



**Title of the project:** Peace Building for Reconciliation, Coexistence and Socioeconomic Reconstruction through Television Campaign

**Implementing Agency:** Nepal Television Corporation

**Responsible Person:** General Manager, Nepal Television Corporation

**Status:** Ongoing

**Cluster:** Constituent Assembly and Peace Building Initiatives at National and Local Levels

**Duration:** 10 July 2013 to 9 January 2015

**Location:** Across Nepal (5 regions and 14 zones)

**Budget:** NPR. 133,873,694

**Brief Description:**

The project Peace Building for Reconciliation, Coexistence and Socioeconomic Reconstruction through Television Campaign aims to build confidence and trust at the community level thereby promoting reconciliation and solidarity in the post-conflict recovery phase. This project synergizes with past and on-going projects aimed for national recovery funded by National Peace Trust Fund (NPTF) and implemented by various agencies of the Government of Nepal (GoN). The project will compliment reconciliation and solidarity in the society with the use of the methodology of 'infotainment', which will commence a systematic process of social reconstruction, pioneering new TV programs for other media houses to emulate.

**Goal:**

Enabling environment created for strengthening reconciliation, coexistence and socioeconomic reconstruction

**Purpose:**

The citizens have increased access to information on peace building efforts in fostering ownership over and cross-cultural sharing of the national recovery process

**Output:**

1. Promotion of ethos of reconciliation and coexistence in reweaving the fabric of society.
2. Sensitization of the general citizens, especially youths through infotainment on their constructive roles in peace building and socio-economic reconstruction.
3. Experience sharing on productive engagement and use of resources for the accomplishment of peace dividend.
4. Inclusive and broader platform is provided for diverse social groups for cross-cultural sharing for sustainable peace.

**Activities:**

1. Tele Serial
2. Swagatam Shanti
3. Peace Tele-quiz
4. Peace Tele-musical Odyssey
5. Public Service Announcements (PSAs) on Peace
6. NTV Peace Forum
7. Tele-magazine
8. Cross Cultural Tele-dialogue
9. Talk Show