

FINAL REPORT – IMPACT ASSESSMENT



BACKGROUND & OBJECTIVES



WHAT IS BASILA AND AZCORP'S AIM THROUGH THIS PROJECT

- Basila and The Street Crew is a comic book series that narrates the story of an orphan girl raised by a transgender aunt, who aspires to be a journalist and uses Art and digital media platforms to raise awareness on topics such as fundamental human rights, child trafficking, street kids, transgender rights and bonded labor among others human right issues. The concept of active citizen journalism is weaved into the storyline in each episode.
- AzCorp's core objective at the heart of the project was to promote awareness of rights of citizens, promote the right to free speech and expression and disseminate information/resources in this regard, and to encourage active citizens' journalism through healthy discussion and debate.
- Through the roll out of these Basila interventions i.e. theme based talks and panel discussions at various partner institutes and universities, AzCorp aimed to bring a change over time, in the mindsets of the targeted audiences i.e. 15 to 25 year old youth segment.



RESEARCH OBJECTIVE

- A baseline assessment was conducted in October/November 2018 to understand the audiences' awareness levels, perceptions, attitudes, and behaviors towards human rights, freedom of expression and other related causes.
- Training material and panel discussion content for Basila was designed based on the findings and need assessment of the audiences.
- The Endline Research's objective (conducted in July/Aug 2019) is to evaluate the impact the intervention has had over time on the audience in terms of shifts in perceptions and opinions. This research, reports the impact

SAMPLE DESIGN AND
ACHIEVED SAMPLE
PROFILE



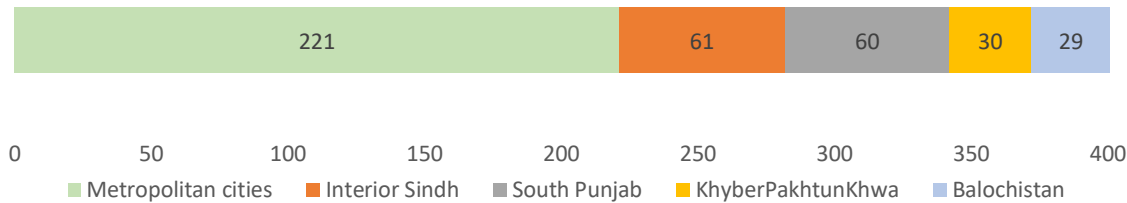
BASILIA
& THE STREET CREW

The logo features the word "BASILA" in a large, bold, lime-green font with a thick pink outline and a black drop shadow. Below it, "& THE STREET CREW" is written in a smaller, yellow, blocky font with a black outline and a pink drop shadow. The entire logo is set against a white background within a large, blue, hand-painted circular frame.

Original Achieved Sample Profile at Baseline (n=400)

The sample catered a variety of people from various backgrounds w.r.t to socio economic classes and education. There was a 60:40 ratio of the two age groups to ensure a good mix from the overall target age group 15-25, and a 50:50 ratio of males & females to ensure both genders are given an equal representation at Baseline, given that the program was digital based and available all over Pakistan's top regions. Representation for multiple segments allowed us to design the program accordingly

