



**REPORT ON
BROADCAST ACTION
ON 'SADOI DUSHANBE' RADIO**

**'11 DECEMBER –
INTERNATIONAL MOUNTAIN DAY'**



December 11 2009 at 11.00-13.00

Content:

1.Introduction

- 1.1 Information about “Sadoi Dushanbe” radio station and CAMP Kuhiston
- 1.2 Context

2. Preparations for RADIO ACTION

- 2.1 Goal
- 2.2 Organizational work
- 2.3 Methods of work
- 2.4 Participants
- 2.5 Language

3. Organization of RADIO ACTION

- 3.1 Announcement about the organization of RADIO ACTION
- 3.2 Opening ceremony of the RADIO ACTION
- 3.3 Experts’ comments

4. Cultural program

- 4.1 Contest
- 4.2 “Mountain and people” drawing contest
- 4.3 Prose, proverbs and sayings

8. Feedback

- 8.1 Public Relations
- 8.2 Comments

9. Conclusions and prospects

1. INTRODUCTION

1.1. Information about “Sadoi Dushanbe” radio station and CAMP Kuhiston.

“Sadoi Dushanbe” is a state-owned broadcasted by the Tajik State Television and Radio Committee under the Government of the Republic of Tajikistan. “Sadoi Dushanbe” radio covers 97% of Tajikistan’s territory plus regions that border Uzbekistan, Kyrgyzstan and Afghanistan and several regions of the Russian Federation (namely Novokuznetsk city) via satellite. In Dushanbe it broadcasts on 102,2 FM band (549 AM). Daily broadcasts in Russian language are available from 11a.m. till 1p.m. (live broadcasts) and from 7p.m. till 9p.m. (rebroadcasts).

CAMP Kuhiston is a non-profit and non-governmental local organization striving to improve livelihoods in mountain villages of Tajikistan through supporting more sustainable use of natural resources. CAMP Kuhiston applies a trans-disciplinary and many-sided approach based on local, regional and international partnership and experience. CAMP Kuhiston develops, adapts and implements innovative, accessible and effective technologies with the main focus on the improvement of awareness and involvement of citizens, local institutions, partner organizations and experts.

CAMP Kuhiston was registered in Tajikistan as a local NGO in December 2006. Before the official registration, the organization has obtained institutional experience in the frameworks of implementation of the regional program of Central Asian Mountain Partnership (CAMP) funded by the Swiss Agency for Development and Cooperation and which covered three Central Asian countries – Kazakhstan, Kyrgyzstan and Tajikistan. This regional approach allowed the organization to establish partnership between such NGOs as CAMP Kuhiston in Tajikistan, CAMP Ala-Too in Kyrgyzstan, CAMP Consulting in Kazakhstan and the Alliance of Central Asian Mountain Communities (AGOCA). AGOCA was founded in 2003 as an association of mountain villages of Kazakhstan, Kyrgyzstan and Tajikistan. The overall goal of the Alliance is to support and promote the interests of mountain communities in Central Asia and improve living standards.

1.2.Context

Mass media – is the tool for dissemination of information which is characterized by: its orientation to mass audience and accessibility of the population for distribution of information.

Network of CAMP agencies contributes to sustainable development of mountain regions through supporting efforts aimed at improvement of the quality of living standards of the people. The goal is achieved via well-balanced economic, ecologic and social development processes leading to strengthening of civil society. Therefore, network of CAMP agencies mainly focuses on - strengthening of a dialogue between various stakeholders at different levels.

The principal idea of this open dialogue through the republican radio “Sadoi Dushanbe” is to unite all stakeholders into a common voice to express different points of view on a concrete issue.

2. Preparation for RADIO ACTION

In the course of preparation for the RADIO ACTION CAMP Kuhiston has provided its support via the purchase of prizes for the participants of the event.

2.1 Goal

Tajikistan is a mountainous country with 93% of its territory occupied by mountains directed to the highest systems in Central Asia: Tyan-Shan and Pamir. Almost half of Tajikistan's territory located at an altitude of more than 3000m. Huge mountains with multiple canyons and gorges with flows of mountain rivers flowing through them.

