

The Production and Utilization Scheme of PLANET 3 (Package Learning Materials on “Waste Management”)

Report on Adaptation Process of Local Version PLANET 3

Dhaka Ahsania Mission (DAM) adapted the PLANET 3 package (Package Learning Materials on Planet 3- Waste Management) in Bangladesh as a scheme of Production and Utilization of PLANET 3 “Waste Management” with financial support from ACCU. Bangladesh Literacy Resource Center (BLRC) implemented the scheme with technical support from Materials Development Unit & Audio - Visual Unit of DAM. After receiving the Package Learning Materials on “Waste Management” a meeting was organized in DAM to examine the package material for its adaptation in Bangladesh. In this meeting it has been commented that the theme of PLANET-3 is very much important in the present context of Bangladesh. Since the use of polythene bag for domestic use is now banned in Bangladesh, it has been decided in the meeting that the story of the animation video should be changed to make it relevant to the context of Bangladesh. Considering the waste management context and practice in Bangladesh and the presentation style of PLANET-3 it has been decided that target group, theme of the material and format will be adapted and information will be developed based on Bangladesh context. This decision regarding the national level adaptation process based on the specific condition of the country necessitates development of new text for the video and for the booklet as well.

A total of 10 staffs of DAM were involved in the adaptation process. Following is the brief description of the process and role of the team members:

- a. Coordinator – 1: Director, Training and Material Development Division of DAM acted as a coordinator of this adaptation process. He played his role in preparing an adaptation plan and developing working strategy. During the adaptation process the coordinator provided guidance and assistance for implementation of the plan. Selection of a multimedia farm for developing animation video. Proper supervision and guidance during the adaptation was also a part of the role played by the coordinator. Besides, he kept contact with ACCU for reporting and information sharing. As a whole the coordinator checked through all the process needed for the scheme.
- b. Material Developer – 3: A group of 3 material developers were actively involved in the adaptation process. As per plan this group conducted a survey to know best practices of waste management in Bangladesh. Basing on collected information this group visited several organizations and cites to get in-depth knowledge and practical information on best practices on waste management in Bangladesh. During their visit they interviewed key persons of those organizations and collected relevant documents. After this stage of collecting information, the group of expert material developers prepared three-draft curricular units for the development of the Animation video, the Booklet and the Poster. These curricular units were reviewed in a small group of experts including environment specialists and the coordinator of this adaptation

process. After finalizing the curricular units the involved material developers prepared text including draft design of the booklet and poster. They developed story line of the animation video. After developing draft for the booklet and poster this group of material developers developed facilitators guide. After that this group of experts went to Narshingdi to conduct field test for getting feedback from the targeted audience. After field testing the group prepared second draft of the package materials which were presented to a group of people who are related to waste management scheme to get their comments and feedbacks. After this review session, the selected multimedia firm finalized the animation video. The team of material developers finalized facilitators guide, booklet, & poster.

- c. Designer – 2: Two graphic designers were involved in the adaptation process mainly to design the booklet, poster and the facilitator’s guide.
- d. Computer compositor-1: A computer compositor was engaged through out the time helped in typing all materials related to this adaptation.
- e. Illustrator – 2: Two Illustrators were involved in drawing and designing the cover and inner pages of the booklet, poster and facilitators guide.
- f. Audio Visual Expert – 1: The audiovisual expert kept regular contact with the multimedia firm and provided required assistance for development of animation video on waste management. This expert shoot all photography required for the development of the materials.

NB. A multimedia firm “Visual Soft” developed animation video. They involved their professional staffs for the development of animation video.

The PLANET 3 adaptation team adopted a strategy to visit and consult relevant organizations and interview concerned resource persons to get information and practical experiences on current problem and practices on waste management. The Material Developers of DAM consulted with several persons and organizations in Bangladesh who are working on waste management. This consultation and visits on best practices sites were done within January - March 2005. During the consultation, the PLANET 3 adaptation team collected valuable information and visited sites of several good practices now prevailing in Bangladesh.

Several Government and non-government organizations i.e. Ministry of Environment, Campaign for Popular Education (CAMPE), Waste Concern, Uddipan were visited and consulted with the concerned person. During this consultation we received valuable suggestions and recommendation for PLANET-3 adaptation. Several resource persons provided extensive support and guidance in the whole adaptation process. Mr. Maqsd Sinha, Waste Management Expert, Executive Director, Waste Concern gave us valuable information regarding waste management.

Since national level adaptation should be based on national context and practices, consultation with resource persons and visit good example sites turned out very effective for the development of national version. Discussions during the consultations and site visits helped our team members to understand scenario of waste related problems and possible ways of proper waste management in Bangladesh. This discussions and visits also helped us to determine contents for the Booklet,

Poster and Animation video as a package material.

After the development of draft Animation video, Booklet and Poster, field tests were conducted in the community to test several aspects of adapted version. During field test following systematic steps were followed:

- a. Selection of area,
- b. Selection of time,
- c. Organize field-test programme
- d. Copy of the draft materials as per the number of learners,
- e. Development of questionnaire for field-test,
- f. Demonstration of the draft material for feedback,
- g. Documentation of feedback.