Regions

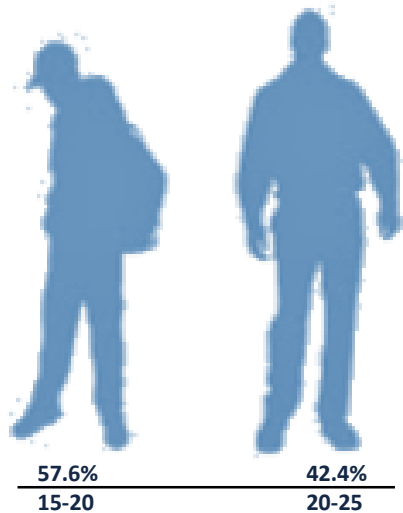


Socio Economic Classes
Base All respondents n=400



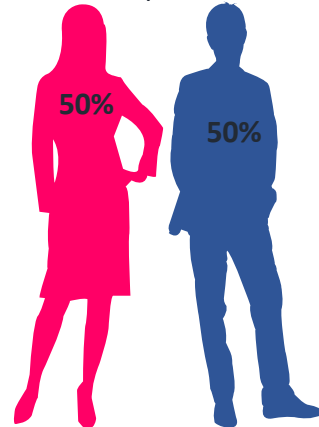
Age Brackets

Base All respondents n=400



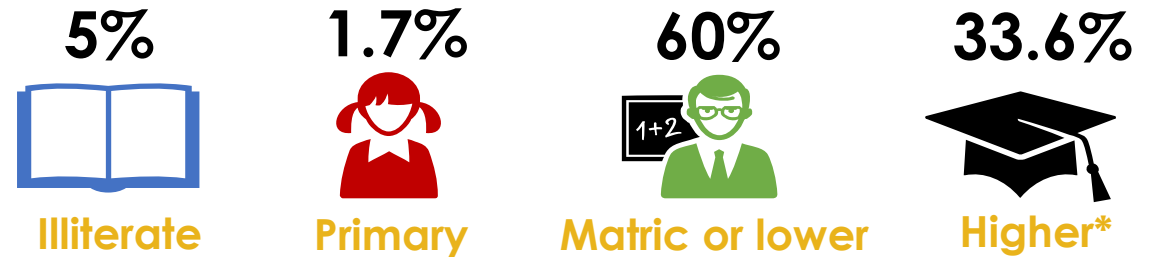
Gender

Base All respondents n=400



Education

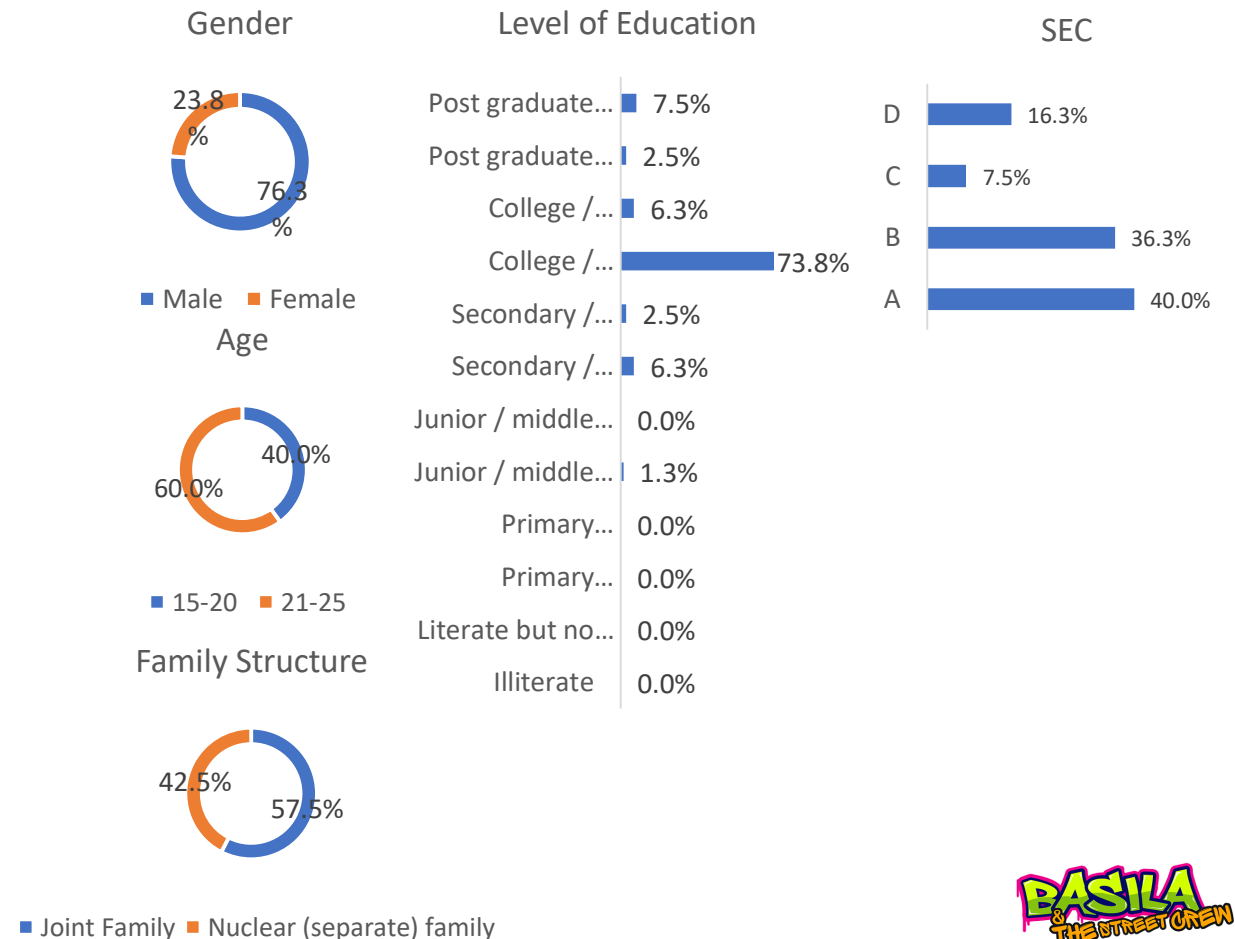
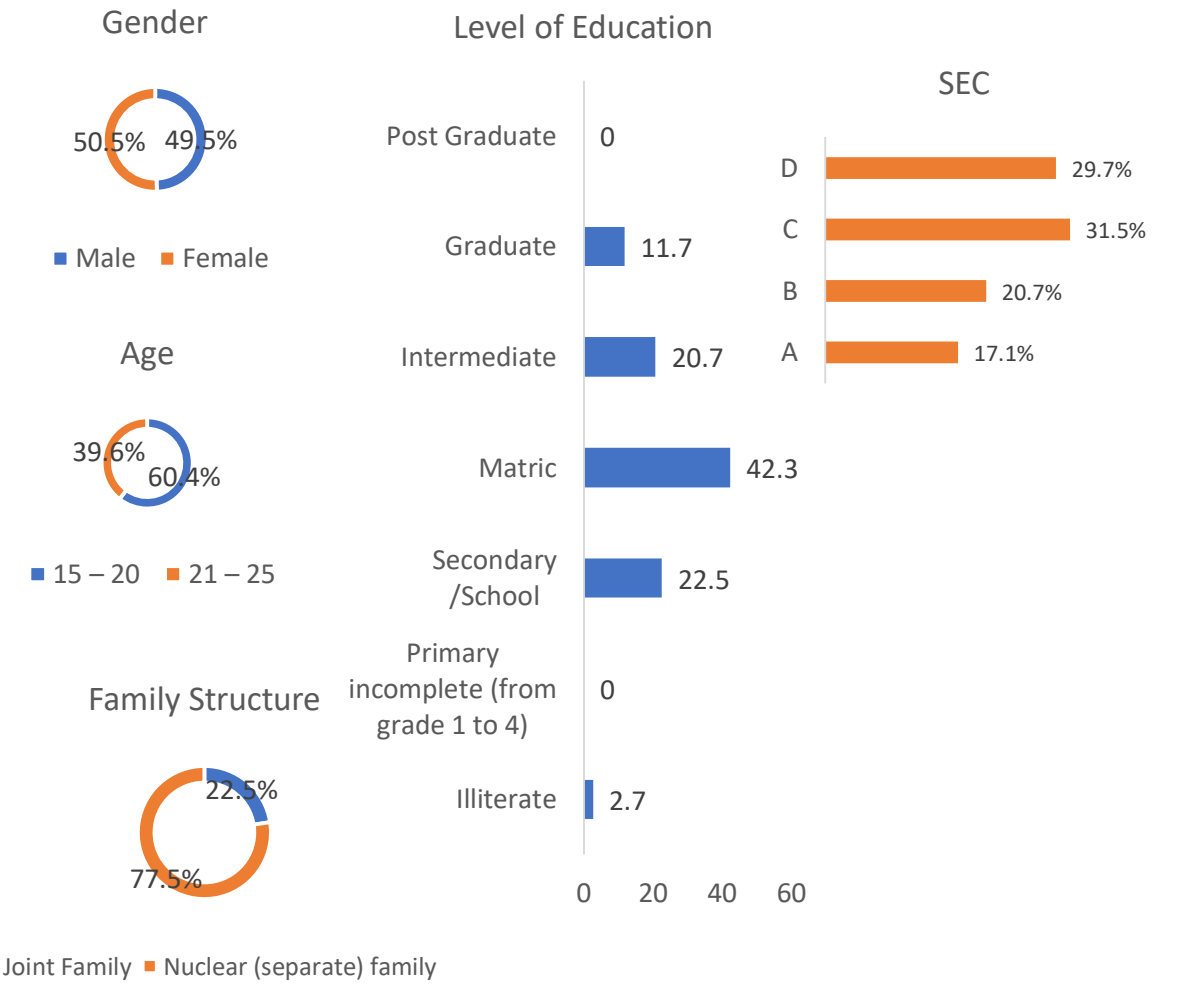
Base All respondents n=400



Achieved Sample Profile at Endline (n=88), compared with Similar segment from Baseline (n=111)



Sample for Endline comprised of people from partner institutes, colleges and centres who were exposed to the Basila Intervention, and as most offline centres were in Karachi, based on convenience, they were made part of the sample and compared with the same profile of respondents from baseline i.e. Karachi respondents of Baseline. There were numerous challenges for reaching out to the digital audiences for research at baseline too (given the length and depth of survey questions amongst others), therefore at endline it was decided to pursue respondents face to face at the offline centres



Key findings

Section 1: Gauging change in Attitudes and perceptions



HUMAN RIGHTS AND NATIONAL PREFERENCES

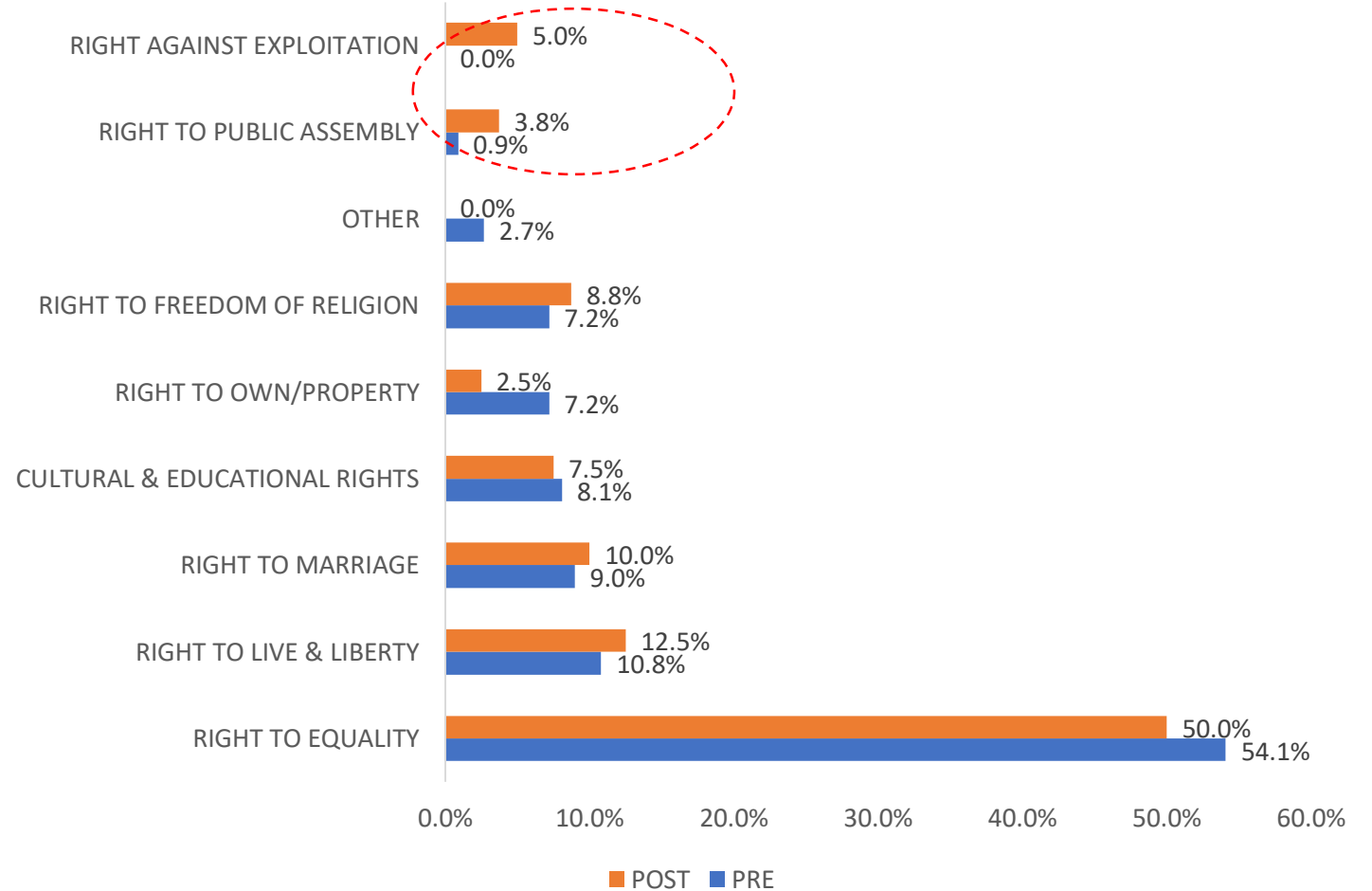
A large, hand-painted blue circle with a rough, white-painted edge is positioned on the right side of the slide. Inside the circle, the text 'BASILA & THE STREET CREW' is written in a vibrant, graffiti-style font. 'BASILA' is in bright green with a pink outline, '&' is in pink, and 'THE STREET CREW' is in yellow with a black outline. The background of the slide is white with a blue brushstroke at the top right.

