



SDNP's Capacity Building Initiative in Web Authoring: An Internal Evaluation

IUCN Pakistan Programme



IUCN
The World Conservation Union

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Introduction:

The linking of computers through the World Wide Web is playing an important role in knowledge and information gathering and dissemination. This aspect of Internetworking technologies is one of the most exciting features that has a potential to provide backbone for e-commerce, social and economic development initiatives. Furthermore, with the spread and diffusion of these technologies, in societies across the globe, the role of World Wide Web is bound to increase, particularly, for developing countries it will open up new arenas of development co-operation and economic growth.

Recently there has been a proliferation of the Internet in Pakistan, its growth fuelled by the Universal Internet Access scheme of the government, coupled with drastic reduction in bandwidth rates. No longer confined to major cities alone, the Internet is now accessible from hundreds of small cities and towns all over the country. However, there is still a great paucity of local content, especially development information relevant to Pakistan.

The Sustainable Development Networking Programme (SDNP), Pakistan, has been trying to address this question. It has come up with a training and capacity development programme for governmental, non-governmental and other civil society initiatives. This programme incorporates, along with regular courses of web authoring, an advocacy component to create a paradigm shift in the aims of web publishing i.e., not just providing a "brochure" for the organization's projected activities, but solid and credible information that can be shared with the public at large, or at least those working in the development sector.

Beginning from basic web-authoring techniques needed to set up a simple website, more advanced topics like online databases and graphics/animation have been covered in SDNP's workshops. In addition, special workshops in Urdu and Sindhi web-authoring have also been conducted to help bring development content in Pakistani languages on the web. Some of the organizations have been imparted special training by SDNP staff at its office premises. More than 260 organizations have benefited from SDNP's training initiative in Information and Communication Technologies (ICTs). More than 157 websites have either been created or improved by SDNP as a result of this capacity building initiative.

Objectives:

The objective of these workshops is to provide the necessary skills required by the participating organizations to bring their development information content about Pakistan on the Internet. SDNP encourages them by helping to create, and host, their websites on its servers. These workshops are intended to later help them maintain and update their own websites after creation. Another objective is to promote Pakistan's national language in collaboration with SDNP's development sector partners spread across the length and breadth of the country.

Therefore, in connection with its training programme in web publishing, the SDNP Information team conducted an internal evaluation in its five centres to assess its effectiveness, and to improve its productivity for the future. This survey was carried out in January-February 2001 and its findings/recommendations were fed into the last leg of the training programme (March-June 2001).

Methodology:

A two page questionnaire (Annexure 1) was sent to the participating organizations, which were filled out and returned to SDNP. Face-to-face interviews were also conducted with selected (key) organizations.

Results:

- This countrywide survey by SDNP regarding the successful development of these websites revealed that out of the 99 participating organizations polled, 75% created websites as a result of these workshops, and among them 29% are hosted on SDNP's own servers.
- In rating the usefulness of SDNP's training, 35% rated it as 'excellent' while according to 43% it was good.
- The major problems faced by these organizations in not maintaining or updating their websites was:
 - Lack of expertise and funds
 - Lack of management support, and
 - Policy and technical problems.
- Although nearly 90% organizations were willing to bring more of the resources online, they required external help from SDNP regarding web-hosting services, technical advice, and organization of their information content.
- Another obstacle is that the majority comes up against reluctance in their own organization to expose any type of information content; or that the top management questions how web enabling their information could benefit their business. To combat this problem, some government organizations suggested that workshops be organized for decision makers and top management officials to emphasize how important it was to have a presence on the Web. This kind of workshop can solve the problem faced by website developers who can't put their work online due to lack of management support.

Suggestions/Recommendations:

- The following areas were listed by organizations for further training:
 - Basic Web Authoring (including maintenance through FTP)

-
- Online databases
 - Flash (graphics/animation)
 - E-commerce issues
 - Urdu Web Authoring
 - Web Authoring in regional languages
- Need was expressed for a clearer briefing about the pre-requisites for the participants of future workshops.
 - It was a common request that the number of days of the workshops be increased, so that people have a chance to experiment with, and their difficulties in using the software, could be resolved by the trainers.
 - Need for a series of more frequent workshops (for people to remain abreast with the latest developments) was also expressed by some organizations.

Annex 1

SDNP's Trainings Evaluation Form

Sustainable Development Networking Program (SDNP) is carrying out an internal evaluation of its capacity building programme in Internet usage and Web publishing. In order to help us offer better services for the future, your efforts in filling out this form will be highly appreciated.

1. Name of person filling the form: _____
2. Name of organization: _____
3. Does your organization have a website?
 Yes No
4. Is your website hosted by SDNP?
 Yes No

If you marked 'No' in 3. then go to **Section B**

Section A-For organizations that have a functional website (5-7).

