

Advocacy Outreach to Disseminate Internet Measurement Survey Results in India

Project Plan

I. Objective of the Project

To create awareness among consumer organizations, regulators, industry players, media, etc on the issues of depleting mobile data quality and performance of service provider. The idea is to disseminate the findings of the IIT study in order to generate space for dialogue between the aforementioned stakeholders.

II. Project Plan

Given the time constraint, a simple work plan has been put in place. First, a Policy Brief¹ will be drafted which will summarise the study, key findings and recommendations. Thereafter, a Briefing Paper² will be drawn for the CSOs and a meeting will be held with them. The idea is to collate with relevant CSOs for further uptake of the recommendations.

Subsequently, a Briefing Paper will be prepared for Government officials, Regulators and Industries. Based on the Briefing Paper a meeting will be held with the mentioned stakeholders. The collation of CSOs will also be present in the meeting to bridge the importance of the recommendations with consumer (and producer) gains.

Lastly, a National Advocacy Seminar will be held to conclude the project. Here the following will be advocated:

- Need for Third Party Evaluation
- Toolkit for Third Party Evaluation (Please refer to my mail)
- Need for Nutrition Label (CUTS Initiative – Services provided by service providers should have a label disclaiming the details of the services)

¹ Details regarding the Policy Brief have been mentioned in the Work Plan below

² Details regarding the two Briefing Papers have been mentioned in the Work Plan below

III. Work Plan

Output	Target Stakeholders	Timeline	Outline/ Agenda
1. Policy Brief	<ul style="list-style-type: none"> Government Regulators Industries CSOs 	End of April	<p>This will be a four pager document and will be printed out as A4 size brochures.</p> <p>The outline of the document will be as:</p> <ul style="list-style-type: none"> Background Methodology Key findings Key recommendations Conclusion <p>These will be disseminated with invitations for all the meetings.</p>
2.1 Briefing Paper I	<ul style="list-style-type: none"> CSOs 	Mid May	<p>Briefing Paper would be a 2 – 3 page document and should encapsulate the following:</p> <ul style="list-style-type: none"> Summary of Key Findings Practices from Developed and Developing Countries on the Role of CSOs under the sector Recommendations (Need for Third Party Assessment, Need for Nutrition Label)
2.2 Meeting with CSOs and Government	<ul style="list-style-type: none"> CSOs 	End May	<p>A brief meeting of about 3 - 4 hours will be held to deliberate on the findings of the study. The Briefing Paper mentioned above will be disseminated in the meeting (and/or with the</p>

			<p>invites) to set the background</p> <p>Draft Agenda will be as:</p> <ul style="list-style-type: none"> • Opening Session • Presentation on Key findings • Presentation on the Importance of the CSO participation under the sector • Open Floor Discussion • Closing Remarks
3.1 Briefing Paper II	<ul style="list-style-type: none"> • Government • Regulators • Industries 	Beginning June	<p>Here, the Briefing Paper will include:</p> <ul style="list-style-type: none"> • Summary of Key Findings • Practices from Developed and Developing Countries on the Role and Scope of Government/ Regulators/ Industries • Recommendations (Need for Third Party Assessment, Need for Nutrition Label)
3.2 Brief Meeting with Regulators and Industries	<ul style="list-style-type: none"> • Government • Regulators • Industries • CSOs 	Beginning June	<p>The Briefing Paper will be used for the invites and disseminated in the meeting.</p> <p>Draft Agenda here will be as:</p> <ul style="list-style-type: none"> • Opening Session • Presentation on Key Findings • Presentation on Key Recommendations • Presentation on Practices from Developed and Developing Countries • Open Floor Discussion

			<ul style="list-style-type: none"> Closing Remarks
4. National Level Seminar	<ul style="list-style-type: none"> Government Regulators Industries CSOs 	End June, 2015	<p>The project will be concluded by a National Seminar. This seminar should bring all the relevant stakeholders in the room for the final discussion.</p> <p>Further, the developments of the project should also be shared in this seminar. It is suggested that this agenda be drawn at a later stage.</p>

(Another alternative for the time schedule is to finish all publications between April – Mid May and then have the meetings. Here also the final seminar will be in June end)