BASILA
& THE STREET CREW

Increased awareness that Human Rights extend to social rights too

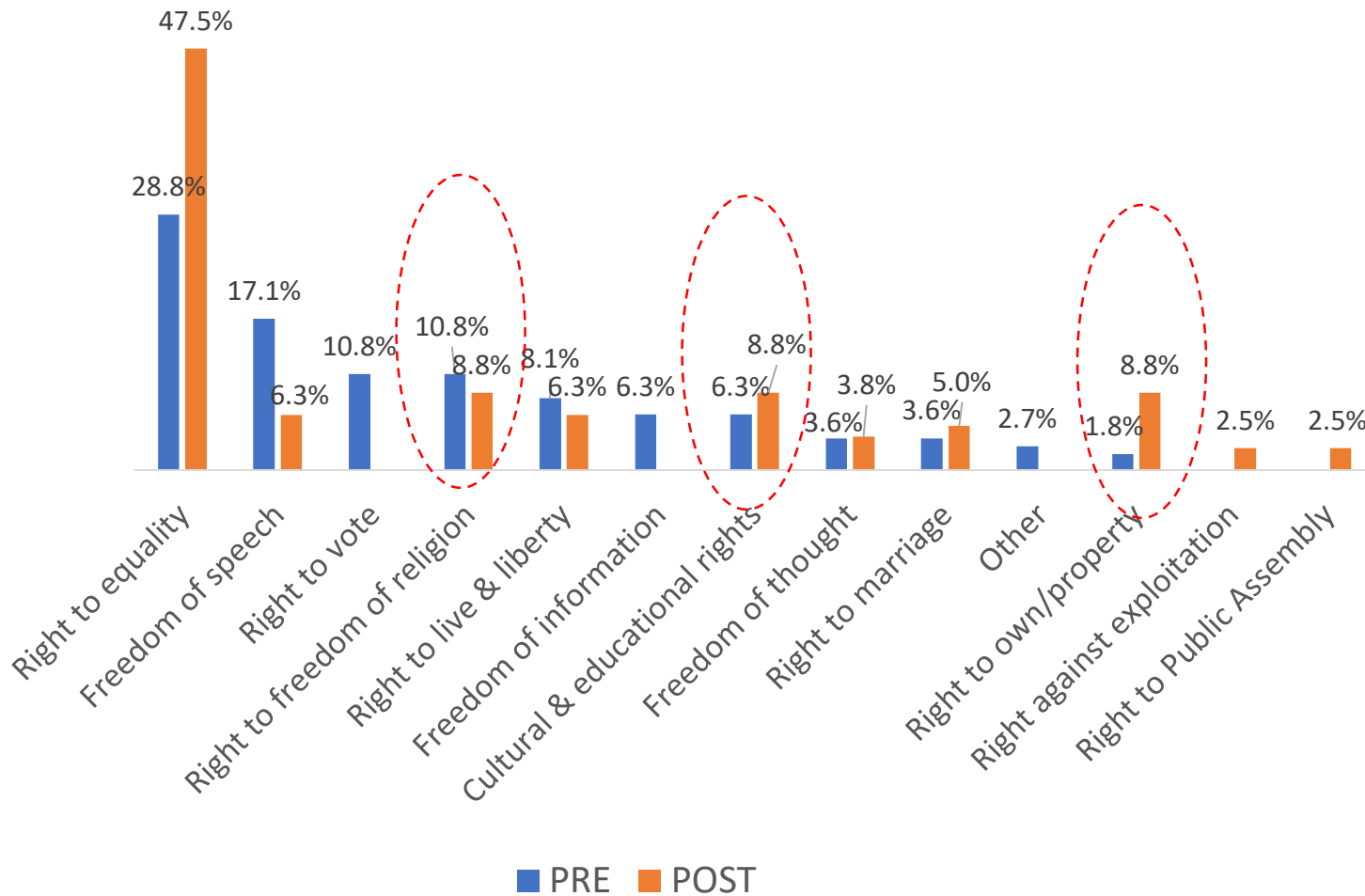
While the right to equality remains the most reported ‘top of the mind’ human right (50% at baseline and 54.1% at endline), we an increased awareness of human rights such as right against exploitation of people and right to assembly in the post phase, showcasing that the content of panel discussions and the comic book content has exposed the audiences to recognizing that their rights extend beyond just the right to equality but ‘social rights’ such as those in freely moving around and entering fair contracts is their right as humans. During the pre phase there was uncertainty as to what rights would qualify for basic human rights

What comes to the top of your mind when you hear the word human rights?



Right to equality, rated as the first right that comes to mind, is felt to be the most abused in Pakistan at Endline, with an 18.7% change in sentiment from the baseline

Most violated human right in Pakistan



At baseline, the second highest ranked right was that of free speech while at Endline Right to freedom of religion and right to cultural and educational rights for each individual also emerge as pressing issues in Pakistan again, pointing towards the increase in awareness and realization of one's basic rights as a citizen

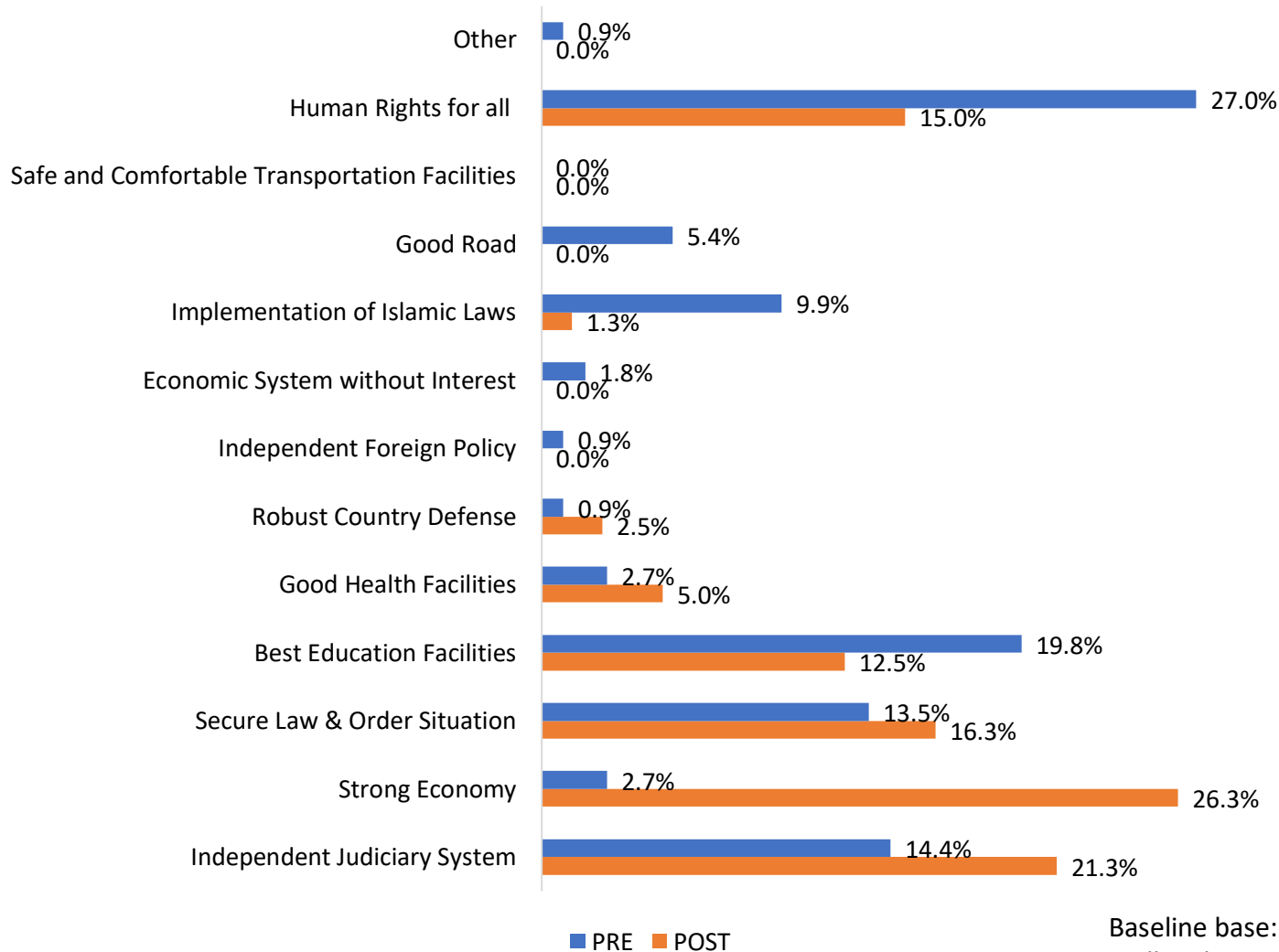
As per respective religious beliefs, right to quality must be practiced the most however at Endline we saw 6.5% rise in right to freedom of religion, 6.4% in rise cultural and educational rights for all and 5.7% rise in right to public assembly. More and more people see these as fundamental and as priority

	BASELINE	ENDLINE	% Change
Right to equality	20.7%	33.8%	13.1%
Right to live & liberty	15.3%	10.0%	-5.3%
Right to marriage	13.5%	3.8%	-9.8%
Right to freedom of religion	13.5%	20.0%	6.5%
Right to own/property	7.2%	7.5%	0.3%
Freedom of speech	5.4%	3.8%	-1.7%
Right to vote	5.4%	0.0%	-5.4%
Freedom of thought	4.5%	2.5%	-2.0%
Freedom of information	4.5%	0.0%	-4.5%
Other	4.5%	0.0%	-4.5%
Cultural & educational rights	3.6%	10.0%	6.4%
Right to public assembly	1.8%	7.5%	5.7%
Right against exploitation	0.0%	1.3%	1.3%

The Basila digital campaign and the on ground panel discussions did focus on child abuse and consequently the primary right to education for children, topics for freedom of expression as well as at active citizen journalism were also part and parcel of each discussion and perhaps that's the cause for rise in awareness and priority of these Rights in the minds of the audiences as depicted in the impact numbers

Q) Every religion emphasizes on fundamental human rights, being a X which of the human rights do you think must be practiced the most?