5. Who is responsible for updating your website? Is it done
 Internally? (Please specify name of the contact person):

- Externally? (Please specify):

6. How often is your website updated?
 Daily Once a week
 Once a month Others _____
7. Please list the barriers faced by your organization in updating your website.
 Lack of expertise.
 Technical problems (web hosting, FTP etc.)
 Lack of management support
 Lack of equipment
 Lack of funds
 Lack of new information
 Others _____

Section B-For organizations that do not have websites (8-9)

8. Do you plan on having a website for your organization?

Yes

No

9. Reasons for not building a website:

Lack of expertise.

Technical problems (web hosting, FTP etc.)

Lack of management support

Lack of equipment

Lack of funds

Others _____

Section C- SDNP's Training Programme

10. How would you rate the usefulness of SDNP's Training Programme in Web publishing?

Excellent

Good

Fair

Below Average

Comments: _____

11. How useful has been the training for your actual work?

Extremely useful

Useful

Fairly useful

Not useful at all

12. If the training has not been useful for your work, it is because:

You have not worked on the website development/maintenance

You need to use entirely different tools

Other: _____

Not applicable

13. Which future training is required by your organization?

Basic Web Authoring

Urdu Web Authoring

Online Databases

Flash 4

Others: _____

14. Further suggestions for improving SDNP's Training Programme:

Section D – Partnership with SDNP

This section will help us determine how your partnership with SDNP can benefit your organization.

15. Does your organization possess any of the following:

- Newsletters
- Publications
- Databases
- Research Reports
- Directories
- Others _____

16. Are you willing to bring your information content on line?

- Yes No

17. How can SDNP help in your organization's web development initiatives:

- Designing the website
- Organizing information content
- Technical advice (e.g. building website, FTP upload, etc)
- Offer web hosting services
- Training on using basic e-mail and Internet.
- Others: _____

Thank you.

Annex 2

Glossary

<p>Q6 D - Daily OW - Once a week OM - Once every 3 months Ot - Other</p>	<p>Q13 BWA - Basic Web Authoring UWA - Urdu Web Authoring OD - Online databases F4 - Flash 4 O - Others</p>
<p>Q7 LE - Lack of expertise TP - Technical Problems LMS - Lack of Management support LEq. - Lack of Equipment LF - Lack of funds LNI - Lack of New Information Ot. - Other</p>	<p>Q15 N - Newsletters P - Publications D - Databases RR - Research Reports Dir - Directories O - Others</p>
<p>Q9 LE - Lack of expertise TP - Technical Problems LMS - Lack of Management support LEq. - Lack of Equipment LF - Lack of funds Ot. - Other</p>	<p>Q17 DW - Designing website OIC - Organizing Info. content TA - Technical advice WH - Offer web hosting services T - Training on using basic email & internet O - Others</p>
<p>Q10 E - Excellent G - Good F - Fair BA - Below Average</p>	
<p>Q11 EU - Extremely useful U - Useful FU - Fairly useful NU - Not useful at all</p>	
<p>Q12 NW - Not yet worked on the website DT - Need to use entirely different tools O - Other NA - Not applicable</p>	

Annex 3

SDNP's Workshops Evaluation: Islamabad

Q3

Website existing?	
Yes	No
16	6

Q4

Website hosted by SDNP?		
Yes	No	No reply
5	14	3

Q5

Who upgrades?		
I	E	No reply
13	2	6

Q6

Updating frequency				
D	OW	OM	Ot	No reply
1		8	6	5

Q7

Barriers in updating website?							
LE	TP	LMS	LEQ	LF	LNI	Ot	No reply
5	4	3	2	2	1	5	8

Q8

Plan to have website?	
Yes	No
8	

Q9

Reasons for not building a website						
LE	TP	LMS	LEQ	LF	Ot	No reply
4	1	2		3	3	11

Q10

Usefulness of SDNP Training Prog.			
E	G	F	BA
4	11	6	

Q11

Usefulness of TP in actual work			
EU	U	FU	NU
5	9	6	1

Q12

Training not useful bec.			
NW	DT	O	NA
3	1	4	10

Q13

Future training required				
BWA	UWA	OD	F4	O
4	8	16	9	9

Q15

Does organization possess any of the following?					
N	P	D	RR	Dir	O
13	13	12	10	9	2

