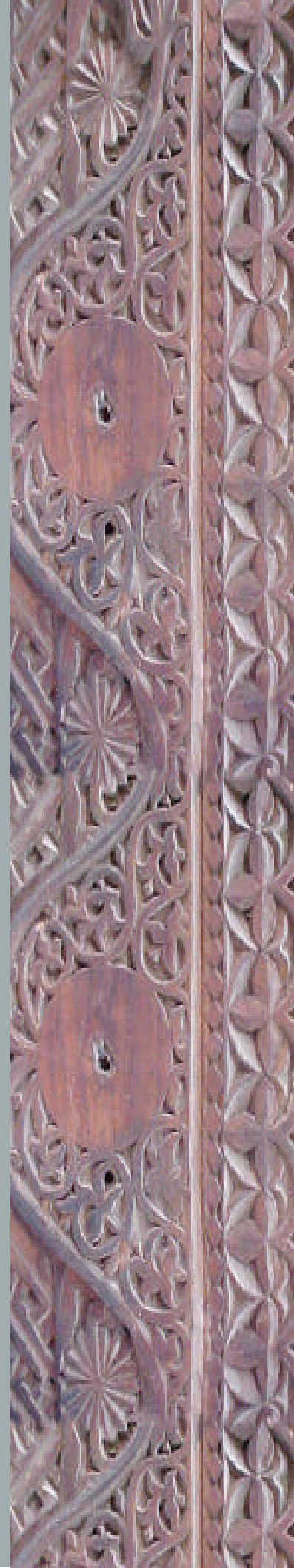
# **Communication for Sustainable Development**

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The World Conservation Union





# Communication for Sustainable Development



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# LIST OF ACRONYMS

AKRSP	Aga Khan Rural Support Programme
AKDN	Aga Khan Development Network
AKCSP-P	Aga Khan Cultural Services, Pakistan
AKES	Aga Khan Education Services
AKHS	Aga Khan Health Services
AKU	Aga Khan University
BACIP	Building and Construction Improvement Programme
BAEJ	Baltistan Association of Environmental Journalists
BCF	Baltistan Cultural Foundation
DFID	Department for International Development
FWO	Frontier Works Organisations
GoP	Government of Pakistan
GCIC	Gilgit Information and Conservation Centre
HERP	Hunza Education Resource Project
HWF	Himalayan Wildlife Foundation
KADO	Karakoram Area Development Organisation
MoKANA	Ministry of Kashmir and Northern Areas Affairs
NACS	Northern Areas Conservation Strategy
NASSD	Northern Areas Strategy for Sustainable Development
NA	Northern Areas
NAA	Northern Areas Administration
NCS	National Conservation Strategy
NDO	Nounehal Development Organization
NGO	Non-Governmental Organization
NRM	Natural Resource Management
MACP	Mountain Areas Conservancy Project
PRIF	GEF – Pre- Investment Facility Project
SPCS	Sarhad Provincial Conservation Strategy
SAP	Social Action Programme
VCC	Village Conservation Committee
VC	Village Councils
VO	Village Organisations
WO	Women Organisation
WASEP	Water and Sanitation Extension Programme
WWF-P	World Wide Fund for Nature, Pakistan



# FOREWORD

The Northern Areas have a unique and critical role to play in the sustainable development of Pakistan. Although they span a relatively small geographical area, the Northern Areas serve as a vital catchment for the Indus River, upon which a majority of Pakistan's irrigated agriculture and hydroelectricity depends. The Northern Areas also contain the nation's most important natural forests, extensive mineral reserves, and a wealth of biodiversity. Dramatic scenery, some of the world's highest mountains, and a rich cultural and archaeological heritage make the Northern Areas one of the most visited tourist destinations in the country.

Over the last several decades, however, many of the Northern Areas' natural resources have come under increasing pressure, as a result of a growing human population and the opening of the Karakoram Highway. At the same time, it has become increasingly recognised that the isolated nature of many of the region's communities, coupled with the Northern Areas' high-altitude and fragile environment, poses special constraints and challenges to development. Perhaps more so than in any other part of Pakistan, there is a need in the Northern Areas to ensure that social and environmental considerations are fully integrated into the development process.

In response to these concerns, the Northern Areas Administration began the preparation of a Northern Areas Strategy for Sustainable Development in 1999, with the financial assistance of the Swiss Agency for Development and Cooperation, and the Norwegian Agency for Development Cooperation; technical support has been provided by IUCN–The World Conservation Union. The Strategy addresses a broad range of social, economic and environmental issues, and seeks to provide a comprehensive policy framework for the sustainable development of the region. It responds directly to the provisions and recommendations of the National Conservation Strategy, adopted by the Government of Pakistan in 1992.

In parallel, *The State of the Environment and Development in the Northern Areas* summarises in a single volume the key information gathered during the preparation of the NASSD. It is the first report of its kind to be produced for the Northern Areas, which provides a succinct, up-to-date and readily accessible analysis of the status of the most important environment and development sectors in the Northern Areas, including information on major trends and issues, the responses taken by both government and civil society to date, and strategic options for the future. It also provides a baseline against which future change can be measured and establishes the context and foundations for the Northern Areas Strategy for Sustainable Development.

During early consultations at the tehsil level, and with key governmental and non-governmental organizations 16 areas of intervention were identified as being critical for the NASSD. These include sectors like: water; agriculture; forestry; biodiversity; rangelands and livestock; the private sector; energy; urban

environment; and cultural heritage and sustainable tourism. In addition, some crosscutting themes were identified as crucial to each sector, including population, poverty and environment; communication for sustainable development; environmental education; NGOs; gender, environment and development; environmental health; and governance.

To address the needs of each of these areas, basic information was gathered through consultations and literature reviews. This data was analysed through background papers commissioned on each of the sectors and themes identified. The draft of each paper was shared with the larger community of stakeholders of the NASSD as well as experts in the relevant field of knowledge.

The papers follow a similar format: analysis of the current situation; issues; past and present initiatives in the sectors and thematic areas along with the lessons learnt; stakeholders; and recommended policy and action measures. The authors have also addressed cross-sectoral linkages and environmental concerns for the sake of more integration in planning for sustainable development.

There were constraints to developing these Background Papers and in some cases these hurdles were only partially overcome. These included the fragmented and scattered nature of information, the prevalent culture of not sharing information, contradictory and unreliable data, lack of thinking on cross-sectoral linkages and integrated planning, and lack of expertise in developing linkages with the environment.

Parts of the information of the papers were then incorporated into the State of the Environment and Development (SoED) and the main strategy, i.e., NASSD. However, since the Papers contain a wealth of extremely useful information, a decision was taken to produce a series of NASSD Background Papers.

Considering the need and importance of timely sharing information with the stakeholders, these papers are being produced without extensive editing. The authors have sole responsibility for the views expressed and data presented.

# EXECUTIVE SUMMARY

Northern Areas – around million people scattered over a territory of 72,496 square kilometres present a rich mix of cultures, languages, plants, animals and habitats. A landscape dominated by high peaks, rivers, lakes, glaciers, wild plateaus, and narrow valleys linked by network of passes.

The region remained isolated for centuries. In recent decades improvements in access to the region have brought dramatic changes in social, economic, and ecological conditions of the region. The transition has brought ‘development’ but at the same has made traditional and natural systems that more vulnerable. Variety of factors have contributed to the over all deterioration of the human and natural environment. This include, population increase, changing land use pattern and agricultural practices, haphazard urbanization, unplanned tourism, leading to many more problems such as traffic congestion, soil erosion, water contamination, various forms of pollution, decrease in biological diversity and ecological habitats etc. The growing challenges propelled NA Administration to search for a vision of future outlook of the region. To this end, Northern Areas Strategy for Sustainable Development -NASSD is being developed under the Northern Areas Conservation Strategy -NACS support project. The project is expected to translate this vision in the shape of a strategic framework for sustainable development of the Northern Areas.

The NASSD is aimed at social, economic, cultural and ecological well being of the NA people. It is expected to provide a framework that should enhance cross-sectoral linkages, develop institutional and human capacity, and create an enabling policy environment to integrate environment in the development processes.

Communication is one of the key process and cross cutting theme in the project. Since, the NASSD is being developed through a participatory process, many of its major activities like public consultation meetings, IG/RT forums or other forms of sector wise consultations, or pilot projects have an inherent communication and advocacy aspect. Besides, in the NASSD communication has been applied as a structured process or an instrument of policy to create awareness and participation at various phases of policy cycles (e.g. identification, formulation, implementation and management). Keeping the two broad parameter in perspective the NASSD communication work, while implementing the NASSD Communication Action Plan, attempted to build an overarching communication impact, the challenge here was to draw the whole without losing attention on details.

Developed, primarily, through a consultative process the paper attempts to define the key concepts, visit important initiatives, design some strategic intervention and identify role and responsibilities of relevant stakeholders in the context of the three broad areas, which are:

- m Building constituency for the NASSD among its stakeholders
- m Building society wide awareness and support for the environment and sustainable development

- m Building required capacity in the formal and non-formal communication sector.

Creating participation to stimulate support and understanding has been one of the key principles and objectives of the NASSD formulation process. The approach has helped towards formulating a strategy that reflects the real inspiration of the stakeholders-NA people. To address the communication needs of the NACS Support Project a set of promotional material including brochures, project summary, transparencies, slides, and multimedia briefings were developed. A quarterly newsletter "Shadbaad" was also published regularly to network key stakeholders and decision/opinion makers on progress of the NASSD and sensitise them about key sustainable development related issues. Regular briefing to key stakeholders including the media, meetings of the interest Group, and partnership events and activities have all contributed to the process of constituency building and raising public awareness.

The paper has reflected on the means and ways to take the current initiatives forward. We have analysed the existing situation and have briefly described communication activities of partner organizations, discussed constraints and opportunities to come up with suggestion for future directions. The NACS support project has practiced both the instrumentalist and interactive approach of communication, on need basis. The vertical approach (persuasion) was required to place environment on the development agenda, and to build a favourable environment for smooth functioning of interactive instruments such as information sharing and consultations.

On the mass media side, due to sparse population and poor literacy rate Radio remain the most accessible medium both local and national Radio programmes are followed by the communities. Television is popular but has limited access due to technical reasons. Print media has been gaining strength, mainly due to a resurgent local press and improvement in the literacy rate. The local weekly newspapers that were non-existent a decade ago have overtaken the national dailies in circulation and popularity. These formal channels are short of human and material resources, efforts needed to strengthen coalition and capacity building of these channels, also in providing access to technology and information. Internet is currently limited to Gilgit town, however, like elsewhere the Internet channel holds tremendous potential in the years to come.

In the non-formal communication sector institutions such as the literary societies, ulema and network of religious institutions, arts and cultural councils, traditional institutions and village festivals have been identified as effective medium to reach out to the grass root level. NASSD seeks to influence, encourage, and assist new communication initiatives, sought coordination and linkages with ongoing initiatives; it also encourages collaboration among various communication efforts in the Government and Non-Government sector. Ulema have been identified as important intermediaries, particularly in conservative but resource rich areas like Diamir district. Ulema belonging to various schools of thought need to be networked and persuaded to play their role in mobilizing public support and raise awareness about the environmental issues. A set of awareness raising material based on Qurānic injunctions and saying of the Holy Prophet could be developed and widely circulated. Politician and public representatives needs to be sensitised

on the rationale and expected outcomes of the NASSD, and they could be encouraged to more proactively support the environmental causes within their constituencies and sphere of work. Communication support needs to be provided to the Government departments including Environment Section and Directorate of Environmental Protection at P&DD; particularly once EPA is extended to NA. The communication potential of set ups emerging out of 'Local Government Plan" being implemented by the federal Government would be explored. In built communication outreach mechanisms would be advocated for all Government initiated projects like Social Action Programme (SAP), and Khushhal Pakistan Programme.

Opportunities to build capacity of communication intermediaries to reach out to womenfolk, children and other such important segments could be encouraged. Environment and sustainable development issues pertaining to role of gender need to be projected in a more concerted manner. And finally the environmental journalists forums have to be supported in terms of its institutional and human capacity building. These environmental journalists can play an effective role at micro and macro level, they can ensure transparency in the governance system, highlight local sustainable development issues, influence public policy, and provide a forum to further develop the capacity of the communication sector. The capacity building needs of these forums need to be taken care of through skill and knowledge enhancement programme; a regional environmental media would ensure continuity of communication sector support for the environment and sustainable development.