Most Important National Preferences in the view of respondents after the intervention have become a strong economy, independent judiciary system and secure law and order which seems to be a reflection of the current political and economic situation in the county



Baseline base: 111
Endline base: 80

Baseline	Endline
Human rights for all	Strong economy
Best education facilities	Independent judiciary system
Independent judiciary system	Secure law & order situation

VULNERABLE GROUPS OF THE SOCIETY

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BASILA
& THE STREET CREW

Why a certain segment of society is considered vulnerable? Baseline



Physically/Mentally
Disabled



No administration from government, No entertainment,
Marriage, Handicap

Transgender



Harassment & Stigma, Lack of legal protection, Sexual
discrimination, Barriers to healthcare

Women



Normalized use of violence, Oppression, Male dominance,
Lack of awareness

Why a certain segment of society is considered vulnerable? Endline



Women



Illiteracy, Gender inequality & discrimination, Male dominance, Lack of awareness

Transgender



Sexual discrimination, Harassment & stigma, Lack of legal protection

Poor People



Poor enforcement of laws, Inflation, Poverty

Minorities



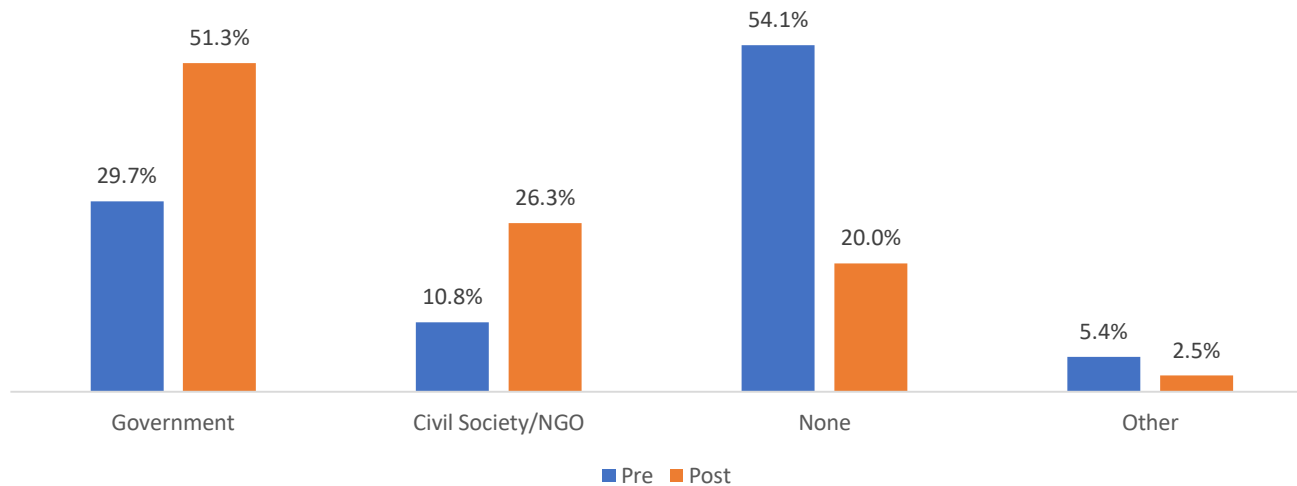
Lack of large number of people, Different practices than others, discrimination

WHO CAN BE THE
SAVIOR?



Post Intervention, there's a rise in Faith in government and civil society bodies/NGOs working in the benefit of people

In your opinion is there anyone taking steps on governmental/non-governmental level to end human rights violation in our society?



Baseline base: 111
Endline base: 80

- At baseline, most of the respondents (54.1%) believed no one was taking ownership of addressing violations of human rights in Pakistan, followed by 29.7% who thought the government was tackling this issue to some extent.
- At endline, the sentiments among program beneficiaries seems to be encouraging with 51.3% people agreeing that the government is playing its part, followed by 26.3% believing that non-government organizations are working.
- “None” responses dropped by 34.1% which gives us indication of positive sentiments

Celebrities/well known figures that were mentioned by respondents as those who are addressing human rights violations and were recalled easily

Most often Named Influencers		
Iqrar ul hasan	Waqar Zaka	Jawad Ahmed
Hamza Ali Abbasi	Imran Khan	Maryam Nawaz
Sarim Burni	General Qamar Bajwa	Abrar ul Haq
Sahir Lodhi	Faisal qureshi	Shehzad Roy
Junaid Akram	Nawaz Sharif	Faisal Edhi
Alamgir Khan	Shahid Afridi	Hamid Mir

NGOs/Civil Society Organizations addressing human rights issues that were recalled by respondents at Endline. AzCorp's name was not mentioned and perhaps that was because AzCorp positioned itself to beneficiaries as a comic book production company where Basila was more on the fore front, however, Basila was still subtle. The issues were highlighted more than the brand

Post	
Edhi	Human rights commission of Pakistan
JDC	Rose youth point
Helping hands trust	Right to play
Fixit	Sailani

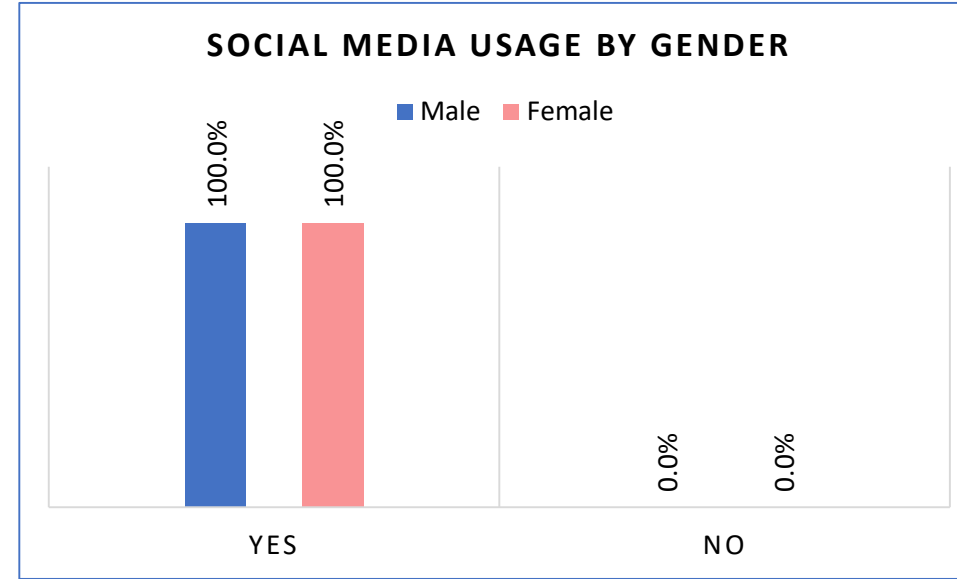
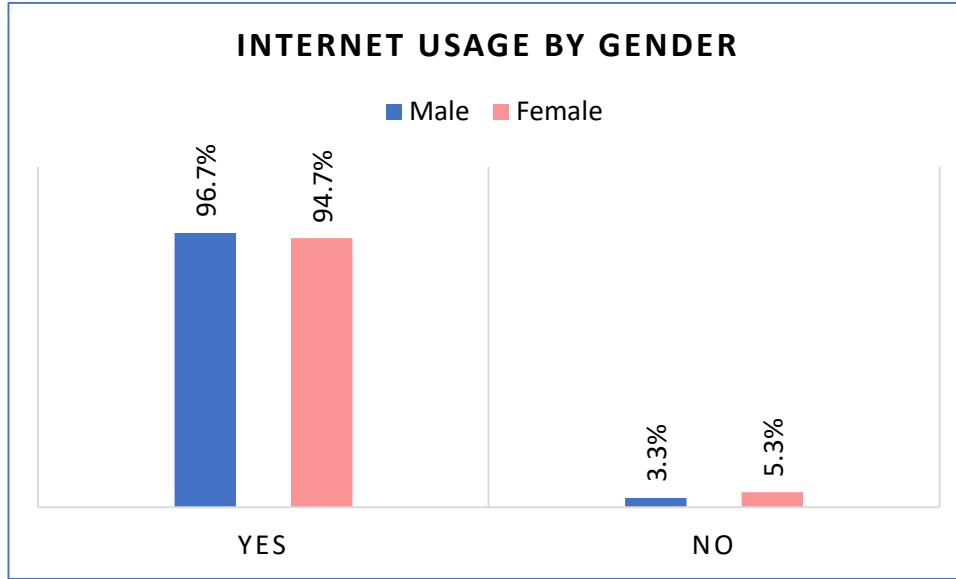
Section 2: Gauging changes
in sources of information
and internet usage between
Baseline and Endline