Q16

Want info online?	
Yes	No
19	1

Q17

How can SDNP help?						
DW	OIC	TA	WH	T	O	No reply
4	6	12	13	1	3	1

Annex 4

SDNP's Workshops Evaluation: Karachi

Q3

Website existing?	
Yes	No
16	6

Q4

Website hosted by SDNP?		
Yes	No	-
10	6	6

Q5

Who does upgrading?		
I	E	-
13	3	8

Q6

Updating Frequency				
D	OW	OM	Ot	-
1	1	7	5	2

Q7

Barriers in updating?							
LE	TP	LMS	LEQ	LF	LNI	Ot	-
7	3	2	_	1	3	3	9

Q8

Plan to have website	
Yes	No
6	_

Q9

Reason for not having a website						
LE	TP	LMS	LEQ	LF	Ot	-
6	1	1	2	3	1	16

Q10

Usefulness of SDNP Training Prog.			
E	G	F	BA
9	11	2	_

Q11

Usefulness of TP to actual work			
EU	U	FU	NU
8	10	2	2

Q12

Training not proved useful bec:			
NW	DT	O	NA
3	_	1	17

Q13

Future training required:				
BWA	UWA	OD	F4	O
3	7	14	11	6

Q15

Does organization possess any of the following?					
N	P	D	RR	Dir	O
12	13	9	13	5	_

Q16

Want Info online?	
Yes	No
21	_

Q17

How can SDNP help?						
DW	OIC	TA	WH	T	O	-
8	7	15	11	1	1	3

Annex 5

SDNP's Workshops Evaluation: Lahore

Q3

Website existing?	
Yes	No
14	8

Q4

Website hosted by SDNP?		
Yes	No	No reply
2	20	0

Q5

Who upgrades?		
I	E	No reply
10	0	4

Q6

Updating frequency				
D	OW	OM	Ot	No reply
0	1	4	8	1

Q7

Barriers in updating website?							
LE	TP	LMS	LEQ	LF	LNI	Ot	No reply
5	3	2	0	1	1	2	0

Q8

Plan to have website?	
Yes	No
8	0

Q9

Reasons for not building a website						
LE	TP	LMS	LEQ	LF	Ot	No reply
5	1	2		0	0	0

Q10

Usefulness of SDNP Training Prog.			
E	G	F	BA
7	8	1	6

Q11

Usefulness of TP in actual work			
EU	U	FU	NU
1	5	3	13

Q12

Training not useful bec.			
NW	DT	O	NA
4	0	0	5

Q13

Future training required				
BWA	UWA	OD	F4	O
4	9	12	8	

Q15

Does organization possess any of the following?					
N	P	D	RR	Dir	O
8	10	6	6	4	3

Q16

Want info online?	
Yes	No
17	0

Q17

How can SDNP help?						
DW	OIC	TA	WH	T	O	No reply
13	10	14	2	3	3	5

Annex 6

SDNP's Workshops Evaluation: Peshawar

Q3

Website Existing?	
Yes	No
10	5

Q4

Website Hosted by SDNP?		
Yes	No	-
1	10	4

Q5

Who does upgrading?		
I	E	-
5	4	6

Q6

Updating Frequency				
D	OW	OM	Ot	-
		3	4	8

Q7

Barriers in updating?							
LE	TP	LMS	LEQ	LF	LNI	Ot	-
2	2	1	-	1	-	1	8

Q8

Plan to have website	
Yes	No
6	-

Q9

Reason for not having a website						
LE	TP	LMS	LEQ	LF	Ot	-
5	1	1	-	3	-	8

Q10

Usefulness of SDNP Training Prog.			
E	G	F	BA
4	11	-	-

Q11

Usefulness of TP to actual work			
EU	U	FU	NU
2	12	1	-

Q13

Future training required:				
BWA	UWA	OD	F4	O
9	3	10	7	6

Q15

Does organization possess any of the following?					
N	P	D	RR	Dir	O
4	10	9	9	-	-

Q16

Want Info online?	
Yes	No
14	1

Q17

How can SDNP help?						
DW	OIC	TA	WH	T	O	-
7	5	11	12	-	-	-

Annex 7

SDNP's Workshop's Evaluation: Quetta

Q3

Website existing?	
Yes	No
18	--

Q4

Website hosted by SDNP?		
Yes	No	No reply
11	7	--

Q5

Who upgrades?		
I	E	No reply
18	--	--

Q6

Updating frequency				
D	OW	OM	Ot	No reply
--	--	9	6	6

Q7

Barriers in updating website?							
LE	TP	LMS	LEQ	LF	LNI	Ot	No reply
4	4	5	5	5	2	--	4

Q8

Plan to have website?	
Yes	No
--	--

Q9

Reasons for not building a website						
LE	TP	LMS	LEQ	LF	Ot	No reply
1	2	--	--	--	--	16

Q10

Usefulness of SDNP Training Prog.			
E	G	F	BA
11	2	3	--

Q11

Usefulness of TP in actual work			
EU	U	FU	NU
5	6	5	1

Q12

Training not useful bec.			
NW	DT	O	NA
3	--	--	15

Q13

Future training required				
BWA	UWA	OD	F4	O
1	8	13	5	4

Q15

Does organization possess any of the following?					
N	P	D	RR	Dir	O
7	7	8	7	6	3

Q16

Want info online?	
Yes	No
15	3

Q17

How can SDNP help?						
DW	OIC	TA	WH	T	O	No reply
4	6	11	9	8	5	1

Annex 8

City-wise list of organizations who participated in the evaluation

ISLAMABAD:

1. Bedari
2. ENERCON
3. Family Planning Association of Pakistan (FPAP)
4. Frederick Naumann Foundation
5. IUCN – The World Conservation Union – ACS Support Unit, Abbottabad
6. Kudos Zeal Renewal (KZR)
7. Local Government & Rural Development (ELG&RD)
8. National Book Foundation (NBF)
9. National Institute of Psychology (NIP)
10. Pakistan Environmental Protection Agency (PAK EPA)
11. Pakistan Institute of Development Economics (PIDE)
12. Pakistan Literacy Commission (PLC)
13. Pakistan Poverty Alleviation Fund (PPAF)
14. Pakistan Science and Technology Information Center (PASTIC)
15. Pakistan Tele Communication Limited (PTCL)
16. Planning & Development Division, (Environment Section)
17. Rural Social Development Program (RSDP)
18. Society for the Protection of the Rights of the Child (SPARC)
19. Strengthening Participatory Organizations (SPO)
20. Sustainable Development Policy Institute (SDPI)
21. The Network for Consumer Protection in Pakistan
22. Women in Credit and Information Resource Center (WCIRC)

KARACHI:

1. Centre of Excellence for Women Studies
2. College of Physicians & Surgeons (CPSP)
3. Concern for Children Trust (CCT)
4. Ida Rieu School
5. Lawyers For Human Rights & Legal Aid (LHRLA)
6. Marie Adelaide Leprosy Centre (MALC)
7. National Institute of Oceanography (NIO)
8. NGO Resource Centre
9. Pak. Aids Prevention Society
10. Pakistan Women Lawyers' Association (PAWLA)
11. Pakistan Institute of Labour Education & Research (PILER)
12. Pakistan Space and Upper Atmosphere Research Commission (SUPARCO)
13. Safi Qureshy Foundation (formerly ALIF)
14. Shehri – CBE
15. Sindh Bureau of Statistics (SBOS)

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16. Sindh Education Foundation (SEF)
 17. Sindh Environment Protection Agency (SEPA)
 18. Sindh Graduates Association (SGA)
 19. Sindh Institute of Urology and Transplantation (SIUT)
 20. Social Policy Development Centre (SPDC)
 21. Teachers' Resource Centre (TRC)
 22. Thar Deep

LAHORE:

1. ASR Resource Center
2. Aurat Foundation
3. Christen Foundation
4. Citizens' Commission for human Development
5. Development Vision
6. Environment Protection Department
7. Family Planning Association
8. Gautam Publishers
9. Green Circle Organization
10. Human Rights Commission of Pakistan (HRCP)
11. KHOJ
12. Mashal Books
13. Nirali Kitabain
14. Punjab Lok Sujag
15. Refugee Resource
16. Sahe Sialkot
17. Shaukat Khannam Memorial Hospital
18. Shirkatgah
19. Simorgh
20. Small & Medium Enterprise Development Authority (SMEDA)
21. South Asia Partnership
22. Thal Welfare Organization

PESHAWAR:

1. Agricultural Research System
2. Akbar Resource Information Centre
3. Dost Welfare Foundation
4. Environment Protection Agency, NWFP
5. Environmental Protection Society
6. Frontier Resource Center
7. Governance Unit
8. Khwendo Kor
9. Local Government & Rural Development Programme
10. Municipal Corporation, Peshawar
11. National Centre of Excellence in Geology
12. National Institute of Public Administration
13. Pakistan Community Development Programme

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14. Planning Environment & Dev. Department
 15. Sarhad Development Authority

QUETTA:

1. Society for Environment Awareness (SEA)
2. Participatory Integrated Development Society (PIDS)
3. Society for Community Support for Primary Education in Balochistan (SCSPEB)
4. Balochistan Community Irrigation & Agriculture Project (Helcrow)
5. Institute for Development Studies & Practices (IDSP)
6. Directorate of Agriculture Economics & Marketing (GoB)
7. Quetta Electric Supply Co. (QESCO)
8. Balochistan University of Engineering & Technology Khuzdar (GoB)
9. Area Development Program Balochistan UNDP (GoB)
10. Taleem Foundation Quetta
11. IUCN-The World Conservation Quetta
12. TARAQEE Trust Quetta
13. Special Crime Branch (GoB)
14. Aurat Foundation Quetta
15. Environment Foundation Balochistan (EFB) Quetta
16. Pakistan Council of Research & Water Resources (GoB)
17. Institute for Public Health (IPH)
18. Arid Zone Research Center