# 1. INTRODUCTION

This document has been developed to study the role and importance of communication as a process for engineering a shared understanding and support for sustainable development of the Northern Areas. Its aim is to provide an overview of the past and present communication initiatives, key channels and actors, issues, trends, challenges and opportunities with specific relevance to the Northern Areas. We will also make an attempt to look into the future, and suggest some interventions to promote role of the communication for public awareness, and as an instrument of policy for integration of environment in the development processes. In the process, we would look into areas of improvement in the core capacities of the communication sector to do so.

Analysis and recommendations contained in this background paper will form part of the "Northern Areas Strategy for Sustainable Development" (NASSD). It may also be referred separately as a study on "Communication for Sustainable Development in the NA".

## 1.1. International and National Context

Over the years, world's attention to earth's environment has grown intense; Governments, International Institutions, Communities, Non-Government Organizations, and people in business, media etc. have shown a deepening interest in the concept of sustainable development.

This process of realization has been accelerated by a variety of factors such as drought, desertification, famine, nuclear and chemical accidents, the depletion of ozone layer, the effect of 'acid rain', the emerging water crises, and climatic changes all have contributed in placing environment on the forefront of international agenda. In facing all these issues the role of communication has grown vital in explaining, building support, and stimulating action at local, national and international level.

In 1980, the World Conservation Union (IUCN), the World Wildlife Fund (WWF), and the United Nations Environment Programme (UNEP) produced the World Conservation Strategy (WCS)). The strategy represented an important watershed in terms of raising awareness among community of nations about the need for an integrated effort to protect the ecosystems, and it also helped defining the environment and development nexus.

Later on, in 1992 the United Nations Conference on Environment and Development (UNCED) held at Rio de Janeiro (Brazil) agreed to a global environment and development agenda for the 21st century, known as Agenda 21. The Agenda agreed upon by representatives of 98% of humanity, calls for a viable framework for organizing a sustainable society out of the present economically and environmentally inequitable world.

Public awareness and communication was not only emphasized in the chapter 36, it is running through the entire document as a cross cutting theme. The Agenda recognizes that "Communication can be used to help people be aware of their actions, provide information to help solve environmental problems, and build skills to enable people to take action and to become involved in solving and preventing environmental problems. The desired result is that all humanity takes ownership or responsibility for living within the bounds of the natural resources' ability to regenerate so that future generations can have equal access to resources."

### Box 1: Sustainable Development

Development that meets the needs of the present without compromising the ability of future generations to meet their own need.

UN World Commission on Environment and Development 1987

A glance at some of the selected international conventions, to which Pakistan is signatory explains the global concerns and progressive resolve of the international community to arrest growing deterioration in the delicate balance between human and natural environment.

IPPC (1951)	International Plant Protection Convention, Rome.
Ramsar Convention (1971)	Convention on wetland of International importance especially as waterfowl habitat
WHC (1972)	Convention on the Protection of the world Cultural and Natural Heritage
CITES (1973)	Convention on International Trade in Endangered Species of Wild Fauna and Flora
Bonn Convention/CMS (1979)	Convention on the conservation of Migratory Species of Wild Animal
Vienna Convention (1985)	Convention for the Protection of the Ozone Layer
Basal Convention (1989)	Control of Trans-boundary Movements of Hazardous Wastes and their Disposal
CBD (1992)	Convention on Biological Diversity
FCCC (1992)	Framework Convention on Climate Change
CCD (1994)	Convention to Combat Desertification

Source: Pakistan Environmental Protection Act, 1997

## 1.2. Pakistan's National Conservation Strategy (NCS)

While Pakistan actively took part in the global initiatives, at home, the country was busy articulating its own national environmental and sustainable development agenda through the formulation of the NCS. In March 1992, the Federal Cabinet of Pakistan formally approved the National Conservation Strategy. The three overriding objectives of the NCS were,

- m Conservation of natural resources,
- m Sustainable development,
- m And improved efficiency in the use and management of resources

In order to achieve these objectives the strategy sets forth three operating principle, which are, achieving greater public partnership in development and management, merging environment and economics in decision making, and focussing on durable improvement in the quality of life of Pakistanis. These principles suggest people's participation as key pre-requisite for successful implementation of the strategy.

The NCS emphasis that "Communication needs to evolve into something more than brochures, videos, and posters to a broader understanding of environmental issues, fostered as a means of building support for legislative changes. It needs to be viewed as a way of mobilizing, assisting, and giving synergy to other institutions at the grass root level, the community based organizations, on which implementation depends at the provincial level and building support in provinces where strategies are just beginning to be developed. Communication also needs to be linked to other instruments, and accompanied by incentives and penalties for implementing the NCS."

The NCS recognized the need to devolve the implementation process of the strategy, and suggested formulation of provincial and district level strategies. The NASSD, thus, is a practical manifestation of NCS recommendation to make strategies more responsive to ground realities and aspiration of the local communities.

### **1.3. The Northern Areas Context**

Nestled in the northern heights of Pakistan, the Northern Areas has undergone a rapid economic, social and ecological transformation during the last three decades. The process of change have brought improvement in standard of living and access to basic infrastructure and services like schools, hospitals, roads, airports etc. On the other hand the changes have strained the centuries old harmony and balance between the people and their environment.

Let us briefly discuss main features of the region and the project under four dimensions; the Place, the People, the Project, the Principles.

#### **1.3.1. The Place**

Bordering China, India, Afghanistan and rest of Pakistan, the Northern Areas cover an area of about 72496 square kilometres. Population is 0.870 million with growth rate of around 2.47 (Census report 1998.) The region is under direct administrative control of the Federal Government. It is a landscape dominated by high rising mountains, plateau, glaciers and valleys, with the Hindu Kush, lesser Himalaya, Karakoram and Pamirs converging to form a huge mountain mass. Northern Areas is home to world's highest peaks including Mount Godwin Austin (K2) at 8625 meters. It contain world's biggest natural glaciers outside the polar region, with 72 kilometres long Siachen glacier followed by Biafo, Baltoro, Batura, and Hispar.

In Karakoram Highway, the region can boast of a unique masterpiece of human resolve and engineering feat. The region is administratively divided into five

districts of Gilgit, Skardu, Diamir, Ghizar and Ghanche with administrative headquarter situated at Gilgit town. NAs historically comprised of little kingdoms ruled by Rajas, Mirs and Chieftains; it was partially annexed by the Dogra regime of Kashmir by middle of the 19th century. In 1935 the British acquired Gilgit Wizarat for 60 years. However, in November 1947, the people liberated the area and acceded to Pakistan. At the time of independence the area was so remote and backward that it had only 9 pony tracks, 13-foot suspension bridges, 3 middle schools, 2 small hospitals, 10 dispensaries and a kacha airport.

Today the picture has changed beyond recognition, with

Metalled Road	1,036 km
Shingle roads	30,365 km
Bridges	371
Schools	1,500
Colleges	10 Inter, 2 Degree
University	1
Radio Stations	2
TV Boosters	2
Airport	2
Telephone (subscribers)	6,000
Internet connections	300
Post offices	122

Administratively the area is divided into five districts, each distinguished by own ethnic, social and cultural peculiarities.

The Northern Areas is rich in biodiversity, it is home to Ibex, flare horned markhore, Marco polo sheep, Blue sheep, urial, musk deer, snow leopard, chakor, eagles, vultures, brown bear, woolly flying squirrel etc. The plant kingdom of the region includes pine, chalgoza, juniper, willow, poplar, deodar, wild roses, seabuck thorn, kuth, artemisia, ephedra and large variety of fruit trees, shrubs, herbs etc.

### 1.3.2. The People

The ethnic and cultural mix of NA people is reflected in the number of intricate pattern of languages spoken in different parts. Balti speaking Baltistan (little Tibet) and Ganche district is in the east, Shina speaking Diamir and Gilgit districts are in southwest and Burshuski and Wakhi speaking Hunza-Gojal teshsil in the north. Despite their geographic isolation, the people of NA have had commercial and cultural links with neighbouring cultures, Baltistan had cultural and religious influence from Tibet and Ladkh regions, while Gilgit region was partially influenced by Central Asian cultures.

Agriculture is the basic mainstay of the people, however, the average land holding per household rarely exceeds one hectare and the per capita incomes ranges from rupees four thousands to six thousands. Historically, the region has witnessed the rise and fall of Buddhism. Remains of various dynasties in the form of stone curving and inscriptions can be found at many places. However, people of Northern Areas have since long embraced Islam and presently the entire population consist of Muslims belonging to Shia and Sunni sects of Islam.

Population	0.870 million
Area	72,496 Sq. km
Population density	12 person/km
Districts	05
Tehsils	44
Villages	650
Per Capita Income	Rs. 7500/= per annum
Pop. Growth Rate	2.47%
Literacy rate	33% (M 40%. F25%)

Source: NAAdministration (1996)

For a long time the ancient Silk Route provided the only significant link to the outside world. Many villages situated on the route were independent principalities, where one way of raising income was relieving the passing travellers of their possessions. The armies of Alexander, early pilgrim taking Buddhism to China, caravans of spice and silk traders, and mysterious explorers-cum – spies playing out the ‘Great Game’ of imperial rivalry between the Russian and British empires have all followed this path. All these people who explored the adventure of this route, along with exotic merchandise brought new idea and influences instrumental in shaping the way people think and see. The process of change in NA, which had been extremely slow due to geographic constraints, suddenly, speeded up with the conversion of historical Silk route into Karakoram Highway (KKH) in early 1980s. An unprecedented influx of socio-cultural and economic change followed, which has had a dramatic impact on the natural and human environment of the region. Various cultural and social habits earlier dictated by environmental constraints have changed; for instance, people in Hunza-Nagar and Baltistan region have given up their seasonal raw fruit diet, which they have followed for centuries to save on the firewood for winter.

Like else where, in the Northern Areas women’s role in the management of natural resources has evolved over centuries. Women plays a key part in home maintenance; which includes producing crops, gathering food, fetching water and collecting fuel wood. With the passage of time and increasing education opportunities, women in the region has assumed new non-traditional roles, such as doctor, social worker, teacher, and even entrepreneur. And by securing representation in the political system, they now have a stronger voice in decision making e.g. resource management at micro and macro level.

### 1.3.3. The Project

Over the years, the Northern Areas Administration and many non-government organisations have been working to address the long list of environmental and sustainable development problems prevailing in the area. However, in order to improve the socio-cultural and economic conditions of the NApeople in a viable and integrated manner, Northern Areas Administration felt the need for a strategic framework for sustainable development of the area. This was required to prioritise and guide activities, encourage cross-sectoral coordination and will ensure the incorporation of environmental considerations into development process. To this end, NA Administration with the technical assistance of IUCN-The World Conservation Union Pakistan and financial support of SDC and NORAD established Northern Areas Conservation Strategy (NACS) Support Project. The project is based in the Planning and Development Department of NA. The main output of the NACS Support Project will be formulation of the Northern Areas Strategy for Sustainable Development. This strategy is to be developed with the active involvement of government departments, NGO, the private sector, and the communities.

"A comprehensive strategy is essential for integrated development, and the joint effort of IUCN and P&DD will have a positive impact on the NA"

Fida M. Nashad, Deputy Chief Executive, NA

"We must forget our differences and contribute to the formulation of this important framework"

Sahib Khan, Speaker, NALC

During briefing to NALC about NACS Support Project on November 16, 2001

### 1.3.4. The Principle

The NACS Support Project is driven by three key operating principles, which are:

- m Involvement of stakeholders in its development and implementation,
- m Mainstreaming environmental concerns into development process and
- m Human and institutional capacity building of the stakeholders.

### 1.3.5. The Products

Based on priority areas of intervention identified through an extensive public consultation process, Background Papers are being developed on following issues/sectors:

–Agriculture & Food Security –Biodiversity –Cultural Heritage and Tourism  
–Energy –Communication –Education –Forests –Gender, Environment and Development Governance –Health and Environment, –Livestock & Range Land,  
–Poverty and Environment –NGOs –Private Sector –Urban Environment –Water

The main documents e.g. SoED – State of Environment & Development in NA, and NASSD – Northern Areas Strategy for Sustainable Development will brings forth a comprehensive knowledge of current situation, issue, and gaps with a clear vision, set of principles, sectoral guidelines, and strategies for implementation.

## Box 2: The KAP Process

This process shows different stages under which changes occur.

Knowledge: An idea is presented and individuals become aware of

Attitude: Secondly, the person or people see that idea working and realizes its usefulness, they develop a favourable attitude towards it

Practice: The final stage is when they learn the new skills required and start operating

Communication plays an important part in the KAP process; however, communication will have to be supported with minimization or removal of political, social, educational, and cultural barriers. Changes in norms, values and practices require much more than persuasion, they need change in the very surrounding conditions, which are often found beyond the control of the communicator. It is therefore, a basic requirement to understand and adjust to the cultural context.