Internet & Social Media penetration was already high amongst the targeted beneficiaries and hence no change is seen in usage patterns in the last 7 to 8 months

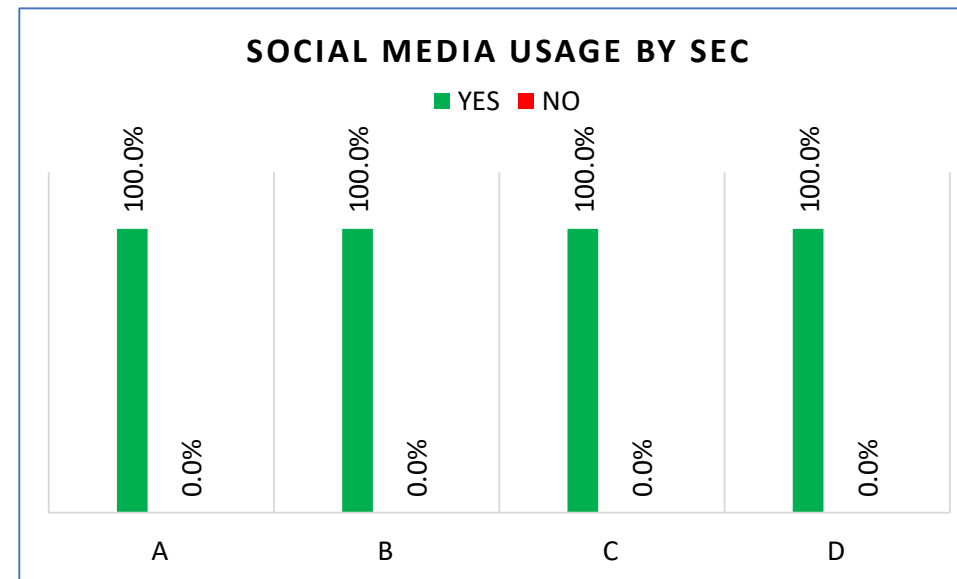
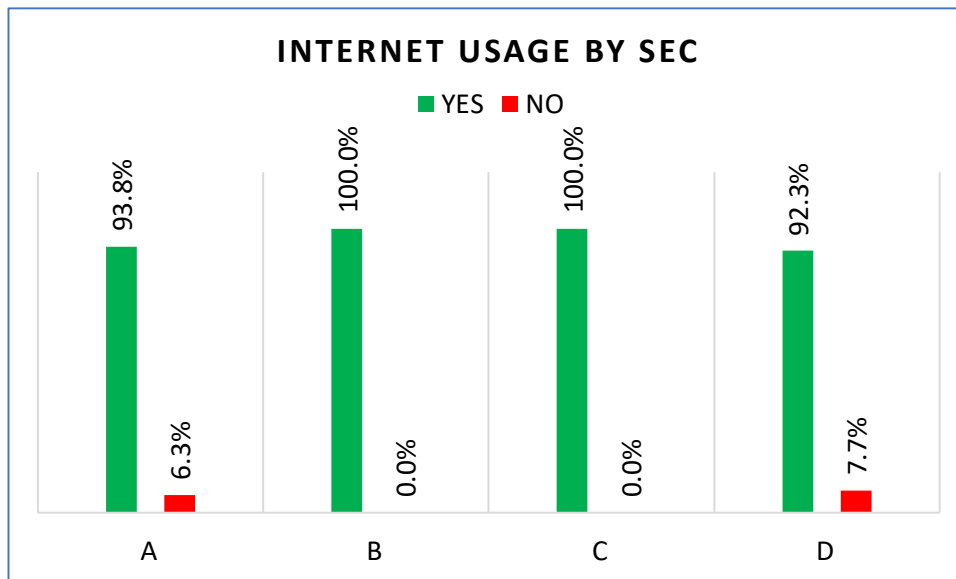


Baseline base: 111
Endline base: 80



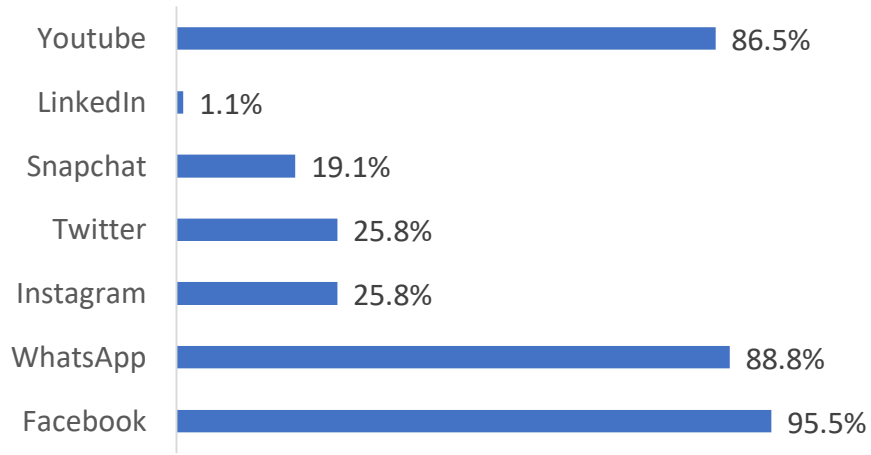
The majority of both males and females use the internet; and all of whom answered in the affirmative also use social media.

Apart from 6.3% from SEC A and 7.7% from SEC B, all respondents use the internet. And, all those who use the internet also use social media platforms, across all four SECs.

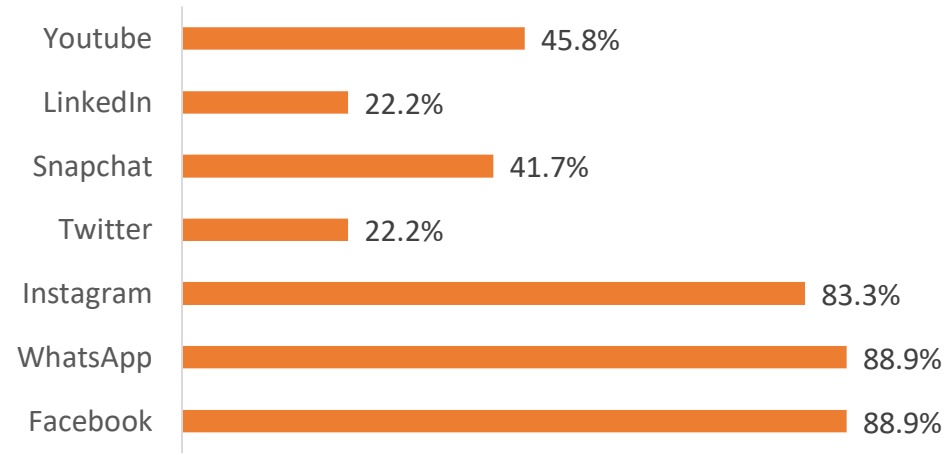


The most popular platforms amongst the TG remain facebook and whatsapp, Instagram takes the 3rd rank in place of youtube at baseline

Platforms of Social Media Used - Baseline



Platforms of Social Media Used - Endline



Baseline base: 111
Endline base: 80

Most Frequently Used - Baseline



Most Frequently Used - Endline

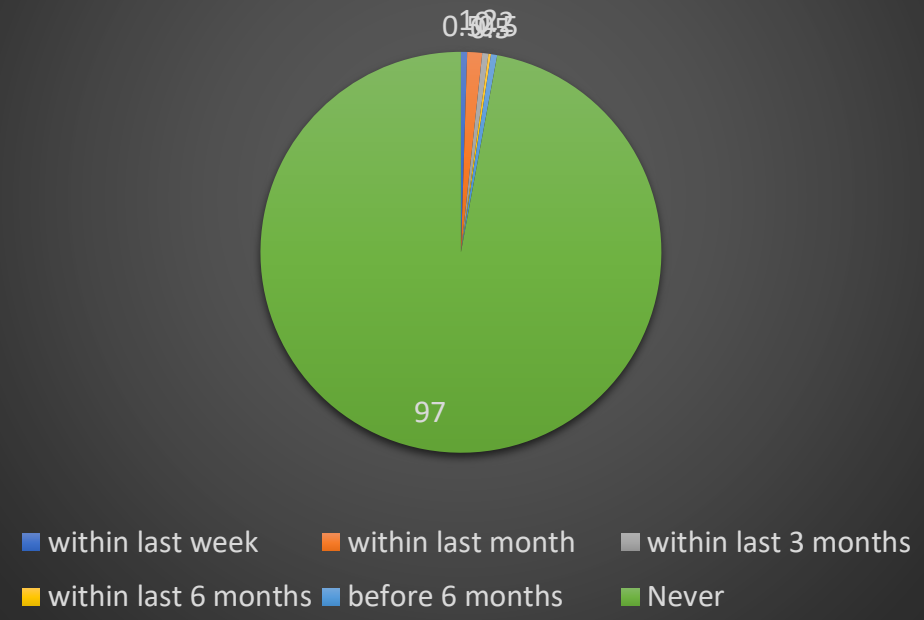


Youtube, Facebook, WhatsApp, Instagram, Snapchat, and Twitter are platforms used by most respondents at either phase.