On 3rd April 2005 field-testing of draft package material on PLANET-3 were done in several CRC's located in the district of Narsingdi. Dhaka Ahsania Mission is working in this area for quite a long time and several Gonokendra (CLC) and Community Resource Centers (CRC) were functioning in this area. As consequence awareness level of mass people is comparatively high in this area. Another reason for choosing this area for field-testing is presence of ICT centers in the area. In Narsingdi area Dhaka Ahsania Mission has established 4 ICT centers where 4 computers are available in each center.

Field test on PLANET-3 were conducted in 2 ICT centers. The name of this two ICT centers are Papri Community Resource Center and Nuralapur Community Resource Center. In Papri Community Resource Center 100 villagers, mainly adolescent and adult women gathered during field-testing. PLANET adaptation team members divided the villagers into several focus groups. Planet adaptation team members demonstrated the booklet, poster and animation video, following the instructions of facilitator's guide. After the demonstration the adaptation team members initiate discussion sessions with the participants. An instruction guide was prepared for initiating discussion sessions and a checklist was prepared for taking interview for getting feedbacks on adapted materials. In Nuralapur Community Resource Center, 65 villagers attended the field-testing. PLANET adaptation team members followed the same technique for getting their feedback on the package materials.

During the field test Planet adaptation team members documented the reaction and comments of the villagers. Major feedbacks are as follows:

Poster:

- Language of title and subtitle should be easier.
- To use picture of compost & organic waste instead of illustration

- Relationship with four main picture should be established by drawing arrows
- Symbol should be used to indicate factory
- To use illustration of packet of compost

Booklet

- Use of picture of compost & organic waste instead of illustration
- Proportion of elements of surrounding environments should be appropriate in page 5&7.
- Photo should be used instead of illustration in page 15,16,18,20.
- More explanation is required in several pages.

Animation video

- Visual and sound should be adjusted in several cases
- Long dialogue should be avoided
- In case of long dialogue background should be changed
- Letter size and color should be more attractive
- Illustration of meeting should be changed
- Person working in the compost-making place should wear gloves in all cases.

As the concept of a package material consists of Booklet, Poster and Animation video is new in the NFE & development sector in Bangladesh, everybody appreciated DAM for adapting the material. Interactive method of reading is one of the strength of the material. Other strengths of the materials are attractive presentation, text related to illustration, combination of illustration and real picture etc.

After compiling all the feedbacks, material developers prepared specific recommendations for revision of the Booklet, Poster and Animation video. As per recommendations booklet, Poster and animation video were revised, and final version of the Booklet, Poster and animation video were developed.

The theme of PLANET-3, waste management is relatively new in rural areas. Waste management system is not a usual activity in the rural areas in Bangladesh; it was also difficult to assess needs at the rural areas for the materials. To overcome the situation we studied best practices of waste management in the urban areas as well as rural areas and selected contents of the Booklet, Poster and Animation video. During the planning stage PLANET adaptation team members visited many sites to understand the nature and extent of waste related problems.

Since Dhaka Ahsania Mission has a very strong Material Development section, the members of Material Development Section developed the booklet & Poster. Though DAM has an audiovisual unit for production of audiovisual materials, but for development of animation video we decided to take external help from a professional multimedia firm. Accordingly we made a contract with “Visual Soft” for the production of animation video.

In the adaptation process, considering the national context and needs, lots of changes in the original version of PLANET 3 has been made. Synopsis of the adapted version of PLANET3 is presented below:

Materials	Format	Presentation	Illustration	Contents
Video	Animation video	Through dialogue	2 dimension	<ul style="list-style-type: none"> - overall situation of waste management in Bangladesh - environmental pollution due to hazardous waste management - utilization of waste for additional income - useful tips for waste management
Poster	Wall poster	Picture with text	Drawing and photograph	<ul style="list-style-type: none"> - example of waste utilization of waste at community level - additional income by waste management
Booklet	Booklet	Combination of dialogue texts and picture and interactive by question-answer.	Drawing and photography	<ul style="list-style-type: none"> - overall situation of waste - different types of waste - what is waste - problems of waste - types of waste - 3 ways of waste management - preparation of compost - exercise
Facilitator's Guide	Manual	Session wise direction	Drawing and photograph	<ul style="list-style-type: none"> - information on waste management program implementation - stage of awareness course facilitation - information related to awareness courses - brief presentation of supplementary materials - role of facilitator - providing primary concept/ideas on waste - providing primary concept/ideas on waste - nature of waste - problems created by waste - types of waste - keeping waste under control - analyzing the situation of waste in an area through field observation - making resources from waste - concept of making organic fertilizer from organic waste - making activity plan

Adaptation Calendar

Activity	Nov. 04	Dec. 04	Jan 05	Feb. 05	Mar. 05	April 05	May 05
Study visit to different organizations in Bangladesh for gathering information/ experience on waste management							
Development of curricular unit for the Booklet, Poster and Animation video							
Review and finalization of Curricular unit							
Draft text development for Booklet and Poster with illustration							
Consultation with different organizations and experts on waste management							
Script preparation for animation video							
Preparation of animation video							
Develop facilitator's guide							
Field test of the animation video, poster, booklet, and facilitator's guide							
Final editing of the package material							
Printing of the materials							
Distribution of the materials							
Final report sent to ACCU							