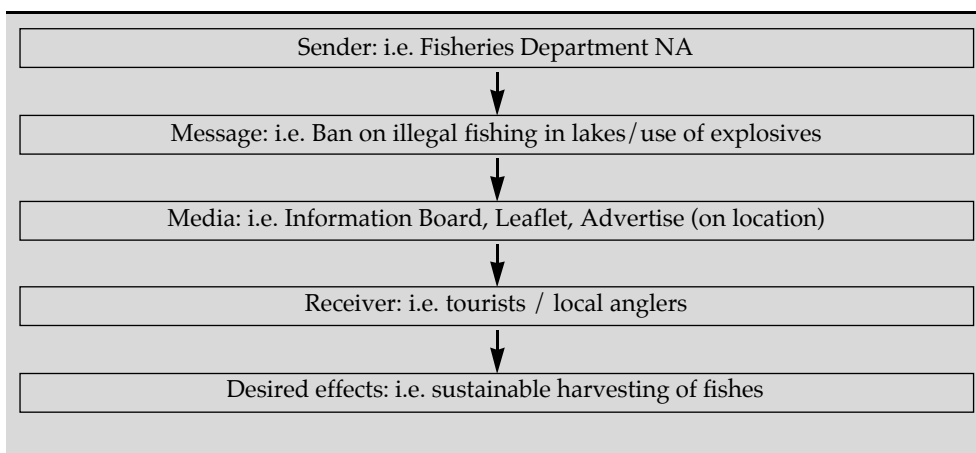
## 2. COMMUNICATION FOR SUSTAINABLE DEVELOPMENT

Communication help increase knowledge, awareness, participation and involvement of the stakeholders in the development process. Communications also stimulate responsible behaviour towards social, economic and ecological issues; it can encourage a positive change in attitude towards nature and for sustainable use of natural resources.

Communication has played a key role when governments and non-government organisations have been successful in implementing their policies, programmes and projects. Policy instruments have worked better when it is properly communicated to the target audiences. To implement policy a government has many instruments, which could be laws, regulations, financial (dis) incentives, and information, awareness raising etc. Communication as a policy instruments work better when used in mix with other instruments like financial incentives and regulations. (e.g. cigarette; we all know it is injurious to health, the information is not supported with fine or ban in sale and consumption of cigarettes). Thus, communication alone may or may not solve the problem.

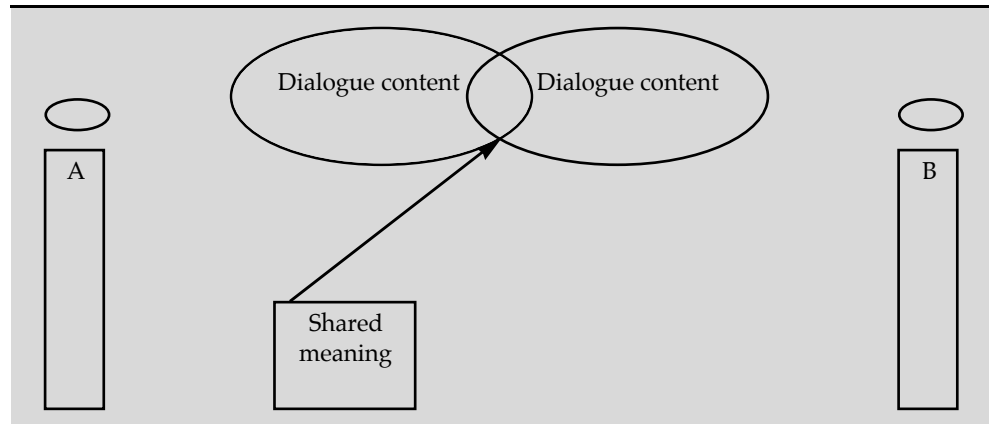
Researches and experts identify two main approaches to communication, which are currently in practice among the government as well as non-government organisations. Both approaches are applied depending upon the specific situation available to the communicators including target audience and messages.

The vertical approach:



The vertical approach is based on assumption that people need some knowledge, skill, value or regulation, which could help them orient their behaviour accordingly.

On the other hand, horizontal approach is more process based, and seeks to build on the existing knowledge and practices for resolution of conflicts or change attitudes through dialogue and interaction.



National Conservation Strategy (NCS) was the country's first comprehensive strategic policy framework for sustainable development. The NCS have acknowledged the importance of communication as a key process " to convince people that there is really a problem at hand, that this problem required urgent attention, that environment problems do have solution, and that these solutions do actually work".

A convenient way to describe an act of communication is to answer the following question:

Who

Says What

In Which Channel

To Whom

With What Effect?

Source: Dr. Harold D. Lasswell, Yale

The Commission on Education and Communication, IUCN says, " Communication is a two way process of information exchange to mobilize individual and collective action. Communication is an essential instrument to achieve policy or project objectives, and requires a planned systematic approach, involving stakeholders and beneficiaries."

In addition, it is "an important component of communication is listening; to clarify the issues, understand people's knowledge, perceptions, attitude and readiness become involved, actual practices, barriers to change, and potential benefit. This permits communication efforts to be based on solving problems that cause inappropriate practices, brought about by lack of knowledge, by attitudes or ability to take action. Communications is most effective when linked to a specific issue for which local action is possible and benefits are apparent"

## 2.1. Objectives of Communication in the NASSD

The Northern Areas Strategy for Sustainable Development provides a vision for the social, economic, cultural and ecological well being of the NA people. Awareness, participation and support of partners and stakeholders are required to translate this

vision into action. Keeping this broad goal in perspective the communication strategy of the NASSD will have to focus on following main areas:

- m Promoting NASSD its processes, objectives, principles and outcomes among all stakeholders in order to elicit their participation and support for the strategy.
- m Raising public awareness and debate on key environmental and sustainable development issues, which could transform into broader understanding and popular support for environment at all level of civil society, leading to concrete action on part of all concern.
- m Supporting formal, non-formal communication sector of the NA in mainstreaming sustainable development concerns in their thinking and activities.

### **2.1.1. Communication as a process and a sector**

To achieve above-mentioned objectives, the NACS Support Project from the very outset has distinguished communication under following dimensions:

#### **m Communication as a process and cross cutting theme:**

Under this aspect communication was treated as process of exchanging information on environment and sustainable development between the project and its stakeholders. Since, most of the issue identification, situation analysis, and strategy formulation process have been carried out using participatory approaches, such as public consultations, workshop, meetings the NACS Support Project from the very outset adopted communication as a key process and cross cutting theme. The project followed a Communication Action Plan, which identify key, messages, target audience, and appropriate media tools and approaches.

Media options availed during implementation of the communication action plan:

#### **Interpersonal Media:**

Consultations, workshops, seminars, festivals, (IG/RT) meetings, briefings, walks, mushaira, surveys, speech/quiz contests, involving various segment of stakeholders including youth, women, intellectuals, planners, religious and community leaders, NGOs/CBOs and government officials.

#### **Mass Media:**

Radio, newspapers, magazines, Internet,

#### **Small Media:**

Brochures, leaflets, calendars, slide sets, flip charts, videos, posters, stickers, cards, cups, pens

#### **m Communication as sector**

Under this aspect communication component of the NACS Support Project would communicate with the formal and non-formal communication sector to meet objectives given under first dimension, and will work for the capacity building of communication sector in the Northern Areas through primarily:

- m Information sharing
- m Training & skill development
- m Coalition building & networking

By formal communication sector we mean institutions like Radio, TV, Press, Press Clubs, News Agencies, Internet services, Films, etc. and by non-formal communication sector we would take cultural forums such as poetic societies, art centres, dramatists, advertiser, festivals, community based organisations, traditional institutions etc.

### 2.1.2. Role of Communication at different phases of NASSD

In the Northern Areas Strategy for Sustainable Development (NASSD) – a strategic policy framework being developed by the Northern Areas Administration with the technical assistance of IUCN Pakistan, importance of communication varies at different phases of strategy development cycles. Starting from the phase where research work began for identification of issues role of communication outreach increases gradually peaking at the end of formulating policy, and when implementation phase begins its role will gradually wane with the increase in control of other partners and stakeholders. Following graph will demonstrate the role of communication at various phases of NASSD.

Issue identification	Formulating NASSD	Implementing NASSD	Management
Key role: m Agenda setting m KAP analysis m Stakeholder analysis m Mass media content analysis m Information sharing	Key role: m Communication action plan m Awareness raising m Constituency building m Networking	Key role: m Information dissemination campaign m Marketing / advertising m Consultations m Clarifications	Key role: m Monitoring and communication of results m Impact studies / surveys m Troubleshooting

## 3. COMMUNICATION SECTOR IN NA

One may like to start study of NA's communication sector by trying to decipher the numerous rock carvings scattered all over NA. One may also feel inclined to investigate the knowledge of subtle messages conveyed through folk songs, tune and poetic verses to friend and foes living far and away, and also the loads of situation report filed by British agents to their masters in London. Today, the region has moved ahead even from basic pony trail, roads, postal and telephone services to rather sophisticate satellite based telecommunication system to Information technology. However, keeping in view our subject matter, we will have to restrict our discussion within existing mass communication structures and trends in the region.

### 3.1. Formal Communication Sector

In the Northern Areas formal communication sector consists of print and electronic media. Newspapers, journals, and newsletters are categorized under print media while electronic media consist of radio, television, Internet and cinema.

#### 3.1.1. Print Media

For a long time only national dailies served the news hunger of people in NA. However, over the years with increase in education and income distribution, exposure to the global media and hunger for local news seems to have contributed in harnessing people's appetite for more and more local, national and international news. Almost non-existent a decade ago, many local newspapers (weeklies) are having substantial circulation in all five districts. These newspapers NAQARA, BAAD-E-SHIMAL, WAADI, K-2, SHIMAL; and SIACHIN are also popular not within NA but among NA people living in other parts of Pakistan and even abroad. Quarterly magazines namely Youth Magazine, Silk Route, Awaz, Kargil, Khunjerab Times and Himalaya also appear from time to time. Almost all the national dailies, both English and Urdu enjoys decent circulation primarily in major towns of Gilgit, Skardu, Hunza, Diamir and Ghizar. The weekly circulation of the local newspapers are about twelve to fourteen thousand copies per week, and that one newspaper is read by an average of fifteen (15) persons. As many national newspapers also reach out to people in different part of NA. (Source, PID, NA)

Print media is primarily effective in towns, however, with improvement in means of transportation and education initiatives going very strong, it is gaining popularity among important cross section of rural communities including teachers, students, ulema, political activists, social workers, government and non-government functionaries.

#### 3.1.2. Press Clubs

At the moment NA has four Press Clubs, one each at Skardu, Gilgit, Ghizar and Chilas. Another sub-regional Press Club has just been established in Hunza /

Nagar, and Astore region (Feb. 2001). Most of the full time and part time journalists working in these areas is member of these press clubs. The Press Clubs serves as a secretariat for its members as well as members of the regional Union of Journalists. To date no female journalist is reported to be member of these forums. However, lately female writers and columnists have started contributing to the local as well as national press.

### **Box 3: Association of Environmental Journalists**

Journalists interested and working for the environment in the Northern Areas have organised themselves as association of environmental journalists in all four districts; which has press clubs and union of journalists working. BAEJ-Baltistan Association of Environmental Journalist was established in March 2001, similarly Gilgit Association of Environmental Journalists, Ghizar Association of Environmental Journalists, and Diamir Association of environmental Journalists were formed and are functioning since July 2001. These forums not only provides journalists interested in the environment and sustainable development to sit together and sharpen their knowledge and skills, the forums have been instrumental in advocating environmental issues at all level of civil society.

### **3.1.3. News Agencies**

The News Agencies are also playing an important role in linking the Northern Areas with the rest of Pakistan, and to the world. Most of the national news agencies such as APP, Online and NNI etc have correspondents posted in Gilgit and Skardu. While International News Agencies like AFP, Reuter, AP covers Northern Areas through their representative based in Islamabad.

### **3.1.4. Electronic media**

#### **3.1.4.1. Radio**

Pakistan Broadcasting Corporation (PBC) established two Radio Stations in Northern Areas in 1979, these broadcasting stations are situated at Gilgit and Skardu. These radio stations have been broadcasting variety of programs in all major local languages/ dialects including Balti, Shina, Brushhiski, and Wakhi as well as in Urdu. These stations are also relays programs on national hook up from other parts of Pakistan. PBC Broadcasting House in Islamabad is also transmitting two-hour programmes in Balti and Shina on daily basis.