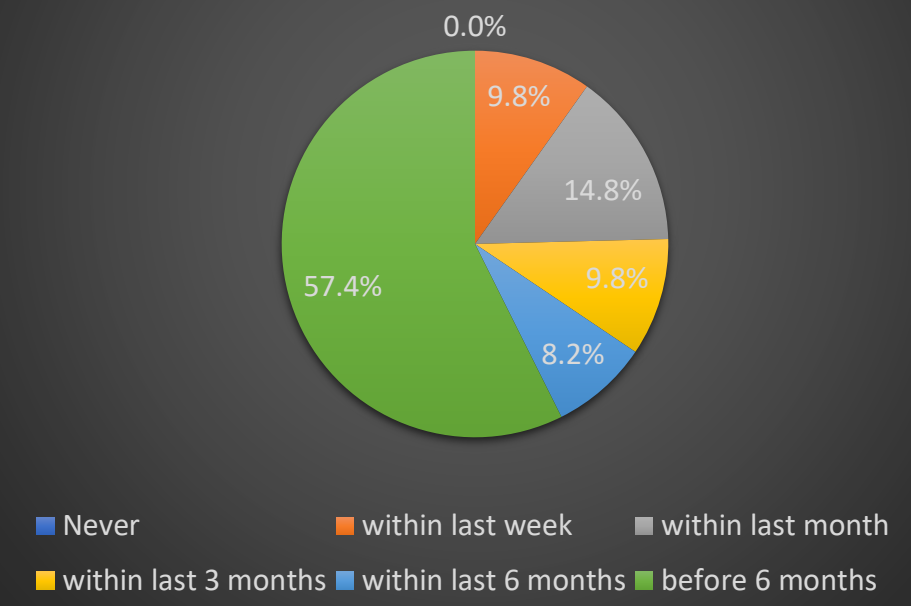
Rise is Use of Social Media as a Tool for talking about Injustice and Civic Problems

Overwhelming majority of respondents (97%) despite of having presence on social media and access to the internet had never engaged in online dialogues however post the intervention we get to see people being more active with the use of online platforms with 14.8% people reporting having used social media to post about right, injustice or civic issues. This hints us towards having set a good base for active citizen journalism and getting the youth interested and involved

Last time Posted on Social Media about injustice, social or civic problems at Baseline



Last time Posted on Social Media about injustice, social or civic problems at Endline



We asked the program beneficiaries about what issues bothered them for which they chose to SPEAK UP for and the below topics were the most reported

ZAINAB'S SEXUAL ASSAULT CASE

PREVIOUS GOVERNMENT'S CORRUPTION

ANTI BULLYING

WOMEN RIGHTS

Blast in Hazara Community

LOAD SHEDDING

POOR CITY
CONDITIONS

HUMAN RIGHTS VIOLATIONS IN KASHMIR

BEACH CLEANING

HOMELESS MAN WHO WAS GETTING HARRASSED

Respondents reported discussing instances of personal problem on social media, as well as those regarding pollution and infrastructure in the city. At endline, however, we saw an increase in reports about social and civic concerns being discussed on social media platforms. Issues include national politics, international affairs, social causes, as well as pollution and infrastructure of the city.

Section 3: Gauging changes in Views and Perceptions of the targeted program beneficiaries



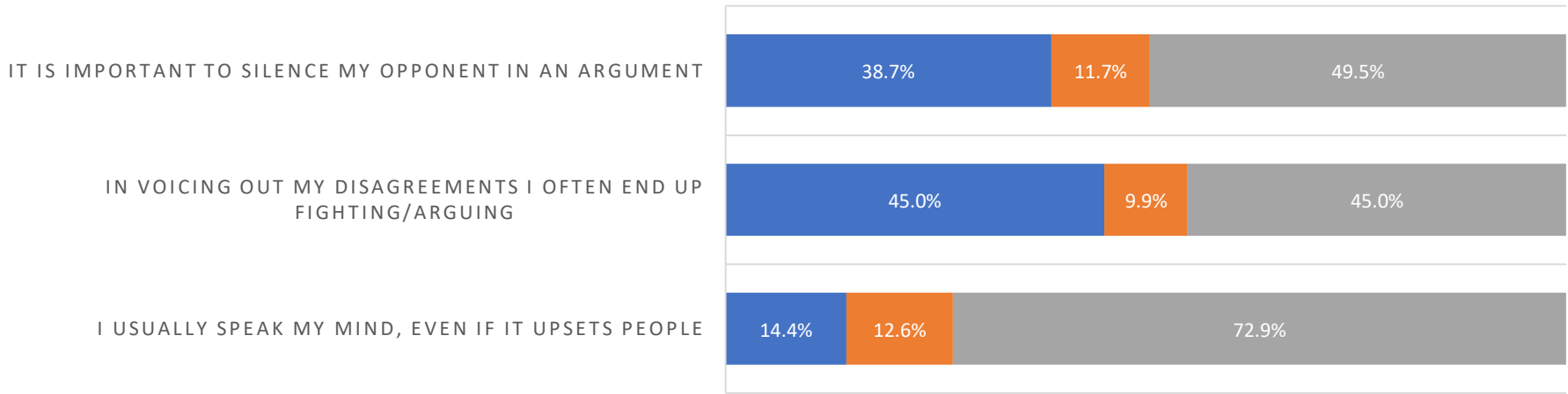
Impact on Free speech and Open dialogue?



The emphasis on the use of open and peaceful dialogue was a key component of the Basila talks. As the following data will demonstrate, this idea was well-delivered to the audience as levels of acceptance and tolerance seem to have increased within the realm of communication. People realized the efficacy of free speech and peaceful social engagement for improving societal conditions. However neutral responses at Endline are also noteworthy due to which conclusive impact couldn't be registered

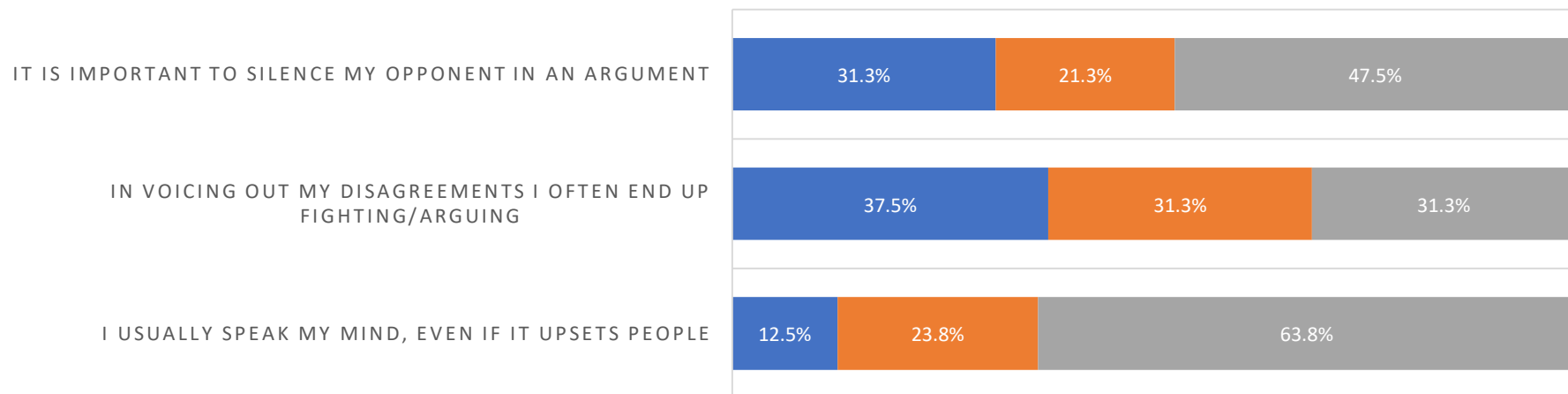
Baseline base: 111

■ Disagree ■ Neutral ■ Agree



Endline base: 80

■ Disagree ■ Neutral ■ Agree



While majority ended up in fights while arguing with different view points (45%), at Endline the agreement level falls to 31.3%. Similarly on peaceful and respectful social engagement, we see scores improve from 72.9 to 63.8%