CAMP considered it necessary to raise the theme of mountains via the state-owned republican radio station "Sadoi Dushanbe". The idea supported an open discussion in Tajikistan between experts in the given sphere and the audience of "Sadoi Dushanbe" radio. The action included discussions on the influence of mountains on rural villagers, management of natural resources and provision of essentials in case of natural disasters.

2.2 Organizational work

CAMP Kuhiston is the principal organizer. However, Irina Umarova, a professional reporter from "Sadoi Dushanbe" radio station, was hired to provide the highest level of professionalism. In the past seven years Irina Umarova works in the field of management of natural resources.

2.3 Methods of work

RADIO ACTION included:

- Interview with Jamsheda Kamolova, Head of the Department for Protection of the Population and Territory under the State Emergency and Civil Defense Committee under the Government of Tajikistan.
- Interview with Oleg Kilkevich, Head of the Department for Retraining of Rescuers of the State Emergency and Civil Defense Committee under the Government of Tajikistan.
- Live interview with Roziya Alieva, Director of CAMP Kuhiston
- Public opinion poll in Dushanbe
- Comments, discussions and feedback from radio listeners
- Drawing contest
- Publication of the material in the "Mir novostei. Tajikistan" newspaper
- radio quiz with interesting questions about mountains
- presentation of poems, proverbs and sayings dedicated to mountains
- congratulations

2.4 Participants

According to the Chief Geology Department under the Government of Tajikistan and according to the Chief Secure Industrial Works Control and Mountain Control Department under the Government of Tajikistan, no events dedicated to the International Mountain Day are planned in the republic even despite the fact that mountains cover 93% of Tajikistan's territory. Therefore, experts from governmental structures, public organizations, the media and radio listeners from all regions of Tajikistan were attracted to the RADIO ACTION.

2.5 Language

This two-hour action was conducted in Russian language; this channel listened by CIS countries also.

3. Organization of RADIO ACTION

3.1 Announcement about the ACTION

The first announcement about the RADIO ACTION was broadcasted on “Sadoi Dushanbe” radio and in the “Mir Novostei. Tajikistan” newspaper two weeks prior to 11 December 2009. The announcement about the 2-hour ACTION on “Sadoi Dushanbe” was made in the form of a show reel on the radio and a publication in the newspaper.

3.2 Opening ceremony of the RADIO ACTION

The ACTION was launched with an opening statement of Ms. Roziya Alieva, the Director of CAMP Kuhiston, via telephone call.

LIVE TELEPHONE CONVERSATION....

- Dear Roziya, in your person we send our greetings to your team on the occasion of the International Mountain Day and, if you don't mind, let's start our dialogue with your story about your organization.

- Good afternoon, Irina! Thank you for your greetings and, in my turn, I'd like to wish good health, prosperity and every success to those who celebrate this date! Now several words about the activity of our organization. CAMP Kuhiston is a non-profit and non-governmental local organization striving to improve livelihoods in mountain villages of Tajikistan through supporting more sustainable use of natural resources. CAMP Kuhiston applies trans-disciplinary and many-sided approach based on local, regional and international partnership and experience. CAMP Kuhiston develops, adapts and implements innovative, accessible and effective technologies with the main focus on the improvement of awareness and involvement of citizens, local institutions, partner organizations and experts. CAMP Kuhiston was registered in Tajikistan as a local NGO in December 2006. Before the official registration, the organization has obtained institutional experience in the frameworks of implementation of the regional program of Central Asian Mountain Partnership (CAMP) funded by the Swiss Agency for Development and Cooperation (SDC) and which covered three Central Asian countries – Kazakhstan, Kyrgyzstan and Tajikistan. This regional approach allowed the organization to establish partnership between such NGOs as CAMP Kuhiston in Tajikistan, CAMP Ala-Too in Kyrgyzstan, CAMP Consulting in Kazakhstan and the Alliance of Central Asian Mountain Communities (AGOCA). AGOCA was founded in 2003 as an association of mountain villages of Kazakhstan, Kyrgyzstan and Tajikistan. The overall goal of the Alliance is to support and promote the interests of mountain communities in Central Asia and improve living standards.