#### Radio Stations In Northern Areas

Gilgit	Established in 1979	Languages; Shina, Brushhaski, Wakhi and Urdu
Skardu	Established in 1979	Balti and Urdu

At Radio Station Gilgit, 60 % of the transmission is in Urdu, and rest is divided into three regional languages, in which Shina 25%, Wakhi 5%, and Brushhaski makes up 10% of the per day broadcast time. Currently total daily broadcast time is 7 hour in Gilgit and 7:15 hours at Skardu.

In Skardu the daily transmission time is based on 60% Urdu and 40% Balti programmes. Both radio stations are of 10 kV. The federal government is

considering a proposal to up grade the reach of these radio station and in the first phase radio station at Skardu is being up graded to 100kv in short waves.

The programmes contents at both radio stations include news, current affair, entertainment and special interest programmes, and substantial airtime going into environment related programmes as well. In the formal communication sector radio is the only medium where women are employed and are playing an important role, particularly, as artists and broadcasters. Programmes aired by other national broadcasting stations like Rawalpindi, Islamabad, Mirpur are also keenly followed, besides Urdu news services of the British Broadcasting Corporation (BBC), Radio Tehran, China, Voice of America and Voice of Germany are also popular among villagers.

#### **3.1.4.2. Television**

Like other parts of the country the television is a popular medium, however, at the moment, there is no television station in the NA, nevertheless, Pakistan Television Corporation (PTV) has installed two re-broadcasting systems at Gilgit and Skardu which have since been upgraded to receive live telecast of PTV programs via satellite. The loop of these programs covers only Skardu and Gilgit towns and near by villages. Rest of the people, subject to availability of the electricity and social constraints permit takes pleasure in viewing the international flavour on satellite receivers. Possibilities of cable networking of satellite channels are yet to be explored. Reportedly, the Special Communication Organisation has made studies for installation of number of TV booster in various valleys, once implemented the project is expected to boost role of the television tv as important source of entertainment, news and education in the communities.

#### **3.1.4.3. Cinema**

Cinema culture largely remains out of favour; few cinema halls do exist in Gilgit and another one in Skardu, where Urdu and Punjabi films are screened. Most of the people attending these entertainment spots are labourers and army jawans trying to fight off boredom and homesickness.

From a gender point of view, men have comparatively more access to print media than women, mainly due social constraints and disparity in their literacy level. Similarly, women have almost no access to cinema due to social and cultural taboos. Obviously, the electronic media is equally attractive and effective for both men and women.

#### **3.1.5. Internet**

Computers and Internet has revolutionised the way we access and disseminate information. In 1999 an Internet Service Provider (ISP) COMSATS brought Internet services to Gilgit town. Since than use of Internet services is on the rise in NGO, Government offices, and the private sector. Few Internet cafes have been established in down town, providing access of Internet technology to tourists, students, media and business people. According to COMSATS have provided around three hundred connections to subscribers. With future extension of services to other important towns, such as Chilas, Skardu, Khaplu, Gahkuch and Hunza, Internet can play its part in the socio-economic development of the region.

#### **Box 4: Use of Internet for Sustainable Development**

To enhance interdepartmental linkages and communication, the NACS Support Project has initiated a process to network all line departments of the Northern Areas Administration by providing e-mail and Internet connections. The project in collaboration with COMSATS has arranged a series of training programmes to impart computer skills among government officials from different line departments.

In April 2001, NACS Support Project in collaboration with Sustainable Development Network Programme (SDNP) had organised two one-day training workshops on the Use of Internet, Email, and Effective Searching Techniques at COMSATS Internet Services, Gilgit. Around 30 officers from the Planning and Development and line departments as well as people from print and electronic media participated in this workshop. This NACS initiative has aroused considerable interest and a growing realization that Internet will not only improve linkages and professional skills but will also encourage the use of the wealth of information available on the Internet for the well being of the people and ecology of NA.

### **3.2. Non-formal Communication Sector**

Non-formal communication media and approaches have always played an important role in the lives of NA people. Historically the region consists of several autonomous and semi-independent kingdoms ruled by Rajas and Mirs, till early 1970s these ruling families used to command a fair amount of power and privilege. Most of these ruling dynasties encouraged art, literature, architecture and poetry in their domains. The court also has its own system of information gathering and dissemination both at community and regional level. In many regions a multi-tier social structure was carefully constructed to ensure that the court's orders were disseminated and implemented at all levels.

Legend has it, in Baltistan region, for instance, people used to communicate with distant relatives by requesting the messenger to sing a specific part of a folk song to the person, listening to which the relative would grasp what the sender wishes to convey from him. During the polo matches a subtle change in tune conveys the audience what is going on in the polo ground without actually watching the game. For instance if the Raja falls down from the horse the tone of the music will tell what has happened, and people in the neighbourhood would rush to the polo ground to help him out.

From communication for sustainable development perspective, we have focussed on following important channels of non-formal communication.

#### **3.2.1. Art and Cultural forums**

Art and cultural forums as it understood today is comparatively new concept for the people. Presently there are four major art and culture forums namely: Gilgit Art and Culture Council, Karakoram Art and Culture Council, Hunza Arts & Culture, and Baltistan Cultural Foundation. Mostly run by individuals in their private capacity these forums are working for the revival and preservation of the region's cultural heritage e.g. music, dance, festival etc. First three forums are based in Gilgit region and the last one is working in Skardu.

Though still in their infancy, the forums have begun taking initiative in organizing activities like cultural shows, music gala and stage plays. These forums are also taking keen interest in supporting awareness raising activities on different issues. Taking a quo from such town based forums, some small art forums are also being established in different parts of Hunza, Nagar and Khaplu etc. The representatives of these forums have also been given representation on NASSD Education and Communication Interest Group. There is a scope for capacity mapping and development of these forums, once their capacity is enhanced to desired level, there is scope for these forums to become a good non-formal channel for environmental communication.

### **3.2.2. Poetic and Literary Societies**

Besides these forums, poets and literary personalities have also been identified as key communicators in the Northern Areas. There are two registered literary societies in Northern Areas, poets belonging to Gilgit and Baltistan have organized themselves under two main groups named: Halqa-e-Arbab-e-Zoq Gilgit and Skardu based Halqa-e-Ilmo Adab. Recently similar societies have been established in Nagar and Hunza region as well.

Membership in these clubs is open to interested people belonging to different strata; many poets are writers and columnists in newspapers and also active members of art forums. Realizing the effectiveness of this channel, the NACS Support Project-organised mushairas on environment in Skardu and Gilgit.

### **3.2.3. Ulema**

The ulema belonging to different schools of thought could be convinced to use the network of mosques, Jamaat Khanas, and Khangahs to raise awareness about environmental issues. Ulema in many part of the region commands influence, particularly in conservative regions like Darel and Tangir ulema can encourage and persuade communities effectively for sustainable use of resources.

Other non-formal actors like village organisations, village and district conservation committees, festivals, jirga, sports associations, musical group, political parties, mountaineering clubs, stage shows, schools, women societies, NGOs and Government departments, particularly their extension networks can be useful channels to engineer popular support for the sustainable development of the Northern Areas.



## 4. CONSEQUENCE OF INACTION

Northern Areas needs a vision of its future. Centuries of isolation have given way to a floodgate of "change" and "development". And these "changes" have impacted upon mutually beneficial interdependencies between the wildlife, people, and ecosystems in what scientists describe as "planet's newest and the most volatile mountain system". The changes and further imbalance in the ecosystem poses serious threats to the quality of life of the people.

The region today faces many challenges related to people's social, economic, cultural and ecological well-being. Growing population and subsequent change in land use pattern and traditional agricultural practices threatens agriculture output that has been the basic economic mainstay of the people. Sedimentation and soil erosion caused by erratic river flow threatens livelihood of human settlements in valleys and villages situated on soil deposited by rivers and streams. Forests are being cut recklessly for fuel wood as well as for domestic and commercial usage.

Unplanned and haphazard urbanisation is creating new problems with regard to waste management and disposal, sanitation and basic civic amenities. Consequently many capital towns are forced to remain content with unhygienic living condition and drinking water, not to mention proper sewerage or recreational facilities.

Agriculture based development is now giving way for small enterprises and service industry enterprises. Tourism is gaining ground as an economic enterprise and social phenomena. In many valleys and villages tourism is already the biggest employer and revenue earner for communities. However, lack of planning and regulatory mechanism and policies endanger not only the sensitive ecosystem due to over use and concentration of tourism activities but raises social concerns and uneven economic conditions.

Northern Areas is home to a wide range of biological diversity, from fruit trees to medicinal plants and from Musk Deer to the rapidly vanishing woolly flying squirrel region's biological assets are facing possibilities of gradual extinction. Many plant and wildlife species may have already become extinct due to over harvesting and commercial poaching. There is need to conserve and harness true potential of endemic fruit trees for social and economic well-being of the communities. The area has good scope offering opportunity for development of fisheries and aquaculture sector. Its rivers, streams and lakes are abode of decent population of clean water exotic species of trout fish but over exploitation by increasing number of local and visitors, particularly, use of explosive for mass fishing seriously endangers the population of trout fish and other aquatic life.

On the other hand, rising temperature, pollution, floods, avalanche are raising more and more concern among the communities. Climatic changes and subsequent increased rate in melting of glaciers have started threaten the very existence of

mountain communities who have depended on glacier melt for source of drinking and irrigation water. (In 2001, many settlements in Baltistan and Ghizar reportedly migrated to new valleys as small glaciers that fed them for centuries dried up) There are risks of more such forced environmental migration, if we fail to plan and put in place sustainable development strategies.

Above points signifies the importance of awareness, motivation and action on part of the stakeholders including government, non-government organisations, and communities to address the key environmental and developmental issues. We have to anticipate challenges and prepare ourselves in order to ward off impending crises.

Public awareness, therefore, is key to identifying issues, assessing options and going for sustainable and workable solutions. The public consultations conducted by the NASSD have listed sixteen top priority issues faced by the people, the consultation held at all tehsils and districts of the NA among male and female participants, belonging to cross section of the society. Lack of education and awareness was one of the two top issue identified by the NA people. Number one issue was of course related to degradation of natural resources particularly in the agriculture sector that underline rising fear of food insecurity. On the other hand mention of education and awareness as one of the top two issue manifest communities desire for change, to seek solutions of issues being faced, may it be contamination of water, urban pollution, deforestation or loss of bio-diversity.

The range and complexity of sustainable development issues faced by Northern Areas in next decade or so necessitate use of communication as key process and tool for both raising awareness and policy outreach. Communication along with incentive, legislation and technical facilitation should be applied to overcome sustainable development problems on systematic and sustain basis. A strong communication sector may also catalyse good governance, more transparency in the governance and development systems for sustainable management and development of natural resources.

It may be correct that mere knowledge of problems may not be of much use, unless the information and knowledge does not bring in positive change in attitudes and practices. However, one can argues that in a third world country like ours change in behaviour requires some sort of stick and carrot policy, stick in terms of legislation, laws, rules, planning, regulations, policies and projects, and carrot in the sense of knowledge, persuasion, persuasion and advocacy. In the coming decades it would be vital to apply both on sustain basis to engineer an enabling environment for sustainable development of the area.

## 5. CURRENT INITIATIVES IN ENVIRONMENTAL COMMUNICATION

Over the years, public understanding and awareness of environmental issues have been growing. Various organisations and their activities have played a significant part in bringing out a public realization in this regard. Although, most of these initiatives are designed as project, time and area specific, lacking systemic linkages, coordination, correlation and monitoring as well as follow up mechanisms. The initiatives have been useful in taking the awareness level to where it stands today. However, there is an obvious scope for more work to establish communication as an instrument of policy for integration of environmental concerns into the development process.

### 5.1. NA Administration and Departments

Over the last 50 years the Government departments remained an effective players in raising public awareness about conservation and resource use initiatives. Extension offices at the district and tehsil level administrative mainly carried out their work. The NA Forest Department has been doing a 'Spring Plantation Campaign' every year. Beside roadside plantation and growing nurseries the department has worked in collaboration with NGOs like AKRSP to promote social forestry in different parts of the NA, and has also been raising public awareness about environment friendly techniques and practices through various medias.

The Local Bodies and Rural Development Department have from time to time carried out health and sanitation campaigns through field activities, walks, workshops and dissemination of literature on health and hygiene. The Planning & Development department, which now has an Environment Section, is in a better position to integrate environment in the planning process, the department is planning to establish a Sustainable Development Resource Centre with state of the art conference and meeting facilities. The proposed resource centre has the potential to become the hub of sustainable development knowledge network.

