

Monitoring Report 2011: Masoko



Name of organisation	Masoko Company Limited
Name of programme	Community Activation Initiative
Area of work	Tanzania
Sector	Education
Channel	Schools, public rallies, print media
Timing	2011
Funding	50,000,000TZS
Twaweza partnership goal	Improving the quality of education by reinforcing citizen agency and promoting public accountability
Achievement	<ul style="list-style-type: none"> ● 30 public rallies in 27 districts, ● 200,000+ Uwezo tests, ● 1,3 million people reached
Monitoring	Partner reports, follow-up field monitoring by LME unit



In the mutual interest of improving the quality of education by reinforcing citizen agency and promoting public accountability, Twaweza and Masoko launched a community activation initiative which consisted of a variety of public meetings, focus groups, road shows and school visits. The programme sought to shift citizens conventional perspective on education from focusing on educational inputs (i.e. classrooms, teacher certification, supplies) to the quality of educational outcomes (i.e. what are children learning and what are the actual literacy and numeracy levels). The programme also focused on capitation grants and policy in Tanzania and the Uwezo test/tool that was administered and discussed widely.

Key Outputs

Expected outputs	Actual outputs (according to partner report)
Conduct community activation campaign in 27 district of the 5 regions in Tanzania Mainland	Reached 23 district (see list of regions and district covered below)
30 public rallies, focus groups, public meetings	60 public Rallies, 120 Road show stop overs, 60 cinema screening sessions and 60 focus group discussions
Circulate and/or administer the Uwezo test/tool of 500,000 persons in all gatherings	Administered 227,935 Uwezo test to children
Reach an audience of at least two million people through both public rallies and road shows	Reached 2,000,000 people, 600,000 children and 1,400,000 adults

Regions and districts covered:

Regions	Districts
Morogoro	Morogoro Urban, Rural, Mvomero , Kilosa, Kilombero and Ulanga
Ruvuma	Songea ,Songea Rural, Namtumbo and Tunduru
Pwani	Chalinze, Kibaha, Kisarawe, Mkuranga and Rufiji
Lindi	Kilwa, Ruangwa and Nachingwea
Mtwara	Liwale, Masasi, Newala, Nanyumbu and Tandahimba

Source: Masoko report, appendix 1 page 6.



Twaweza Monitoring

Twaweza received reports, records of venues used and DVDs from Masoko on the programs' outputs. Twaweza's LME Unit assessed the Masoko report to identify monitoring gaps where some challenge was identified:

- The loss or destruction of all GPS data from all four GPS recorders. The failure to meet this self monitoring output presented considerable challenges to Twaweza's LME unit to verify the open air/public venues Masoko used to conduct its public rallies and open air campaigns.

The LME Unit sampled two districts out of 23 where Masoko conducted "*the community activation campaign*" (Mvomero district in Morogoro region and Kibaha district Pwani region) to collect people's feedback regarding the exercise. Series of interviews and group discussions were conducted to assess people's recall and use of message received, these were some of the key findings:

- Out of 15 respondents, 4 remembered to participate in either road or cinema shows while 11 respondents remembered to hear either from friends or neighbours about Masoko road shows, public meetings and cinema shows.
- All 15 respondents remembered that the message in these shows was about the capitation grant. One of the respondents:

"Masoko brought a chaotic situation at the schools in my community. The local government was not informed or engaged in Masoko's agenda. Masoko's visit would have been beneficial if Masoko had engaged the village leadership, head teachers and parents all at once to educate them about capitation grants and ask them if they know about it first before accusing the local government authority as well as the head teacher's office of corruption'. Mr. Mohamed Mbwiga, Wami Dakawa, Tanzania

- Only one respondent out of 15 recalled that Masoko administered Uwezo test to children in his area. Nobody remembered printed information materials.