Rise in use and attitude change towards of Social media as a tool for Change



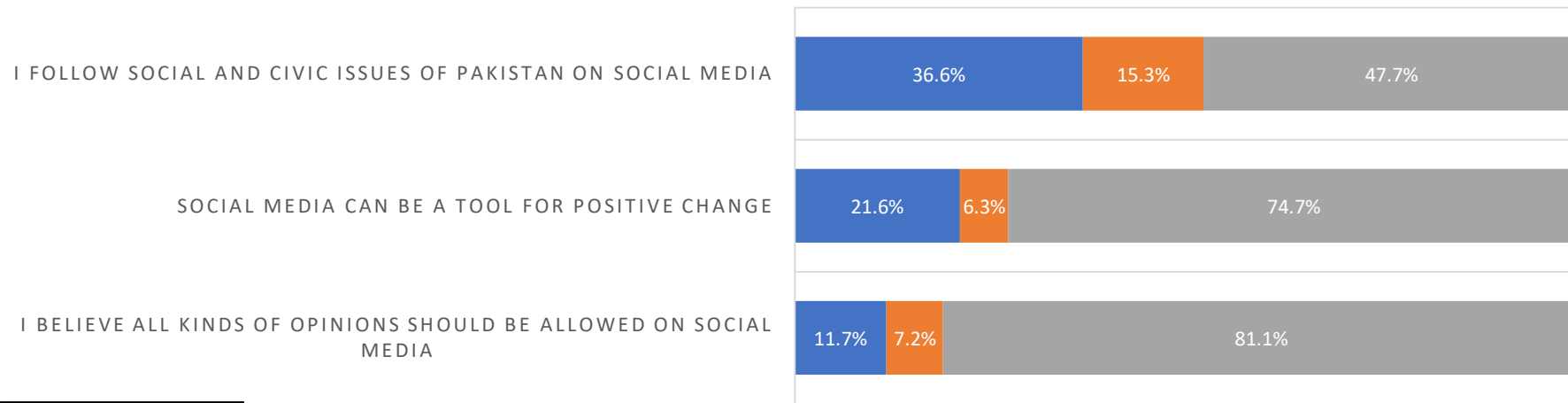
Respondents displayed remarkable change in their attitudes towards social media

People got more engaged with social media, realized its importance as a tool for positive social change, and started employing this tool to voice their concerns about a number of issues.

The use of social media also shifted, from a means of connecting with friends and family to a platform of delivering and receiving news and

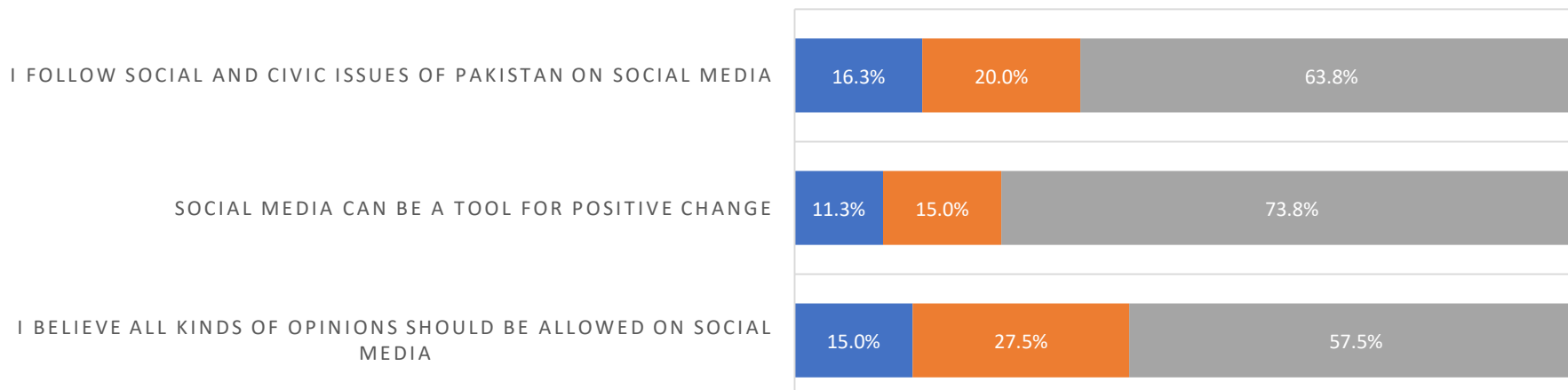
Baseline base: 111

■ Disagree ■ Neutral ■ Agree



Endline base: 80

■ Disagree ■ Neutral ■ Agree



The large majority of 63.1% baseline respondents had a high degree of association with the given statement, which was reduced by 25.6% at endline.

There may have been an increase in sensitivity to ideas that are harmful to marginalized groups. The presence of such ideas on social media platforms causes tangible harm to members of such groups. The decrease in high association could be attributed to this notion.



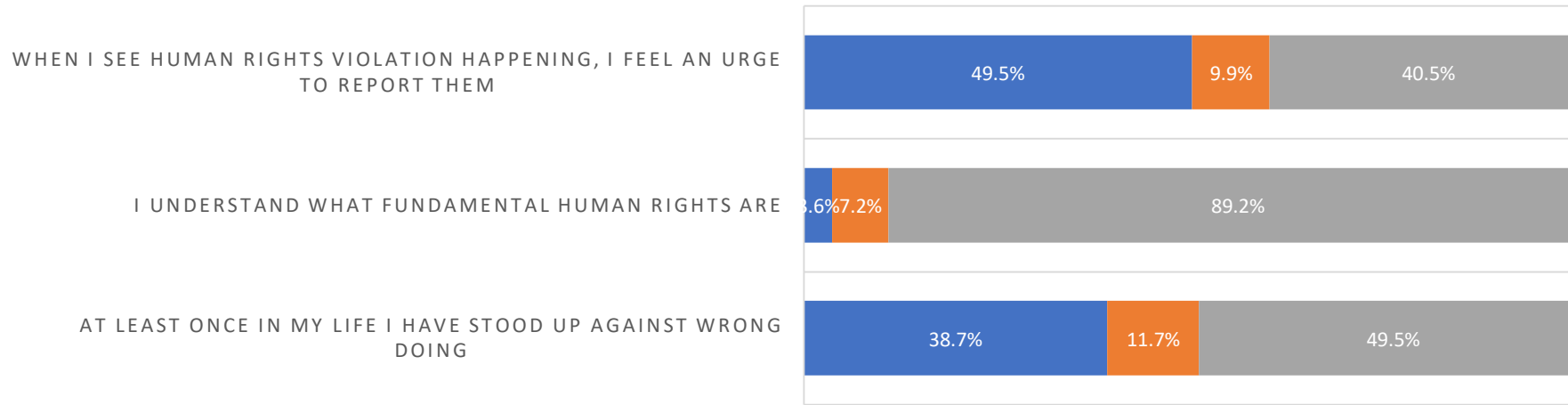
Attitude towards wrong doing and Injustice



The sensitivity to injustice and the need to end it significantly increased through the intervention and so did the realization of necessity for taking a stand against perpetrators of injustice and suffering, however statement of understanding what human rights mean seemed to be vague and no conclusion could be drawn