Other departments like Agriculture, Fisheries, Health and District Administration have also been carrying out awareness activities at various occasions. The Agriculture department having research and extension networks needs would to do even better by communicating its activities, research findings, and technical information more frequently to farmers at grass root level. Education department was one of the pioneers in coalition building for environment, when they joined hand with NGOs to establish Environment Clubs at school level. Recently a The Directorate has reinvigorated its communication activities by setting up a Communication Section, which is entrusted coordination with the media, improved information flow between departments, (vertical as well), publication of newsletters, and awareness campaigns.

## 5.2. Programmes, Projects and NGOs

### 5.2.1. World Wide Fund for Nature (WWF) Pakistan

WWF-one of the leading conservation organisation in the world has a permanent office housed at the 'Gilgit Conservation and Information Centre"(GCIC). The WWF-P is running numerous programmes and projects with major focus on conservation of biodiversity and sustainable use of natural resources. WWF-P Northern Areas have been actively carrying out awareness raising drives through seminars, film shows workshops, community mobilization, capacity building activities; WWF-P NA have been producing and disseminating wide range of publications, including quarterly magazine Natura and GCIC newsletter.

#### **Box 5: Gilgit Conservation and Information Centre (GCIC)**

Built in 1999 with the support of Japan's Grass Root Assistance Programme GCIC is the premier conservation resource centre in the Northern Areas. GCIC is equipped with state of the art audio visual, library, boarding and conference facilities. First conservation centre of its kind in the Northern Areas, GCIC has been providing support to various conservation and sustainable development initiatives going on in the NA. GCIC holds great potential as a training and capacity building venue in environmental education and communication for NA communities.

### 5.2.2. Aga Khan Rural Support Programme (AKRSP)

AKRSP, a success story in community based rural development programme, applied many communication approaches and techniques for social mobilization. In addition to interpersonal (dialogue) approach, the programme used reports, leaflets, and briefing booklets to explain its work. In 1994 AKRSP started publication of a magazine titled " Dahee Tanzeem" meaning village organization. This rural development oriented magazine had a substantial circulation of around 12000 copies among partners and stakeholders including programme fostered village and women organisations. Another publication from AKRSP was the newsletter Ujala aimed at networking village organisations and the decision makers. AKRSP was also one of the pioneers in introducing of environmental journalism in the region. Its Human Resource Development and Forestry section organised training workshop in environmental journalism for teachers, and even compiled a resource book titled " Maholiati Sahafat. AKRSP has from time to time carried out environmental awareness campaigns. In 1992 its forestry section initiated awareness programme through establishment of Nature Clubs, in this regards, the Education Unit of IUCN-P helped developed activity pack and even conducted a training courses. Recently an environmental sensitisation program was initiated for its valley foresters. Lately AKRSP has hired a communication officer to streamline its communication activities.

### 5.2.3. Mountain Areas Conservancy Project (MACP)

The MACP a GEF, UNDP, and GOP funded project is being implemented with the technical assistance of IUCN-the World Conservation Union, Pakistan. Under an agreement one of the seven output has been assigned to WWF-P. NA-NA is implementing the Environmental Education and Communication component of the project (Output 2). The MACP (output 2) has been implementing a comprehensive strategy to achieve its communication objectives. MACP being a community based



### 5.2.5. Aga Khan Education Services, (AKES) Pakistan

The AKES has also been very active in raising awareness about environment, especially among the youth segment. AKES operated schools have been carrying out campaigns through speech and essay writing competition, plantation campaigns, seminars, and walks for better environment. Lately AKES has been disseminating information about its activities through a newsletter by the name of IQRA. Professional Development Centre Northern Areas (PDCN) a newly established sister organisation of AKES and Aga Khan University has also initiated several communication activities. It has been organising an "Education Forum" in which different partners and stakeholders are sharing their experiences and lessons, the forum has been a useful addition towards the efforts to develop more coordination and synergy among various organisations working in the region. PDCN too is communicating its activities to their partners through a newsletter called "PDCN Information Bulletin".

#### Box 7: Communication and Incentive

Always help in drawing attention and effecting change in attitude. In January 2001, the NACS Support Project in association with Municipal Committee Gilgit carried out a campaign to clean up the city of plastic (polythene) bags scattered all over the city streets. For this purpose; a decorated truck drew around different parts of the city announcing and distributing a gift of pencil and candy to whoever collect and deposit five plastic bags. The campaign was an instant success, and within no time thousands of children helped clean up the city of a huge amount of plastic bags lying around.

### 5.2.6. Karakoram Area Development Organization (KADO)

KADO a Hunza based NGO has component on environment, and in the past have initiated several campaigns to raise awareness about environmental issues. KADO has not only installed waste collection bins in central Hunza, which is the hub of ever increasing tourism activities in the region, it has been quite successfully in carrying out walks and seminars on environment day. Recently KADO has launched a quarterly newsletter titled "The Hunza Development Encounter". An Internet version of the newsletter has also been developed.

### 5.2.7. Naunehal Development Organisation (NDO)

NDO another very promising NGO working in Nagar valley is trying to protect its human and natural environment by promoting responsible and sustainable development activities. NDO is implementing an NACS Support Project's Pilot Project on eco-tourism, forestry and environmental education and awareness. The pilot project is being implemented in selected villages, which are exposed to tourism activities the most. Under the Pilot Project NADO has designed and implemented many community based awareness raising activities. In the NDO run schools Environment Clubs have been established, Information Board signifying the key tourist attraction of the area has been installed and dustbins have been placed at suitable locations to keep the public places clean.

### 5.2.8. Balour Advisory and Social Development Organization (BASDO)

BASDO is actively working for environmental causes in the Northern Areas, primarily by supporting the environment and conservation related activities of

larger NGOs and Government Departments. Their publications on region's biodiversity are of considerable interest and value. BASDO is a member of IUCN-the World Conservation Union, Pakistan.

### **5.2.9. Himalayan Wildlife Project (HWP)**

The HWP is a project to conserve the natural habitat and environment of the Deosai Plateau. Primarily the initiative was aimed at collecting data on Deosai's brown bear in order to save the mammal from depopulation. The HWP has carried out census of the brown bear and has also persuaded the NAAdministration to declare the plateau a national Wilderness Park, to protect its unique flora and fauna. Since then, the HWP is managing the park in close collaboration with the adjoining communities. HWP has developed information material on the park for tourist/visitors, and have imparted training to a number of community members in park management.

### **5.2.10. Building and Construction Improvement Program (BACIP)**

BACIP is another innovative development initiative, which is aimed at bringing a qualitative improvement in the lives of the NA people by empowering the communities to make cost efficient and sustainable improvement in built environment. BACIPhas introduced new construction techniques, cost efficient and energy saving heating system for houses. The main objective of the program is to develop local capacity to improve the built environment of NA communities.

### **5.2.11. Water and Sanitation Extension Project (WASEP)**

According to a recent survey only 60 % of NApeople have access to clean drinking water, and the sewerage facility is almost non-existent. WASEP is working to improve the conditions of NApeople with an approach of bringing in improvement in water availability, sanitation, health and hygiene. Recently, WASEP with collaboration of IRC, International Water and Sanitation Centre, of the Netherlands has established an "Information Focal Point (IFP)" at WASEP Gilgit Office. The IFP is aimed at dissemination of information on community management of rural water supply and sanitation projects going on at local, national and international level. WASEP has also produced literature and a video on "Community Management of Rural Water Supply in Northern Pakistan."

### **5.2.12. Regional NGO Networks**

The NASSD fostered NGO Networks have emerged as a useful platform to raise awareness at grass root level both at town and valley level. These networks are active in fostering better understanding of environmental issues among communities. NASSD has launched several environmental awareness campaigns in association with these networks. Skardu Town Based NGO Network, which has been recently converted into BALTISTAN NGO Network (BNN), is now producing a newsletter to network its members on its activities and progress. The NGO networks have been instrumental in mobilizing small NGOs and CBOs to work for environment at grass root level.

### **5.2.13. Shoaib Sultan Khan - Participatory Learning Centre (SSK-PLC)**

Shoaib Sultan Khan Participatory Learning Centre is a community based learning resource centre at Ghazi Abad Kachura, Skardu. Started with the assistance of AKRSP the centre is being managed by Bismillah Village Welfare Organisation (BVWO) a local welfare and development organisation. Initially housed in a rented place, since 1999 the centre is now operating from a purpose built building. The PLC is aimed at promoting information and experience sharing, creating linkages and synergy among development actors at grass root level. The facility is also providing for a range of activities such as training courses, information resources centre, workshops, medical camp, and teaming up for study tours etc.

### **5.2.14. Northern Areas Development Project (NADP)**

NADP is a community based of poverty alleviation and sustainable human development working in Tangir, Darel and Chilas sub-divisions of the district Diamir since 1998. The project aims at socio economic up lift of mountain communities by harnessing agro based resources, community mobilization and institutional strengthening. The NADP project staffs are working with one of the most conservative and backward communities. The project has been using dialogue process, radio, press and small medias like calendars, reports, newsletter, brochure, and planner etc to achieve project objectives.

### **5.2.15. Publishing Extension Network (PEN)**

PEN is a small yet an important effort to promote developmental communication at local level. Registered at Gilgit in 1997 as an NGO, PEN is aimed at strengthening local voices in the development process through promotion of locally produced publications and fostering awareness raising activities. It is encouraging the local writers and development practitioner for deeper understanding and appreciation of local environmental, social and development issues. In collaboration with government departments, NGOs and other civil society institutions PEN has been carrying out awareness raising and capacity building activities through seminars, workshops, advisory services and publications. Currently ran by volunteers in their individual capacity, given some more institutional and financial stability PEN holds good potential for promotion of developmental communication in the NA.

#### **Box 8: Festivals for Environment**

In September 2000, IUCN-NASSD joined hands with the P&D Department and the NACC&I; Northern Areas Chamber of Commerce & Industry to undertake an environmental awareness campaign during the Silk Route Festival. NASSD helped NACC&I to develop posters, brochures and banners for the trade fair and gems exposition, these promotional materials contained messages on various aspect of environmental issues. During the festival, besides, hoisting a large number of banners along the KKH, "Information Pavilions" were established at festival area in Gilgit and Skardu. Throughout the festival these information centres disseminated environment-related literature and responded to queries of people belonging to all walks of life. In addition, during the festival arrangements were made to screen video films on environmental issues. Every evening significant number of people turned out to watch documentaries like Road to Hushe, Shadab Mustaqbil, Land of Tigers, and Trophy Hunting etc. The festival was availed as non-formal communication channel and advocacy platform to raise public awareness on the need for conserva5tion and environment friendly development in the Northern Areas.

## 6. CONSTRAINTS AND OPPORTUNITIES

In the Northern Areas, communication as an instrument of policy and a systematic approach to raise public awareness is a recent happening. Over the years, government and non-government organizations have carried out useful awareness raising activities. However, most of these activities lacked proper planning as well as monitoring and follow up mechanisms, many of these initiatives were disintegrated and stand alone events with no systematic linkages within departmental component or project objectives. Resultantly, there is a dearth of information and data as well as any elaborate study or reference material available on the state of environmental and developmental communication in the Northern Areas.

Nevertheless, inference can be drawn for recent initiatives, trends and practices in analysing other key constraints and opportunities related to communication sector at individual, project/ programme and policy level.

With an over all literacy rate of around 33%, education remain a major constraint both in terms of capacity in the communication sector and disseminating information. Northern Area's communication sector is deficient in people having higher and quality education. On the other hand lack of poor literacy rate become a barrier for communication tools such as newspapers, magazine, comics, posers, and books. However, poor education or literacy means there are more opportunities for interpersonal (dialogue based) communication, and it also increases the importance of mass audio- visual mass media channels and tools like Radio, Television, drama, puppet show etc. Beside formal education, lack technical expertise and know how is a deficiency. Manpower required to develop and implement communication campaign are lacking, only limited capacity is available in technical areas such as photography, filming, advertising, and printing. Professionals working in various filed mentioned above need more on job training and skill enrichment short courses.

Most of the media people are in the filed are working as part time basis. In the print media, except for handful of national dailies, news agencies, and local weeklies, most of the journalists, reporters, and correspondent are not employed are paid any remuneration for their contribution. This is one of the main reasons print media fails to attract young required number of educated talent. Despite problems like lack of capacity and extrinsic reward for people involved, the printing media is growing rapidly, primarily due to local weeklies, which have been going strongly since 1990s. With more some more technical skills and intellectual maturity, the print media has the motivation and potential to become a very important intermediary for organizations working for sustainable development of the Northern Areas. Compares to print media, the state run Radio employees are better off both financially and technically. People working in the radio also enjoy more departmental training and skill development opportunities. However, radio

professional need exposure and ideas, therefore, they should be more proactive involved in the various processes of organizations working for environment and development. Radio is the most important channel for access to women folk, and from gender point of view, it is only Radio where women make direct contribution in the programs, in the print media role of women is negligible. Presently, role of television is limited to two major towns Gilgit and Skardu, unless the facility is expanded to cover other parts of NA, and make provisions for telecast local productions, potential of this important medium can not be fully utilized in the local context. But obviously, in the long run tv remains a big future potential media for environment and development in the northern Areas.