- Roziya, as we know that major part of Tajikistan's territory is occupied by mountains, the country is prone to such natural disasters as floods, mudslides, rockslides and earthquakes. And you deal with “natural disasters”...

- That's true and we have to acknowledge the fact that all governmental structures which deal with natural disasters lack for financial and human resources to effectively perform their professional duties. Furthermore, both the role and level of responsibility of the central government of the republic, local administrations and communities in case of natural disasters remain unclear, while their general potential remains insufficient. In addition, the condition and technical maintenance of existing protective structures are at a quite poor level leading to their partial, and in some cases total, destruction. Local communities are not able to undertake responsibilities and perform the duties of related governmental structures. They still have insufficient technical knowledge and skills to effectively prevent and manage emergency situations.

- What is the overall goal of CAMP Kuhiston in the field of Integrated Local Risk Management?

- The goal is to build up and strengthen risk management capacities at local level in rural areas which consists of three components: First – is an educational component which includes five-day trainings based on the Learning for Sustainability in Villages principle – an instrument which has been successfully applied in Central Asia in the past few years. Thus we significantly raise awareness of rural communities about natural disasters as a result of which communities design Village Risk Management Plans. This is the first step towards coordinated approach in terms of preparation for and reduction of natural disasters. The second component includes small-scale mitigation measures such as stabilization of bank protection structures, planting of trees on the slopes and so forth. Simple project proposals for the conduction of such measures can be cited as one of the positive results of our trainings and can be submitted to potential donors for consideration. The third component includes efforts on effective cooperation between communities and local authorities, for example, through initiative groups consisting of rural villagers and local officials.

- How many seminars have you conducted during these years, are there any statistical data?

- Since 2005 CAMP Kuhiston has conducted nearly 90 seminars on the Integrated Local Risk Management, Energy Saving, Pasture Management, Water and Soil Conservation, Cultivation of Fruit Trees and Institutional Development of local communities. We have conducted trainings on Institutional Development for AGOCA villages, which are CAMP's partners and successors. There are 14 such villages in Tajikistan. The Alliance of Mountain Communities of Central Asia acts at the regional level and has nearly 21 such villages in Kyrgyzstan and 7 in Kazakhstan. In particular, our organization also checks the quality and functionality of Rural Disaster Management Plans. Furthermore, CAMP Kuhiston designs and implements Family Disaster Management Plans and helps villages to design project proposals for mitigation of risks of natural disasters. CAMP Kuhiston's moderators spent three days in each village to monitor the results of previous seminars on the Integrated Local Risk Management. In addition, they used the Risk Assessment Instrument (RAI), jointly designed by Caritas, Mission East and Oxfam, to define extremely vulnerable households. They conducted a seminar on Family Disaster Risk Management for these families and trained them to the principles of residence in disaster-prone areas. Moderators also helped the villagers to design project proposals on small-scale mitigation projects. The support included calculation of expenditures, sustainability of proposed actions and accessibility of supporting instruments for the communities.

- Roziya I know that you edited two poetry collections, we would be happy if you read one of the poem about Tajikistan, nature....

- Roziya, really, this is a great poetry! I'm so happy to hear you on "Sadoi Dushanbe" during our action and happy that we managed to interweave our serious conversation about mountains with poetry! I thank the director of CAMP KUHISTON public organization for participation and wish you good luck! I do not tell you goodbye, I say see you soon!

- Thank you Irina for an opportunity to take part in the Action and let me send my greetings on the occasion of the International Mountain Day once again!