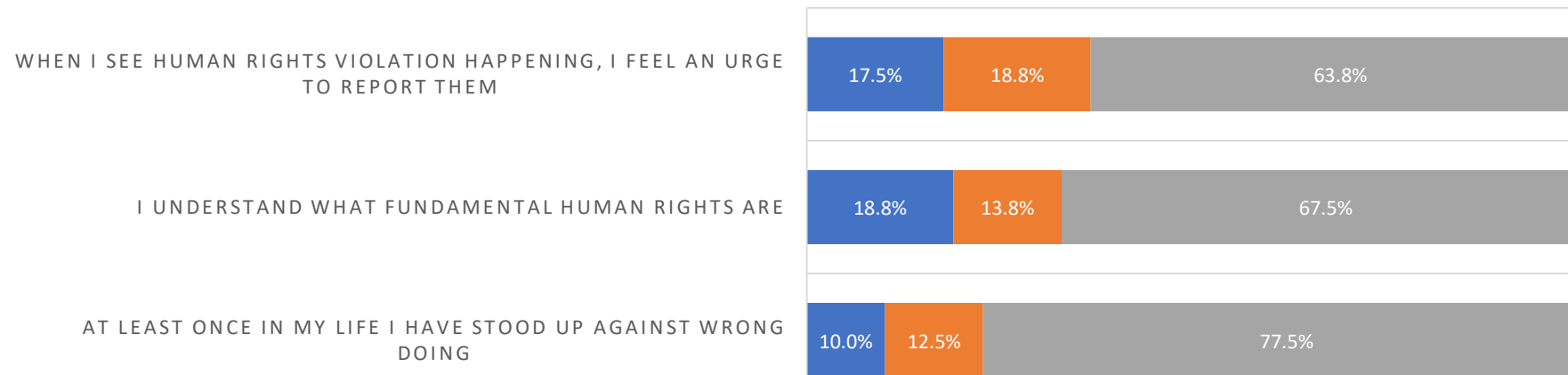
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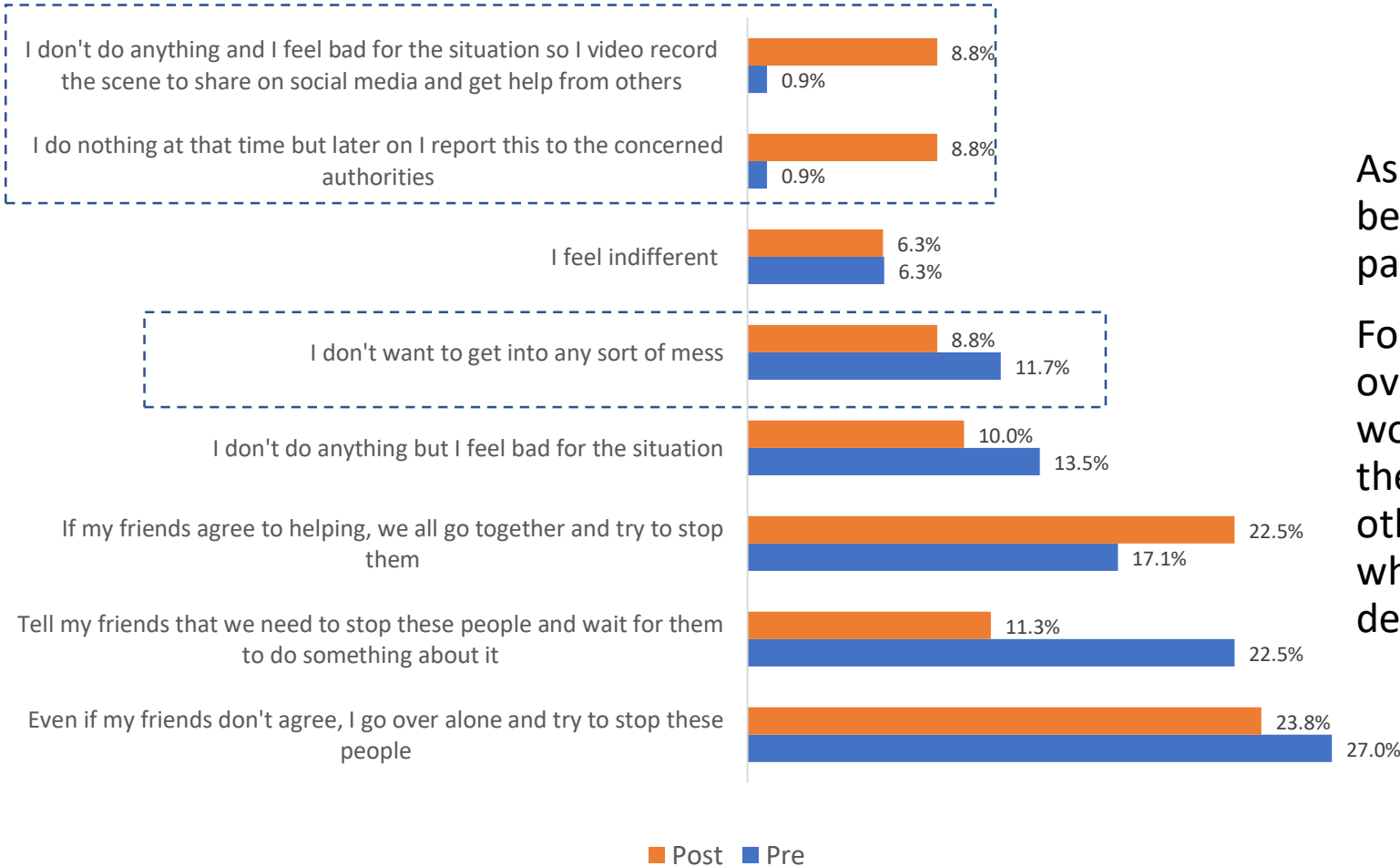


REACTION TO VIOLATION



Increased Capacity for taking Individual action for change and speaking up

REACTION TO A TRANSGENDER WOMAN BEING VIOLENTLY HUMILIATED BY ONE'S FRIEND



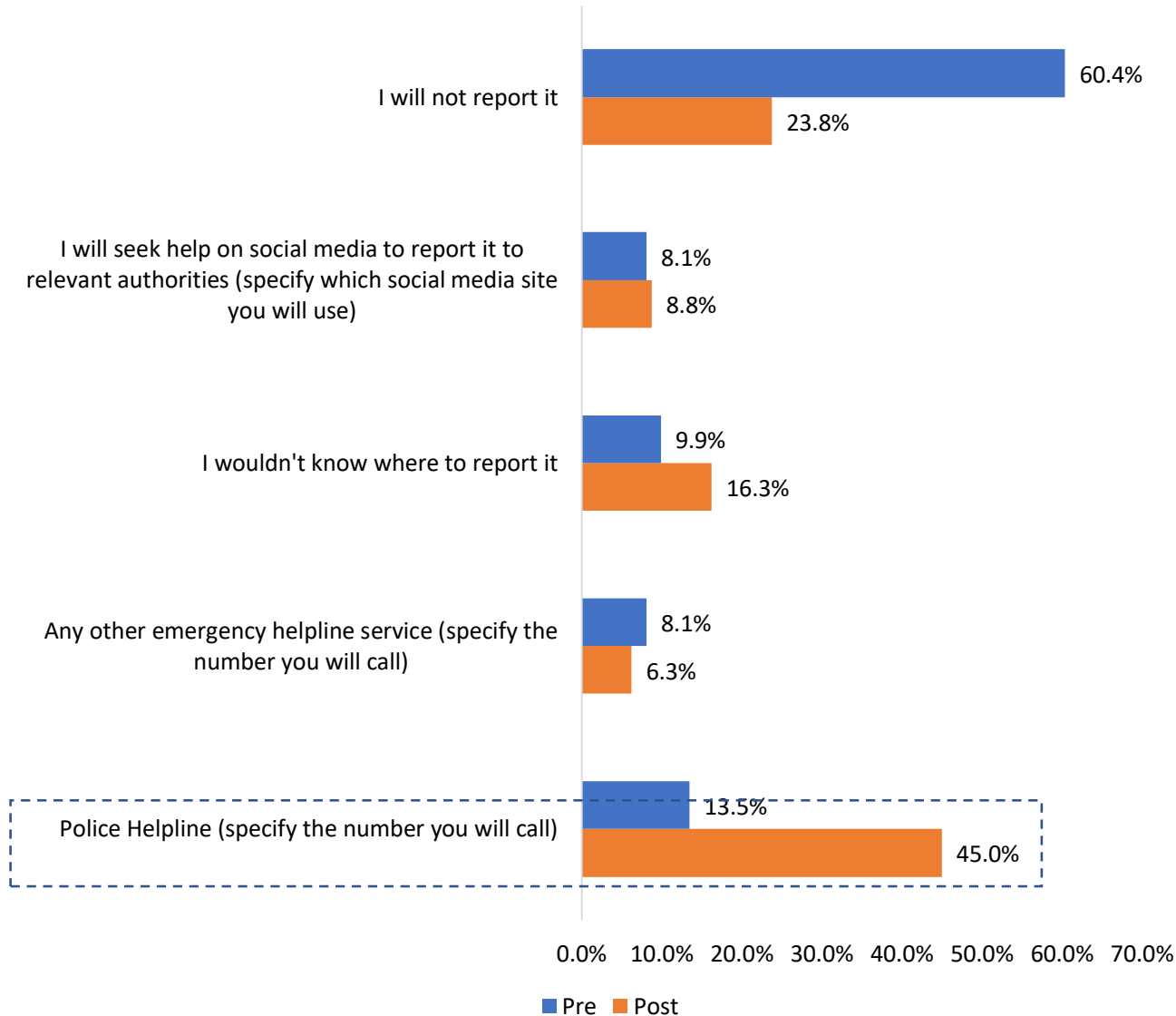
As the previous data indicated, there has been an increase in the willingness of participants to take action against injustice.

Following this trend, we observed an overall increase in stances in which people would report events to authorities or share them on social media to get help from others. Moreover, the percentage of those who would not want to get involved decreased by 2.9%.

REPORTING A VIOLENT ACT



More and more people would take action and report violent incidents



The percentage of respondents who would not report the incident decreased by a striking 36.6%.

We learned that 45% endline respondents would report the incident to the police via the '15' helpline, compared to only 13.5% baseline respondents.

People became aware of helplines, specifically that of the police, and felt emboldened to report acts of violence and discrimination.

CONTACT FOR QUERIES ON THIS REPORT:

Info@azcorpentertainment.com