NACS Support Project, GCIC, MACP other projects have oriented the electronic and print media towards environment, there is a need to keep momentum in supporting the capacity building efforts of media persons, their organizations. There is a scope to develop more coordination and linkages among major NGOs and INGOs in the areas of capacity building of media persons.

There is room to bridge the interface between media, NGOs and the Government, the projects and programmes could do more to develop linkages and understanding among three key sectors. Such coordination will help build an integrated understanding of issues and will bring more across the board transparency, trust and awareness. Similarly, smaller NGOs and CBOs could be encouraged to integrate communication as cross cutting theme.

In the non-formal communication sector, the poetic societies and the ulema are the most mature and important intermediaries in NA. Ulema from different school of thought can play an effective role in communication for sustainable development. However, due to sharp cultural and sectarian boundaries, an ulema outreach campaign demands careful examination before implementation. Poets and intellectuals have always played a key role in moulding the societies towards progress and well being, NA has a reasonably mature culture for poetry and other artistic expressions. These sensitive souls need constant encouragement to become effective messengers among community and civil society for awareness raising. Some time, there is a tendency of grouping and internal infighting in the segment, which do some time make coordination walking on a tight robe. Besides, there are opportunities to avail other non-formal means and channels of communications such as festivals, sports, community organizations, government extension offices,

**Box 9: Some important formal and non-formal communication channels**

Formal Channels	Non-Formal Channels
Radio	Traditional institutions/jirga/village headman
Press	Ulema/religious institutions/ceremonies
TV	Arts clubs/poetic societies
Postal services	Governance structure/departments/schools
Telephone/internet	Political parties/social forums
Audio visual aids	Community organizations
Roads/ transport/airports,	Events/festivals

Jirgas, numberdars, women societies etc. Currently Internet facility is available only in Gilgit town. Obviously there is a huge potential to extend ISP programmes in other towns and villages of the Northern Areas. Overall even non-formal communication sector in Northern Areas is town centric, having their activities primarily based in Gilgit and Skardu. There is need to explore potential of valley and village based traditional art and cultural forums for grass root communication.

Women role in the communication sector is almost negligible, except for radio, rest of formal and non-formal communication initiatives is male oriented. Special target oriented programmes containing gender perspective needs to be enhanced, women should be encouraged to become members in press forums, if needed separate forums for women media persons should be instituted to enhance the gender representation and voice. Similarly involvement and participation of children need to be increased through interesting and creative communication campaigns.

Non of the major projects and program government has been running, e.g. Social Action Program, (SAP) Khushhal Pakistan Program (KPP), Northern Areas Education Programme (NAEP) etc have no in built communication component. In future, all such large programmes should have a communication or dissemination component to create involvement, build wider support and understanding among stakeholders.

Lack of coordination and integration in the communication work of major international and local NGOs such as AKRSP, WWF, IUCN, British Council, AKF, PDCN and other AKDN and Non-AKDN institutions is a constraint, many people argues that this is leading to duplication, overlapping and waste of resources. In future, there is need to create some opportunity, perhaps through a communication roundtable / forum more coordination, correlation and collaboration of communication activities. Among the smaller and medium size NGOs lack of financial and human resources are major constraints. And at the government level, lack of political will, procedures and inadequate publicizing of draft laws adds to the traditional limits on legal access to information hampers public understanding and participation.

Following strategic interventions have been suggested in three key areas i) To develop an enabling environment and support for the NASSD, ii) to promote awareness of environment and sustainable development issues, iii) and to build the capacity of the communication sector to achieve above two objectives.



## 7. THE WAY AHEAD — STRATEGIC STEPS

### 7.1. To develop an enabling environment and support for the NASSD, as a strategic framework for sustainable development of the Northern Area

- m Design and implement a targeted communication campaign using suitable mix of available media options e.g. Radio, TV, Press, Brochures, Briefings, seminars, documentaries, leaflets etc. explaining the vision, rationale, objectives, principles, recommendations, and expected outcomes of the NASSD, for two year.
- m The NASSD newsletter "Shadbaad" would be upgraded into a quarterly magazine, (preferably in Urdu language) to network, educate and share information on NASSD implementation and to highlight other major environmental and sustainable development issues and solutions concerning Northern Areas. Its circulation needed to be further increased enabling it to reach out to broader spectrum of social strata.
- m NASSD team and partners to actively seek membership of steering committees, advisory groups of other project and programmes, and civil society forums and association for constituency building and advocacy purposes.
- m Strengthen the role of the Communication Interest Group/Roundtable (Communication Co-ordination Council), and avail the forum as a key expert and advisory committee for awareness all communication initiatives. The forum can monitor and steer the communication campaign and activities of NASSD and partner organisations.
- m Special set of awareness raising material would be produced targeting womenfolk and children, beside, assistance would be provided to gender networks/forums/organisations in improving their expertise, campaigns and product. Street theatre, dramas and other artistic form of communication to be encouraged. And all NASSD awareness raising material e.g. publications and documentaries will be made gender sensitive. Attempts will be made to translate key NASSD documents into Urdu.
- m Develop a video documentary highlighting key aspect, findings, and areas of interventions identified by NASSD.
- m Seek integration, linkages and co-ordination between communication activities of with other programmes and projects related to conservation and sustainable development work in the government and non-government sector of the NA, and promote gender integration in the activities and forums.
- m An online discussion forum on NASSD would be set and sustained on the Northern Areas Development Gateway - NADG (Web Portal) being constructed under NACS Support Project.

## **7.2. To raise awareness among the stakeholders about the environment and sustainable development related issues**

- m Encourage and assist partners organisations in the government, non-government and community level in 'greening' their project, programmes and activities.
- m Use and support partners to proactively use non-formal channels e.g. festivals, jirga, poetic societies, musicians, and village organisations for awareness raising; particularly at the grassroots level.
- m Support and strengthen existing awareness raising initiatives of partners and stakeholders, and work closely with the media, NGOs, LDOs, VOs, WOs and the private sector to design awareness raising programmes and develop material in all five districts.
- m Organise sensitisation activities for ulema, and develop special reading and visual material them based on Islamic injunctions related to environment and sustainable development.
- m A forum "Ulema for Conservation" would be established to provide a platform for concerted advocacy.
- m Efforts could be made to include environment in the curricula of religious institutions.
- m Special material on environment and sustainable resource use will be produced targeting women and children within Northern Areas cultural context.
- m Awareness campaigns and tools will be developed targeting tourists and host communities on eco-tourism and environmental friendly tourism practices.
- m A web portal to be established as a repository of environment and development related data, trends, and other statistic for use of all partners and stakeholders at local, national and international level.
- m Set and sustain Internet facility in all five districts to link local economy, trade, culture with outside world, and to enable compilation and dissemination of local statistic, reports, case studies, and other important information thorough online and offline (electronic data format e.g. CD) mechanisms.
- m Community Cyber Centres to be established in major town and villages, (an effective control mechanism is to established to discourage negative usage) enabling community's access to vast information and solution related to sustainable development available on Internet, district wise web sites would be constructed containing electronic forum, development news, development stories, and directory of sustainable development project. Local government would be encouraged for computerisation and networking.
- m Advocacy to be carried out for induction of people with communication and conservation background in NA Tourism Board, and other such institutions, local bodies institutions would be encouraged to take on board communication persons, efforts to be made to build capacity of the communication staff in various institutions.
- m The Communication Interest Group may evolve into a Communication Co-ordination Council, in order to link up and integrate on going communication initiatives
- m An Environmental Award to be set up, to acknowledge the outstanding contribution of individual and organisation working for sustainable development.

- m In addition to government and civil society institutions, efforts could be made to identify and sensitise potential intermediaries in the armed forces (Frontier Works Organisation FWO/ Northern Light Infantry Regiment, NLIR), Special Communication Organisation for environmental rehabilitation campaigns.

### **7.3. To build the capacity of the key stakeholders and intermediaries in communication and awareness raising for the sustainable development**

- m Organise series of training and skill development workshop for the formal media in areas such as:
  - Investigative reporting
  - Environmental journalism,
  - Developmental communication,
  - Filming, production and photography,
  - Editing
- m Provide institutional, technical, and financial support to press clubs and 'associations' of environmental journalists at district level to carry out their activities as regional forums of environmental journalists. Facilitate linkages and co-ordination of these forums with the national and international forums of the green media (FFEJ, FEJP, AFEJ, CAEJ etc.)
- m Environmental and developmental communication should be promoted as a special field of education in the Northern Areas, particularly in the recently established Karakoram International University. Media research should be encouraged in educational institutions.
- m Filming and production capacities at the local level should be harnessed, film and painting exhibition to be organised in urban and rural areas.
- m Scholarship would be awarded to at least two females and one male graduate student for postgraduate study in Environmental/Developmental Communication in a major national University.
- m Support establishment of Sustainable Development Resource Centres (SDRC) in other four districts on the pattern of GCIC, the SDRC would contain latest information and data on environment and development, will have meeting and conferencing facilities.
- m The SDRCs would also house a photo and audio-visual bank accessible to both formal and non-formal communication professionals.
- m Members of Communication IG and environmental journalists could be groomed as resource persons and master trainers for capacity building activities, communication capacities should be nurtured at the village level and peripheral areas, as well.
- m Advocate and work with member Northern Areas Legislative Council (Assembly) and district councils to set up a 'Special Committee on Sustainable Development' in the council. Lawmakers to be encouraged and persuaded for legislation on environmental issues.



# 8. THE STAKEHOLDERS — ROLES AND RESPONSIBILITIES

## 8.1. Communities

Being the end-user and manager of natural resources, rural communities, which form around 90% of the population, have the biggest stake in conservation and sustainable development. For effective implementation of NASSD it would be vital to use the indigenous knowledge base of the local people for finding solution of complex environmental problems. Public Consultations carried out during the NASSD process reveals communities were well aware of their limited resources, that for centuries they have used innovative methods of crop rotation, land use planning and water management techniques for economic independence.

In some valleys IUCNP and WWF-P have developed a network of Village Conservation Committees and also District Conservation Committees (DCC). There is a need to sustain and work on continuation and further improvement of public participation in these initiatives. Role of community based forums like VOs, WOs, and DCC could be moulded to facilitate interactive consultations between policy makers and the community on development planning and implementation. Community's views and real needs should be taken into account at various phases of policy, project and programme management.

### Box 10: Emerging channel of Village Councils

As the NASSD is a people centred strategy, its successful implementation depends on people's understanding and support for this policy framework, At a stage NASSD communication strategy would explore all existing and emerging communication opportunities in public and private sector to stimulate informed action. In this context, environmental communication potential of set ups emerging out of recently announced 'Devolution of Power' plan will be investigated and availed. Local Bodies and Rural Development Department in collaboration of the AKRSP has constituted 558 village councils in the five districts of the Northern Areas, this new platform will be utilised for raising environmental awareness at the grass root level.

## 8.2. NA Administration/Line Departments

NA Administration and line department by considering environment at planning stage of development activities can play a vital role to reconcile human aspirations and social need with environmental integrity and sustainable use of natural resources. There is a realization at higher level of NA Administration that the environment –development relationship is interlinked and that development without environmental safeguard cannot be achieved without active involvement of policy makers. The initiative of NASSD itself manifests NA Administration's desire to establish an institutional framework to address sustainable development issues in an integrated manner.

However, there is a need to increase environment consciousness at all level of NA Administration and line departments, raising awareness and support of NASSD among all stakeholders within these departments would contribute to effective implementation and sustainability of the initiatives. In this regard sensitisation and short training courses need to be organized on regular basis highlighting environmental issues pertaining to NA and on other relevant themes. Nearly all line departments have their field extension networks at tehsil or district level. These sub-offices implement the programs of their respective departments at field level, having direct interaction with the communities, It would be fruitful to take these field offices in the loop for any orientation and awareness raising activity. NACS Support Project's focal person at P&DD, Agriculture, Forest, Health LB& RD would play a key role in harnessing capacity and support integration of environmental concerns in the development processes. In the education sector, from the year 2002 for the first time in NA, Degree College Gilgit has introduced classes in mass communication at degree level; earlier, only Allama Iqbal Open University was offering degree courses in Mass Communication, along with recent initiatives of the government to introduce higher education in Information Technology will help resolve the problems related to the dearth of communication professionals in NA. The emerging Karakoram International University (KIU) is also set to produce subject specialists in communication for the NA government sector programmes and projects.