3.3 Experts' comments

In modern world rare news blocks on TV and radio or in newspapers go without reports about earthquakes and hurricanes, typhoons and floods, snowfalls and avalanches. In rare cases these reports go without information about victims. Tajikistan is not an exception. Natural disasters caused a great damage to the country's economy. Residents of rural mountain regions are mainly to suffer from these disasters. Kamolov Jamshed, Head of the Department for Protection of Population and Territory under the Committee on Emergency and Civil Defense under the Government of Tajikistan, asserts that a special regular commission examines areas prone to mudslides and other disasters in Tajikistan.

- DICTOPHONE (tape) RECORD -

“The commission is responsible for making the lists of people for further resettlement to safe areas. Every year experts from the Tajik State Committee for Emergency Situations and Civil Defense together with their colleagues from the Tajik Geology Agency and Tajik Labour and Social Protection Ministry and other related departments and structures make such lists and examine risky areas and organize planned resettlement of the population to safe areas. For example, this year we plan to resettle people from 531 households to safe places. Every year the Committee draws up maps of areas prone to mudslides. We provide our local branches with annual risk reduction plans. Special efforts are being conducted in the given direction. These efforts mainly include such risk reduction measures as mitigation of consequences of mudslides, reinforcement of bank protection structures, construction of embankments and other protective structures. In our republic we have a unique Rapid Emergency Assessment and Coordination Team (REACT) which conducts monthly meetings with experts from international and humanitarian organizations accredited in Tajikistan and operating in this area. There are nearly 70 such organizations at the moment. These organizations provide assistance to the victims following each disaster. Our Committee coordinates the distribution process. This assistance is very useful for disaster victims.”

Mountains – is another beauty created by the nature. Unfortunately, residents of mountain villages face with extreme events such as earthquakes or floods, mudslides or avalanches every day. Some 13 years ago the so-called Centrospas structure was set up under the Ministry of Emergency Situations and Civil Defense of the country to tackle emergency situations. Nobody doubted the importance of the service. Oleg Kilkevich, Head of the Department of Retraining of Rescuers for Emergency and Civil Defense under the Government of Tajikistan, will tell us about this dangerous but very important work of rescuers in mountain regions.

- DICTOPHONE (tape) RECORD -

“According to the internal staff list, the Emergency and Civil Defense Committee has a professional crew of rescuers. The most elite and, therefore, most professional crew called Centrospas which has a certificate to perform all types of rescue activity. Centrospas located in Dushanbe and holds “the first rescue category” – the highest qualification. We have two crews of rescuers in Sughd District (a civil and a military ones) and in Khatlon. These crews response to all types of emergency situations. According to this year's results, in 2009 all disasters were mainly connected with heavy rainfalls: these are floods and mudslides. Especially those which hit Khuroson region, Khatlon area and Vose region. Professional

rescuers are the first to response to such kind of disasters. They are responsible for the organization of rescue operations. Centropas mainly deals with special tasks and assignments, but also deals with social issues. The service also deals with fire and anthropogenic operations. In regions we mainly deal with mudslides and mudflows.”

- What do rescuers need?

- Rescuers need in adequate attention, first of all, from senior officials: this is material and technical base which is regularly updated. This year we have purchased equipment that meets all international standards. We now have professional diving suits. Through international organizations we are planning to purchase anthropogenic equipment that will let us conduct any anthropogenic operations in case of earthquakes and blockages. We already made the list of related equipment to purchase. We also have the list of events which should be conducted in consecutive order. Since each program we work with at the level of international organizations has its phases. First is the phase of material and technical base which is followed by training and tactical exercises.

- What are the prospects?

- Today we already take part in international contests. This year Centropas took part in an open championship of CIS member states. The event took place in Kazakhstan. We were the third there. We are planning to conduct a diving school. First Tajik divers will be trained by local instructors and trainers from Russian Ministry of Emergency Situations at the Kairakkum Sea.

- Do rescuers have other plans?

- Yes we do! We plan to improve our status of rescuers, including its material part, and want rescuers to have benefits. This is a very painful issue for today. Our working group is now preparing a pack of documents together with the leading lawyers. According to the international standards, the first class rescuers should differ from newcomers. Rescuers should have a good salary and have the right to rehabilitation. Such specialists as divers, parachute jumpers should get additional payments in order to improve their skills and pass their experience to others, Those who will replace them in the future. We should raise rescuers’ status to attract public attention and attract those who would like to devote their life to rescue.