### 8.3. NGOs

Environment is not a naive theme in NGO context of the Northern Areas, as most of the keys NGOs have been working on natural resource management and other aspects of environment. Such as AKRSP has a strong component on NRM; AKHS shares information and raises awareness on clean environment; WASEP is working on improving water and sanitation conditions and BACIP is working on improvement in built environment. WWF-P too has established an office in the Northern Areas, and one of the important components of their projects is to raise public awareness on environment and ecologically sustainable development. Similarly MACP has a strong component on environmental education and communication. Many other large, small and medium size NGOs have on and off initiated awareness raising activities.

#### **Box 11: Regional NGO Networks**

The NASSD fostered NGOs networks in the Northern Areas too, have potential to raise awareness on environment, and can become a catalyst to promote sustainable development at grass root level. There is a scope to build the human and institutional capacity of these networks for advocacy, and to work as intermediaries to reach out segments, for instance ulema, community leaders, and village organizations. BNN, Baltistan NGO Network has actively collaborated with the NACS Support Project to organize walks, and Mushairas highlighting environmental issues. To network and raise awareness about activities of its members BNN has also started publication of a newsletter "NGO Khabarnama" on monthly basis.

Therefore, in the NA context, NGO sector is an important non-formal communication channel. Efforts will be made to develop more coordination and understanding of environmental communication initiatives in the region. There is a

need for a mechanism to enhance information sharing and networking of activities, and to develop a more coordination and collaboration among these actors; this would help to avoid duplication of efforts and overlapping. Here too, the Communication Interest Group/Roundtable can play an important role in developing synergy between current and emerging initiatives.

## 8.4. The Media

The media plays a crucial role in influencing decisions of the decision-makers, in shaping the views of opinion leaders, and in affecting awareness among masses. The formal communication sector needs to be given more exposure of environmental themes, their capacity building needs need to be constantly assessed and addressed in order to enable them to take a more proactive stance on sustainable development issues. Efforts will be made to equip the journalist working for press, radio and tv with necessary technical knowledge and skill to report on environment issues in manner having utmost effect among various target groups. NACS Support Project will work closely with the Press Clubs, Union of Journalists, and Radio & TV officials to engender more support for the environment. In the years ahead, potential of the non-formal media sector, cinema, theatre, folk music, and traditional festivals would be explored to build support for sustainable development.

The recently formed associations of environmental journalists along with Press Clubs in various districts of the Northern Areas can play an important role of social monitors in the implementation of the NASSD, by advocating for environment friendly planning, development and tourism.

### **Box 12: The Association of Environmental Journalists Initiative**

Recently, Journalists (from print and electronic media) interested and working on environmental themes in Baltistan, Gilgit, Ghizar and Diamir districts have organised themselves as associations of environmental journalists. These district level forums are BAEJ, "Baltistan Association of Environmental Journalists", GAEJ-Gilgit Association of Environmental Journalists; GAEJ - Ghizar Association of Environmental Journalists, and DAEJ- Diamir Association of Environmental Journalists, respectively. The Associations aims to provide a platform for journalists to sit together discuss and disseminate information on environment and sustainable development issues of the region. These associations will work towards improvement of understanding and skills of the journalists to investigate and report on environment issues in a more effective and persuasive manner.

## 8.5. Public Representatives

Understanding and support of the public representatives is vital for successful implementation of the NACS Support Project. The members of the Northern Areas Legislative Council have been taken into confidence about the aims and objectives of the project, the honourable members have been supportive of the project, constant liaison will be developed with the Council members on activities and results achieved in its implementation. The Council will be requested to form a "Committee On Sustainable Development" to regulate and monitor the state of environment and sustainable development in the Northern Areas.

## 8.6. Private Sector

The Northern Areas, traditionally an agrarian society is rapidly advancing towards service sector based cottage industrial economies. Improvement in communication infrastructure airports, roads have made the region accessible for increase flow of domestic and international tourism revenue, plus border trade with China is growing, so does initiatives of local entrepreneurs fed by development NGOs, all have contributed in the development of the sector.

There is a need to work with the newly established NATDB - Northern Areas Tourism Board in order to promote environment friendly tourism especially in ecologically sensitive areas. In this regards tour operators, transport and hotel sector will be sensitised about National Environmental Quality Standards (NEQS). Northern Areas Chamber of Commerce and Industries (NACC&I) would be persuaded to mainstream environmental concern in their activities and future plans. In collaboration with NACC&I and other trade bodies awareness campaigns can be launched to green the business activities, and promote corporate environmental responsibility in the NA. The NACS Support Project is working closely with the NA Administration for extension of Environmental Protection Act (EPA) 1997 to NA. The EPA will help incorporate environmental concerns into the business practices of the NA's private sector.

## 8.7. Ulema

In Northern Areas Ulema or religious scholar commands influential position in the social strata. The vast network of Mosques, Jamat Khanas and Immambarghahs makes up an effective communication network. Therefore, Ulema can play an important role in creating environmental awareness and bringing behavioural change in support of sustainable development. In many participatory situation analysis carried out in the Communication IG meetings, members have identified ulema as a key non-formal communication channel, both in the rural and town areas.

Efforts could be made to develop a comprehensive plan to tap potential of ulema in communication for sustainable development, groups of ulema belonging to different sects would be sensitised to highlight environmental matters in their sermons and teachings. A forum "Ulema for Conservation" would be established to provide a platform for concerted advocacy. In association with the Environmental Education component and other partners efforts will be made to include environment in the curricula of religious institutions, so that environment related problems could be studied and their solutions sought in the light of Qurān and Sunnah.

## 8.8. Army and Frontier Works Organisation (FWO)

Given NA's geo-strategic relevance, Pakistan has to station substantial number of armed forces in the region. Over the years, the army has played a significant role in the development of NA. The institution can become an effective catalyst for conservation and rehabilitation of natural resources, e.g. plantation drives. In this respect Frontier Works Organisation (FWO), which is primarily responsible for construction and maintenance of communication infrastructures including the

KKH, could be sensitised in integration of environmental concern into their development activities. FWO and Special Communication Organisation (SCO) could be persuaded to endorse sustainable development messages on their signboards, offices, Public Call offices etc.

## 8.9. Federal Government and Donors

As the Northern Areas are still under the administrative control of the Federal Government, it would be important to elicit support of the Federal Authorities, in particular Ministry of Kashmir & NAAffairs (M/o KANA). The M/o KANA has an important support role at the policy level. Current and prospective donors are another important segment whose support is required for materialising the vision for sustainable development of the Northern Areas.

## 8.10. Monitoring and Evaluation

Formulating a vision of the future is an important yet a hard task, harder still is to monitor and evaluate the process of translating the vision into action and practices. The strategic intervention and roles suggested in the paper does not focus on solutions of problems alone, rather it is matter of reaching to a desirable situation envisaged in the vision. In monitoring the implementation of communication interventions, we will be primarily paying attention towards following main areas:

- m Efficiency of delivery mechanism,
- m Functioning of process and interim effects
- m Course correction or readjustment of tools and approaches

While on the evaluation side, the implementation of the communication interventions will have to look at the key results e.g. behaviour changes, or institutional strength. We might also investigate the reasons of successes and failures of proposed interventions, and impact on overall achievement of communication objectives through primarily

- m Sample surveys among key target groups and stakeholders about understanding and support for the NASSD framework.
- m Attitude surveys (sample), outcomes and impact evaluation workshops / meetings / interviews could be conducted to assess the affectivity of interventions and communication process.

### 8.10.1. Key Indicators

Broad understanding and support for the NASSD, and the environment among its partners and stakeholder is the key litmus for success of communication initiatives, as one of the most important communication objectives to promote NASSD its contents, its interventions and guideline among its key stakeholder and partners, we also seek a vibrant and capacitated communication sector in support of an enabling political and legal environment for the NASSD and the principles, to this end following (sample) indicators can be taken into account:

- m Numbers of policies, plans and institutional mechanisms for integration of environmental.

- m Number of project and development initiatives in the Government and Non-government sector integrating communication as a policy outreach tool and a cross cutting theme
- m Extend and quality of media coverage on environment and sustainable development issues.
- m Number of training courses, workshop, exposure trips, and number of people trained in communication sector
- m NASSD's membership and representation steering committees, planning and management forums of on going and newly emerging project and programmes
- m Extend and quality of improvement in access to information and information management infrastructure, e.g. websites, community cyber cafes, libraries or resource centre on sustainable development.
- m Frequency of references to NASSD in government, non-government reports, in media and other forums.

## ANNEX I:

# INFORMATION MANAGEMENT FOR SUSTAINABLE DEVELOPMENT

## The Importance of Information and its Availability

Information is fast becoming the key resource in the increasingly globalised world we are living in. It is required at every level for making sound decisions. While right information at the right time has always been of strategic importance, more recently – in the late 20th century - information has acquired two major utilitarian connotations. On the one hand, it is considered to be an economic resource, almost at par with other tangible resources like labour, capital, and material. This view stems from evidence that the possession, manipulation, and use of information can increase the cost-effectiveness of both physical and cognitive processes. The second perception of information is that it is an economic commodity that helps to stimulate the worldwide growth of a new segment of national economies - the information service sector. The rise in information processing activities in manufacturing as well as in all other human transactions and problem solving has been phenomenal, giving rise to the so-called information society and its concomitant information economy. (see figure 1)

**Figure 1:**

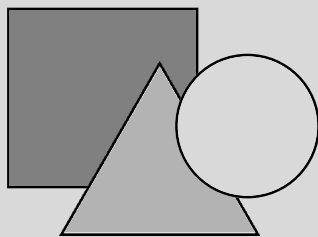


Figure 1: Rise of the Information Economy. Capital spending (in 1987 dollars) by US companies for the industrial age (equipment, machinery for services, mining, oil fields, agriculture, construction) versus capital spending for the information age (computers and communications equipment). In 1991, for the first time, information age spending overtakes industrial age spending.<sup>1</sup>

However, when it comes to information that could be used for managing sustainable development, it is a general complaint that people have trouble finding the information they need when they need it. In many countries, information that exists is not adequately managed due to the lack of both the tools (technology) and trained manpower to use these tools. This is exacerbated by the lack of awareness of the value and the importance of the accessibility to this information. It is especially true in the developing world. As a result, the gap in the availability,

1. "Harnessing Information for Development", A Proposal for World Bank Group Strategy, 1998, available at [www.worldbank.org/html/fpd/harnessing](http://www.worldbank.org/html/fpd/harnessing)

quality and accessibility of data between the developed and developing world has been increasing<sup>2</sup>. This information divide is further widening the economic divide that exists between the two worlds.

Developing countries must also adjust or suffer exclusion from the global economy and severe disadvantage in the competitiveness of their goods and services. According to Mahathir Mohammed, the Prime Minister of Malaysia, "It can be no accident that there is today no wealthy developed country that is information-poor, and no information-rich country that is poor and undeveloped."<sup>3</sup> Countries that fail to establish an effective information infrastructure with a broad range of applications are doomed in the new emerging information economy.

## What Information and for Whom?

Traditionally, development information is supposed to be exclusively meant for decision makers and policy planners that generally belong to the government. There is a general belief that higher quality information leads to better governance. While this is certainly a necessary condition, it is not sufficient in itself.

For much of the history of humankind, formal organizations have been better equipped than the citizenry to take advantage of information. Their record-keeping practices were more mature and efficient, they possessed better facilities and skills to collect and interpret information; and - with computational aids - they are now able to profit from the powerful analytical tools provided by information technology. Possession of information is not, however, tantamount to higher-quality governance or management, particularly if such possession is unilateral. As the number of recent political and financial scandals in various countries documents, it also entails possibilities of error and misuse.

"It is the democratisation of information, a characteristic of the last decades of the 20th century, that portends a beneficial impact on the quality of human governance and management. The public information and communication utilities that propagate this trend not only render the concerned citizen's access to information more equitable, they also help to forge informal societal networks that counterbalance the power of formal organizations and increasingly focus their style of management on consulting with the well-informed and on conveying greater concern."<sup>4</sup> Equitable access to information by all citizenry - rich and poor, privileged and disadvantaged - is one of the poignant societal issues facing humankind in the 21st century. Sustainable development information needs to be provided to all people who need it, when they need it, and in forms they can understand. While this may be an ideal difficult to achieve, it should be enshrined as a basic principle for a meaningful and effective information management for sustainable development.

Again development information is generally defined in an extremely narrow sense. Such information is supposed to pertain to vital development statistics and

2. The Earth Summit's Agenda for Change by Michael Keating; Centre for Our Common Future, 1993.
3. "Harnessing Information for Development", A Proposal for World Bank Group Strategy, 1998, available at [www.worldbank.org/html/fpd/harnessing](http://www.worldbank.org/html/fpd/harnessing)
4. Information Processing – Governance, Encyclopaedia Britannica, 1993.

commonly used indicators like literacy rate or per capita income. At best, it may include environmental information such as that on natural resources and their rate of depletion. While all this information is useful and relevant, we have to broaden the scope of the information that communities require. Also, some of the information may not be text based and has audio-visual elements.

To illustrate this in the context of the Northern Areas: the audio recording of a Balti song, or a Shina poetic text, or the image of a Hunza handicraft pattern, or the video-clipping of the wild life of Deosai may all be equally relevant – at least in terms of public appeal – as the GIS map of a forest in Chilas or the design of a water channel in the Skardu Valley. In the new paradigm of sustainable development coupled with the emergent characteristics of the information society, all forms of information needed by human society, ranging from the strictly utilitarian to the educational and from purely functional to largely recreational, forms a single continuum. The Information and Communication Technologies (ICTs) that are playing an increasingly important role in our lives, make it possible to use the same means for storing, manipulating and communicating these multifarious forms of information.

Still, one would have to prioritise the current information needs in the context of Northern Areas, strengthening and streamlining the existing information sources in order to ensure their greater reliability, better access and user friendliness. However, while the role of the government is of paramount importance for development information, all information needs in this area cannot be left to the government.

## **Current Status of Information Management for Northern Areas**

Having laid down the theoretical framework for information management, one needs to take a look at the current situation in Northern Areas (NAs). NAs, with a special constitutional status have a different governance structure from other Pakistani provinces. The major difference, as reflected in the field of information management for the government, is the absence of the Bureau of Statistics that is responsible for the collection and compilation of vital statistics for a province. This gap is supposedly filled by the Planning and Development (P&D) Department of NAs, and to this end, it compiles and publishes the Annual Statistical Profile of Northern Areas.

However, it's extremely difficult for them to effectively carry out the functions of a specialized department, especially in the absence of adequate funding. What they basically do is to compile information collected by the line departments. There is no independent check or validation of this data, and generally it leaves much to be desired in terms of quality, reliability and timeliness. The P&D Department is not producing statistics but reproducing summaries of old data reported from line departments. Planning without adequate factual information leads to a reliance on qualitative analysis, which may be prone to error. Collecting more reliable data is a priority in the coming years.

NAs are also characterized by longstanding development work of NGOs, especially the Aga Khan Rural Support Programme (AKRSP) – the first and the oldest rural

support programme in the country - and its counterparts for health and education services. These and the other non-governmental development organizations have also set up their own mechanisms for collecting and disseminating information. The latter is generally in the form of reports, mostly in printed form, but lately, more and more of such reports are also available electronically.

## What is to be Done?

It doesn't require any deep analysis to point out that the major problem in the information management chain for NAs is the collection and compilation of reliable data. Since the government has the lead - if not the sole - responsibility for generating this information, it has to come up with a more efficient mechanism to cater to this need. While one could suggest creating a cell in the Federal Bureau of Statistics responsible for NAs or under the NAs P&D Department itself, what is more important is the function for the collection, maintenance and updation of reliable development and governance information. It needs to be explored whether a separate outfit would be required to effectively carry out this function or it could be managed under the current set up. In both cases, the processes would need to be streamlined and adequate human and financial resources allocated for this purpose.

While information access and dissemination are equally important, there are ways and means to improve these aspects, both through a conscious policy of greater openness and more streamlined information flow.

Another approach that could be tried in the NAs is setting up what is called a Participatory Information System (PIS). This has been successfully implemented under the UNDP's Balochistan Trial District Management Programme (BTDMP) in two selected districts of the province.<sup>5</sup> Under this project, communities are directly made responsible for collecting and updating all vital development information related to them. It not only makes the information more reliable, but also creates a greater transparency, not to say a greater ownership of the information thus compiled which positively affects the whole development chain. The major drawback of this approach is the high cost incurred in producing this information. Without adequate funding, it 'd be difficult to sustain this process. But then any process that results in quality information has a much higher cost than the current system. With one of the most advanced community organization structure available in at least parts of NAs - for example, Hunza - this approach is worth attempting, may be initially with an external donor funding.

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5. See [www.btdmp.org](http://www.btdmp.org)

## ANNEX II:

# COMMUNICATION GLOSSARY<sup>6</sup>

### Introduction

Communication, information, marketing, PR and so forth are examples of terms which form part of the vocabulary of any manager of a nature conservation organization, program or project. In practice these terms often lead to confusion, however, because people tend to have their own ideas about what exactly they mean naturally confusion is not conducive to effective communication. One of the objectives of the IUCN Commission on Education and Communication is to contribute to effective communication of IUCN, its programs, projects and its members. Below follows therefore (more or less) in alphabetical order a brief glossary of the most frequently used terms in the communication sciences.

### Advertising

Those forms of PR and marketing communication aimed at the influencing and / or promoting purchasing behaviour with regard to the services and products of the organisation. Successful advertising is based on principles such as "perception is the only reality" "one picture is more powerful than a thousand words" "emotion is what triggers action". Advertising tools range from billboards and TV spots to direct mail.

### Communication

Communication is an activity in which a sender transmits a message, with or without the aid of media and vehicles, to one or more receivers, and vice versa. The way in which communication takes place is referred to as the communication process. The ideal form of communication is a two way process aimed at mutual understanding, sharing of values and action.

### Corporate communication

A management instrument that is used to harmonise all forms of communication in such a way that the organisation acquires and /or retains the image it wishes to acquire and /or retain among its target groups and customers (both internal and external). Two key concepts in relation to corporate communication are image and identity.

### Communication plan or strategy

A communication plan or strategy sets the communication goals, chooses the right media and messages and sets out the method of evaluation. One first analyses the

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6. Compiled by Frits Hesselink, Ex. Chair, IUCN's Commission on Education and Environment

management or conservation issue one wants to address. The second step is to analyse what communication obstacles have to be addressed to reach or change the relevant stakeholders. The third is to define for each group of stakeholders one needs to communicate to (the target group) the communication objectives, the messages and the means.

## **Communication objectives**

Communication objectives are different from the organization, policy, project or program objectives. Communication as an instrument for the organization, policy, project or program may have the following objectives: setting agenda, forming opinions, raising awareness or creating involvement, generating support, changing knowledge, changing attitudes, changing behaviour.

## **Education**

Is the guiding of learning processes in the form of instruction, experiencing or setting examples. The guiding of learning processes is either organized by state legislation through schools, universities and training institutes (formal education) or it is organized by private initiatives through NGOs, visitors centres, community initiatives etc. (informal education).

## **External communication**

All forms of communications that are geared towards external target groups. There are two types of external communication: press communication (or media relations) and communication aimed at the general public or specific external target groups.

## **House style**

The house style of an organisation is the codification of the rules how to communicate externally. A house style manual contains standards with regard to logo, colours, lay out, typography etc. in all forms of written communication. It also contains procedures and standards for oral communication and organizational behaviour. House style is an instrument of corporate communication and culture. It is closely connected with marketing. In successful organisations management and control of house style is a priority of the top executives.

## **Identity**

(Corporate) Identity is the way an organisation wishes to be perceived by the outside world. The corporate culture is an essential part of the corporate identity.

## **Image**

(Corporate) Image is what way an organisation is actually perceived by the outside world. The corporate image is the result of the actions and behaviour of an organisation and its staff.

## **Information**

Information is the deliberate and systematic transfer of knowledge by means of processed facts and data aimed at opinion forming or decision making.

## **Corporate Information**

The information on the organisation has three functions: disclosing, performing a public service, acting as an instrument to support organizational policies or programmatic objectives.

## **Internal communication**

All forms of communication within an organisation. Internal communication has a strong link with the corporate culture. It is geared towards the interests both of the organisation and of its staff. It takes the form of both formal and informal communication.

## **Interpersonal communication**

All forms of communication involving direct interaction between two or more people, it is the opposite of mass communication. Interpersonal communication is highly appreciated by the "receivers". It satisfies their needs of acknowledgement. Tools are visits, phone calls, interviews, informal meetings, and personal letters. The effectiveness of a personal approach is the possibility to customize the message, receive feedback and ensure action.

## **Marketing**

Those corporate activities aimed at systemically identifying, satisfying and creating the needs of current and potential market parties. The optimal form of marketing is a mix of product, price, place and promotion (marketing communication). Marketing is connected with continuous research of the market, the current and potential customers.

## **Marketing communication**

Those strategic activities – based on research of trends, target groups and / or customers – to promote the services or products of an organization based on such principles, as "perception is the only reality" "it is better to be first than to be best". "exclusivity is better than imitation" and other principles of trends in society. The communication is aimed at acquiring a top brain positions for the brand or product. The core business of an organization influences the major choices of marketing communication strategy, as a consumer-oriented business has a different market than a business-to-business operation. A nature conservation fund has a different market than a nature conservation research institute.

## **Mass communication**

All forms of external communication, which is theoretically accessible to everyone, as used is mode of mass media and mass communication vehicles. The characteristics of mass communication are that it reaches a large number of people at the same time; it is easy for the receiver to ignore the message; it is not possible to customize the message for individual receivers; it is difficult to obtain feedback; it is relatively cheap per receiver reached.

## **Message**

The message of communication is the content one sends to the receiver. In communication planning one formulates the message in terms of the desired residue of the communication in the mind of the receiver. These are often on-liners, with an emotional undertone appealing to the values of the receiver and inviting him/her to the desired attitudes or actions. The message is always transmitted by a person or by other means. The body language or the choice of the medium has to support the message, if not the result can be counter productive ("the medium is the message").

## **Process or interactive communication**

All forms of communication, both internal and external, which are designed to ensure that a policy-making, program, project or management plan development process proceeds as smoothly as possible and that through an optimal involvement of major stakeholders the final result can count on a maximum of support. Communication in this sense is an integral part of the process. Tools are hearings, round tables, focus groups, workshops, electronic discussion groups, telephone interviews, live shows on mass media, excursions etc.

## **Product or policy communication**

All forms of communication, particularly external, which are designed to put across a policy or organizational product (policy proposals, documents, projects) as favourable as possible. Communication in this sense is about a policy or product. Tools are annual reports, books, brochures, CD-ROMs, AV presentations, websites, lectures, articles, newsletters etc.

## **Public affairs**

Public affairs or lobbying are a specialised form of public relations. It refers to those activities aimed at building up and maintaining informal relations with formal decision-makers. The informal relations are used to influence decision-making processes in the interest of the organisation, its program and/or objectives.

## **Public relations**

The PR of an organization is aimed at systematically promoting its objectives and priorities. PR aims to realize mutual understanding between the organization and

its main clients, other stakeholders and target groups. PR uses free, paid or sponsored publicity. It is based on the principle "be good and tell it" or "be good and let other tell it". PR tools are advertising, new letters, websites, brochures, gimmicks, etc. the relation management is often supported by a specialised information system, which contains information about clients, last contacts, etc.

## Specific forms of communication

Specific forms of communication are e.g.: result communication, risk communication, crisis communication, labour market communication, and financial communication.

## Stakeholders

Stakeholders are those people or organisations that are vital to the success or failure of an organization or project to reach its goals. The primary stakeholders are (a.) those needed for permission, approval and financial support and (b.) those who are directly affected by the activities of the organization or project. Secondary stakeholders are those who are indirectly affected. Tertiary stakeholders are those who are not affected or involved, but who can influence opinions either for or against.

## Survey

Regular or incidental surveys are an important tool of communication managers. They can be aimed at researching the market, the degree of client satisfaction or a specific target group one intends to communicate with. Tools are trend panels, focus groups, personal interviews, questionnaires etc. Surveys can either be qualitative or quantitative. Successful organisations have integrated such surveys in their management cycles and relation management systems.

## Target groups

A target group is a group of people who you need to reach with your communication in order to realize a result (see communication objective). For communication purposes it is better not to view them in terms of statistics but as people of flesh and blood. It is best to segment the target group as far as possible and identify the opinion leaders (name, address etc.) to whom face to face communication is possible. It is important to explore how they relate to the issue and what would motivate them to act as desired. One has to realize that for successful communication their perception of the issue is the starting point. Information about scientific facts will not convince them. For most, probably our issue might not even interest them: it is a fact of life that for any issue there are always many more people not interested in it than that are interested.

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