4. Cultural program

4.1 Contest

RADIO ACTION also included a contest with questions about mountains and variants of answers. The following questions were asked:

1. Location of Elbrus mountain? (**Russia**, Nepal, France)
2. Elbrus’ height is higher than 5, 6 or 7 thousand meters above sea level? (**5642**)
3. Ararat mountain located on the territory of **Turkey**, Armenia or Azerbaijan?
4. Ararat’s height is higher than 5, 8 or 10 thousand meters above sea level? (**5137**)
5. Which of the following mountains located on the territory of both Russia and Georgia? (Ural mountains, **Kazbek**, Everest)
6. Kazbek’s height is higher than 4, 5 or 7 thousand meters? (**5033**)
7. The location of Mont Blanc mountain? (Italy, **France**, Israel)

8. Tajikistan is a mountainous country. It's territory is surrounded by the highest mountain systems in Central Asia: Tyan-Shan and the Pamir. What percentage of territory in Tajikistan occupied by mountains? (73, 83 or **93**)
9. It used to be the Peak of Communism, but was renamed into (**Peak of Ismoili Somoni**)
10. Tajikistan's high mountains – the source of modern glaciation. What percentage of territory in Tajikistan occupied by glaciers? (**6**, 36, 60)
11. What is the height of the Ismoili Somoni peak. This is above 7, 8 or 9 thousand meters? (**7495**)
12. The location of Kilimanjaro mountains (**Tanzania**, Japan or China)
13. What is the height of Kilimanjaro? Above 5, 7 or 9 thousand meters? (**5895**)
14. In what year the International Mountain Day was proclaimed? (1963, 1993, **2003**)
15. Mountains occupy one-fourth of the total surface of the planet. What percentage of the population of the planet lives in mountain area? (**10**, 20, 25)
16. Hissar mountain range occupy the central part of Tajikistan's territory and directed to the south of Tyan-Shan, including Turkestan, Zeravshan, Hissar, Qarategin and Altay mountains. What is the total length of mountain range of the given system in kilometers? (200, 500 or **approximately 900 км**)
17. Hissar mountain range is reach with passes. Anzob is one of the most important mountain pass. What is Anzob's approximate length? (**3372 м**).
18. A beautiful mountain area Ak-Su, which is famed for its wild virgin nature and amazing mountains, lies some 120km to the south of Khujand. The height of tops of some mountains is above (**5000**, 10000 or 13000 meters).
19. The top of the Everest is the upper border of (**troposphere**, atmosphere or hydrosphere)?
20. What is the longest mountain range in the world with the length of 7600 km? (**Andes**, Mont Blanc or Ak-Su)?
21. Tutunendo mountain ranked first in terms of the average annual amount of precipitation that equals 11,77m – the height of a three-storey building. In what country is this mountain located? (**Columbia**, France or Africa)

The listed below listeners took part in the contest over the telephone:

1. Anna, Dushanbe (**the winner, awarded with leather notebook**)
2. Arthur, Kurgon-Teppa
3. Daler, Spitamen region (**winner, awarded with leather notebook**)
4. Nazim, Dushanbe
5. Said, Kurgon-Teppa
6. Sochida, Tursun Zade (**winner, awarded with leather notebook**)
7. Askar, Khujand
8. Nazim, Dushanbe
9. Ibodat, Penjikent
10. Bakhtinisso, Penjikent
11. Alisher, J.Rumi region (**winner, awarded with leather notebook**)
12. Natasha, Kurgon-Teppa (**winner, awarded with leather notebook**)
13. Arthur, Kurgon-Teppa
14. Izad, Dushanbe

15. Zara, Dushanbe
16. Namoz, Spitamen region
17. Zarina, Bokhtar region
18. Zarina, Dushanbe
19. Astang, Penjikent

4.2 “Mountains and people” drawing contest

18 people took part in the contest. Three most original drawings have been selected. Winners were awarded with “painter’s set” which consists of: watercolors, album, set of pencils, markers, crayons, felt markers and colored paper.

Winners:

1. Avranzebi Odyl, 9-form pupil, Turkish lyceum (Dushanbe)
2. Orzu Muzafar, 4,5 years (Dushanbe)
3. Mardonova Oisha, secondary school # 26, 7 form (Varzob)



The photo of Orzu Muzafar’s father receiving the award for his son.

4.3 Prose, proverbs and sayings about mountains

Via the telephone listeners were reading poems, proverbs and sayings:

Mountains are high, the emperor is far away.

Watch two tigers fighting while sitting on the top of the mountain.

Those who ask – cross the mountains; those who don’t – loose themselves on plains

Mountain belongs to those who pasture sheep.

Belief removes mountains.

Empty barrel makes too much noise when falling from the mountain

There is only one Fudzi with many roads leading to it.

A thief will continue to rob even if you given him a golden mountain.

(Vladimir Visozkii, 1970)

The Mountain tops of the Pamir

Rest on the whitish clouds.

And song of spring that spreads to plains

With flock of whooping cranes.

My country, my eternal motherland,

Dressed in green velvet of the spring

The land of legendary poets,

Deserves our worship, love, esteem

We strive for peace

Like streams of mountain waters

And flow together into rivers

That ring in golden beams

With smiley faces sparkled with kindness

We live together on the Earth

The country of Tajiks

A tiny particle of the Universe!

(Roziya Alieva, 2007)

5. Feedback

5.1 Public relations

Mass media – is the tool for dissemination of information which is characterized by: its orientation to mass audience and accessibility of the population for distribution of information. The whole page in the “Mir novostei. Tajikistan” newspaper was dedicated to the article entitled “11 December – International Mountain Day” with “feedback” section (with e-mail address for feedback and comments) and “contest” section, according to the rules of which, first three participants who give correct answers to questions in their SMS, will be awarded prizes.

5.2 Comments

Comments and feedback as well as various suggestions were sent to “Sadoi Dushanbe” e-mail address (radio102.2fm@mail.ru):

“I have the warmest impressions about the Action. But only one thing remains unclear – why there were no such programs before? I’m a teacher from the #21 secondary school and it was really interesting to know so many things from this action. And what a live lesson for schoolchildren it was! Well done! Continue in the same spirit!” (**Saodat Karimovna, Dushanbe**)

“It was really a pleasure to answer the questions of the contest. They were so interesting, but, Irina, I think there was no need in those variants of answers. This would let your listeners to think. Anyway, I liked it and I’ve managed to win the notebook. I’ll write down all the events in it now. I wish you every success and patiently waiting for similar programs!” (**Daler, Spitamen region**)

“It’s a pity that no other radio station paid attention to this day! Even though mountains occupy 93% of Tajikistan’s territory. It was really a pleasure to participate in the action! I think this is the first-ever radio action of that kind? Am I wrong? That’s wonderful!” (**Arthur Aratunyan, Chkalovsk**)

“The whole family took part in the contest. We tried to call from three mobile phones, but, unfortunately, we failed. However, this is quite understandable since the entire Tajikistan was involved in the action. Any plans for the future?” (**Avaz, Munara, Maxud, Maruf and Dilnoza**)

6. OUTCOMES AND PROSPECTS

The idea of the RADIO ACTION was to unite all stakeholders into one voice to express various points of view. The ACTION supported an open discussion about emergency situations, management of natural resources, rescue operations, recommendations for those in trouble and provision of essentials.

According to the comments of our listeners and readers of the “Mir novostei. Tajikistan” newspaper, the action attracted people of different age categories. Serious themes were interweaved with entertaining programs. Listeners and readers are waiting for the continuation. Many of them were surprised by the organization of the ACTION since no similar events were conducted in the republic before.

Reported by: Roziya Alieva, Dushanbe Tajikistan, December 21 2009